

# Making Your Content Super Easy to Read- How to get Your Content Read.

What's the point in having the best content in the world if no one reads it?

*"Ignorance is the curse of God; knowledge is the wing wherewith we fly to heaven."* -**William Shakespeare**

## Let's start with creating a headline before we dig deeper into making your copy a must to read.

First of all, you obviously need an eye-catching headline. So take your time with this and see what you can come up with. If you have read some of my previous posts and articles, you will have noticed the importance I put in creating a great headline.

For this reason, it makes sense to dedicate at least 20 percent of your allocated writing time on creating an attention grabbing headline. Because I write something of value every day, I dedicate a small amount of this time in creating headlines.

You know when you get writers block? Write a few headlines. Suddenly up pops an idea. Before you know it you are scribbling as fast as you can.

I have many pages of headlines. When I need a headline or sub-headline, I scroll through my list. The beauty of this is, as you are scrolling, all sorts of ideas will pop up in your head.

**TIP**...During the course of your day, you may hear something that would make a great headline or subject. Write it down. I always carry a small notebook and pen or write in *notes* on my iPhone.

## ***Creating an engaging lead.***

In addition, you need an engaging lead. So what is a lead?

A lead follows a headline, so it better be good to hold your reader's attention. It needs to be;

- Written in a conversational way.
- Engaging.
- Useful.

It needs to lead your reader into your main copy. Teasing your reader with "stay with me here" or "before I tell you what it is" can be a good way of holding their attention to read through your article.

*"Real knowledge is to know the extent of one's ignorance". -Confucius*

### ***Following up with interesting main copy.***

Your main copy will just flow on from the lead. Once again it needs to be interesting and engaging. This is your main content so will usually be much longer than the lead. If you are selling a product or service, your main copy will gradually flow towards a sale. This is commonly called the *close*.

In the first place; most people today are very busy. They will look at your headline first. If it catches their imagination they will skim your copy first. Then jumping between sub-heads, bullets and numbered items. If these are interesting enough, they will come back and read your content.

1. Use an easy to read font, such as Arial or Calibri.
2. Use bold headlines with a font size of between 14-18.
3. General copy font size of 10 or 12.
4. Try and keep your sentences short...less than 20 words.
5. Keep words as short as possible...less than 12 characters if possible.
6. Use commas frequently, to break up sentences.

7. You can use Ellipsis (...), but not too often.
8. Between 2 and 4 sentences maximum per paragraph, to make reading easier. Any more than this and your copy looks black and intimidating. Plenty of white space in your article makes it more reader friendly.
9. Use sub-headings frequently to break up your content.
10. Italics are generally easier on the eye than underlining text.
11. Bullets and numbering help break up your copy.
12. Avoid writing too many words in CAPITALS or **bold** as it tends to “shout” at your audience.
13. An image or two can make your content look more friendly but don’t overdo it. Always use images or pictures related to your content.

In conclusion, depending on your subject matter...use proof or case studies. This will make it more believable. Put in links to your proof if you have to.

If you have read this far, you probably have a good knowledge of... *Making Your Content Super Easy to Read- How to get Your Content Read.*

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***“Public sharing is an important part of science” -Richard Dawkins***