

LinkedIn or Checked-Out?



Why would you read this post over any one of the 160,000 published every week on LinkedIn? What catches your eye and makes you choose this post? Why is it special?

Is it the eye-catching headline or the potential to learn something, or even that the article may just be interesting, or, will pass the time while waiting in to board a flight? What's in it for the reader & for the author?

I'll give you my answers to these questions.....

As a guideline, good posts usually have some, or all, of the following:

- A heading that draws the reader in
- The right design/layout
- A compelling read
- Easy to read – appropriate language for the target market, not too long or too short
- Dot points that make it simple
- Pictures and images can convey a great deal
- Links to a website for more information about the author or content or both

I personally scroll past so many posts that are trite or pitched at a very basic level, try to appeal to everyone, are blatantly self-promoting, even boastful or too technical. If I met a person for the first time and they started talking to me in the way they have written their post – I would not be able to escape from them quickly enough.

So why would I spend my time creating a post for an audience that I may never be able to identify?

Do I have unique insights or experiences that I wish to share? Maybe I just want to be a story teller. Perhaps it's all about me wanting to have my name, brand and company constantly in people's faces. Is that what any reader wants?

Most readers are looking for an interesting or possibly thought provoking, even challenging read. If my article 'hits the spot' the reader may follow me or look out for my future articles. The reader may even follow a link to find out more about me and the subject matter . That may lead to a commercial engagement.

Posts or blogs must be engaging, interesting and have the audience wanting more – just like the conversation one has with a person they meet for the first time. A quick judgement is usually made – get me out of here now or tell me more.

Think before you post. Does the reader finish the article and say to themselves: this author thinks and thinks well! Time is precious, make sure your content is pertinent and relevant. Are you trying to pin folks in a corner and make them hear you or are you providing the spark and content for a good conversation?

Happy blogging.

Links: www.eprakt.au

The Power of Stories - <http://kepios.com/blog/2016/12/8/the-power-of-stories>