

Tips



How to avoid writing “we did a thing” social posts.

Tip

01

Lead with a hook

Be provocative, even preposterous. Grab attention. Share details that can stir controversy.

Tip

02

Identify the action you want followers to take

“Learn more” isn’t great. “Subscribe, download, enroll, calculate...” are better.

Tip

03

Explain what they’ll get if they take action

Be specific, concrete, and practical.

Tip

04

Talk directly to the reader

Use “you.”

Tip

05

Instill FOMO

State what people will lose if they don’t take action.

Tip

06

Write with emotion

Refer to emotions by name.



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