

Cheat sheet for module 6

How to Write a Seductive Opening

A seductive opening tells a reader that your post is a must-read because it helps him solve a struggle and reach a “sunny” destination.

A good opening paragraph:

- **Empathizes** with your reader by showing you understand his struggles. For instance: Henrietta empathizes with John’s struggle to keep his audience’s attention when he’s presenting his financials.
- **Sketches a “sunny” destination where the problems don’t exist.** For instance: Henrietta promises John that he is able to engage and entertain his listeners – even with financial information.
- **Promises that it’s easy to go from the current struggle to the “sunny” destination. For instance, by suggesting a shortcut, an easy formula, or quick tips, or by suggesting that “it’s not as difficult as you think.”** beginning of our post.

Your checklist for writing a seductive opening paragraph:

- ✓ Your first sentence is short
- ✓ You empathize with your reader
- ✓ You promise to help him to get to a preferred destination where his problem doesn’t exist
- ✓ You reassure your reader your advice is easy to follow
- ✓ You followed the 5-point checklist to edit your opening

