9 Tips That Will Stop Your Readers From Falling Asleep

Do you want to write amazing stuff that people will actually read and share online?

In this post, I’m going to share the top xx tips that will get you hired for those writing gigs.

1. Don’t Edit Your First Draft

[Bill Harper](https://www.dailywritingtips.com/34-writing-tips-that-will-make-you-a-better-writer/) of Sharper Copy discourages the idea of writing and editing at the same time. He believes that you can successfully do either task but not both.

So to start your creative juice flowing, just write. No erasures, no over-thinking. Just write or type the first words that come to mind.

To be honest, it’s hard to turn off that internal editor, shouting at you to start a new draft all over again. But with a little bit of practice and self-discipline, you can write any topic you like without any mental restrictions

1. Write Like You Talk

As you write, pretend that you are talking to the reader. This will take getting use but it can create empathy between you and the people reading your content.

If you want to make a connection with your readers, “talk” to them.

But…

A lot of you are right now are probably asking how the heck can I talk to my readers?

There are a lot ways but here’s one guide that could help you. Imagine asking your audience a question. For example:

“How can I keep readers interested to my boring topic?”

You then proceed and explain to your readers how or what steps you’re taking to tackle this problem. For this question, you can say:

According to English Philosopher G.K. Chesterton, “There are no boring topics, only disinterested mind”. As a content writer, there’s no such thing as a dull topic. What you should do is present it in a way that will arouse your reader’s interest.

1. Infotainment

Most kids have to memorize stuff they read in the textbooks. Yet, they still have problems recalling them even after reading the books for the nth time. Ironically, they have no problem remembering every detail of a comic book.

That’s because it’s more fun and entertaining to read the latter. To sell your contents, you need to write it like a comic book. Entertain your readers while giving them the information.

Here is the dilemma…

You want to inform your readers about the benefits of what you’re selling. But you also need to get their attention.

You can start by presenting a headline that will get their attention like, “9 Ways to Keep Your Readers from Falling Asleep.”

Next, you can keep them interested by injecting humor to your piece even if it’s not related to the topic. Remember, your main goal as a writer is to keep the reader’s attention to your content.

1. Build Intrigue

Good novels sustain their reader’s interest by building intrigues. You should do the same in your writing.

You could portray your prospects as characters that can rise to fame and riches if they give your product or services a try.

Another story plot you could use is solving the prospect’s quest to find the perfect gift for their spouse by buying your salt and pepper shakers or any product that you’re selling.

1. Use Stats

“There are three kinds of lies: lies, damned lies and statistics.”

* American author Mark Twain

It’s hard for people to dispute your argument if you have some official figures to back you up.

For example, [HubSpot](https://www.hubspot.com/marketing-statistics) reported that many US companies now consider writing blogs as part of their advertising campaign. This means that people with writing skills can expect a steady supply of jobs in the foreseeable future.

1. Quality Over Quantity

Writing content is not easy especially if you need to finish a bunch of them and you’re in danger of missing the deadline. There’s that constant temptation to submit and post articles that are not up to standard. In some instances, you could get away with it

But…

Readers may simply stop reading your posts and visit other sites with better articles. Since they are not satisfied with your article, it’s also doubtful that they will share it to their friends.

As search engine algorithms get smarter, your site could also get penalized for handing out poor quality articles.

1. Get to the Point

It’s embarrassing but a [Microsoft study](http://time.com/3858309/attention-spans-goldfish/) revealed that the lowly goldfish has a longer attention span than humans.

What’s the significance?

The point is you now have to work harder to keep reader’s attention.

A [Jakob Nielsen](https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content-discovered/) study also revealed that you need to get your points across in the first two paragraphs. After that, the readers can start to losing interest.

With this in mind, you should avoid adding fluff to your content and get your message across as quickly as possible. If you don’t the reader will simply skim the article and miss the important stuffs.

1. Read it Out Aloud

After you have written the first draft you’re now ready to edit. And the best way to do that is by reading your piece aloud.

Through the human voice – your voice, you can find out if the content has established a personal connection to your readers.

I have to admit that it was uncomfortable when I first tried it. But reading aloud made editing easier and also made me confident of my work.

1. Don’t Be a Smarty Pants

You want to impress your readers with what you know by listing all the facts to the tiniest details.

The only problem is…

They have no idea what you’re talking about.

Yes, you can use the word pneumonoultramicroscopicsilicovolcanoconiosis (whew!) in your article. But will your readers care?

It’s doubtful that they would have the patience to read that word.

(FYI: It’s a lung disease caused by inhalation of fine silica particles spewed out by a volcano. Its shorter medical term is silicosis.)

I’m not saying you have to “dumb down” your article. Just write your contents to a reading level that most of your target readers will understand.

For some, this is easier said than done.

The good news is you now have a tool that can measure the readability of your article.

It’s called the Flesch-Kincaid Readability Test.

Under this test, most readers would have no problem reading content that a ninth grader would understand. You could use software or online tools to measure the readability of your article.

For Windows Word users, this test is included in the software. You can find in the Review Tab under Spelling & Grammar.

<https://www.dailywritingtips.com/34-writing-tips-that-will-make-you-a-better-writer/>

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