

Checklist

***How To Connect  
With Your Readers***

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## **Now Let's Get Started...**

## **Checklist: How to Connect** **With Your Readers**

This checklist builds upon the "***How to R.E.W.R.I.T.E. a PLR Article™***" report and focuses on helping you to connect with your readers.

Namely, you don't want to rewrite your PLR content and have it come out as dry and boring as burnt toast. Use this checklist to help you create content that engages your readers.

Note: I highly suggest you to print this checklist (pages 3-6) out and put it next to your computer (or on your desk). Make sure you've a pen ready, and right after you complete a step, put a tick inside of the relevant step's small box. Doing so will help you to track your progress and your rewritten materials will be genuine - almost by itself. (And the accomplishment feeling of going through all steps and putting ticks on paper will be the hidden bonus inside!)

You won't use all of these factors in any single piece, but you should refer to it whenever you rewrite a piece to see how many factors you can include...

- ☐ Tell a story about yourself (if you had the same problem as the prospect).
- ☐ Tell a story about someone else who had the same problem.
- ☐ Share a case study about yourself.
- ☐ Share case study about someone else.
- ☐ Share research facts to back up your claims.
- ☐ Arouse curiosity in the beginning of an article, such as in the introduction. Then satisfy this curiosity later on in the article.
- ☐ Engage the reader's senses, including:
  - ☐ Vision
  - ☐ Hearing

☐ Smell

☐ Touch

☐ Taste

☐ Use unexpected language to occasionally “shock” your readers and force them to pay attention.

☐ Make content seem exciting or new by adding your own “twist” to an old method.

☐ Make content seem exciting or new by giving an old method a new name.

☐ Use plenty of examples to help illustrate your points.

☐ Elaborate on existing examples.

☐ Add in plenty of tips to make the content valuable.

☐ Elaborate on existing tips.

☐ Make the content more credible by:

☐ Including specifics.

Example: Don't say "\$1000." Instead, be specific (such as "\$1017").

☐ Including quotes from others, from other experts to other prospects.

☐ Including quotes from authority figures in the niche.

Example: If you're writing a health article then include a quote from a doctor.

☐ Create content that suits its intended purpose.

Example: If it's a paid product designed to educate, then be thorough. If it's a promotional piece, then create content that's useful but incomplete.

☐ Engage people by making statements or asking questions that your target market would agree with.

Example: "Do you get tired of cleaning up Fido's messes?"

- ☐ Make sure the content is evergreen by avoiding:
  - ☐ References to dates.
  - ☐ References to seasons of the year.
  - ☐ References to events that would "date" the content.
  - ☐ Language referring to products and theories as "new" or "just released" or "newly discovered"... etc.
  - ☐ Any content that points to fads that are unlikely to last.
- ☐ Make the content evergreen by including content that is time-tested and proven.
- ☐ Offer proof of your claims, including:
  - ☐ Before and after photos.
  - ☐ Screenshots.
  - ☐ Scans.
  - ☐ Pie charts.
  - ☐ Testimonials, endorsements or case studies from others.
  - ☐ Video proof.
  - ☐ Audio proof.
- ☐ Add in graphics to break up the text, including things like:
  - ☐ Photos
  - ☐ Illustrations
  - ☐ Charts
  - ☐ Comics

- ☐ Add in multi-media content to make it different, including audio and video.
- ☐ Make the content interactive by:
  - Posting a poll at the end of the article.
  - Asking readers to post their questions and comments.
  - Asking readers to send you their questions and comments.
  - Putting a quiz in the content to make people think about what they're reading (plus it also helps further qualify them as prospects).
- ☐ Call the reader to action (by this I mean click on a link or start applying what they've learned):
  - Encourage the reader to take action at the end of the article.
  - Encourage the reader to take action in the bio box.
  - Give people a reason to take action, such as by reminding them of the benefits or taking action... or reminding them of the negative consequences of not taking action.