

## How Specific Details Add Credibility and Interest

Specific details help paint a vivid picture. They make your blog post more credible and fascinating.

Always use specific details in a limited dose. If in doubt, go for fewer rather than more details.

Below you find examples of blog post paragraphs with and without details.

### Example 1

#### No specific details:

In a time of hectic busy-ness, you might lose your reader if you don't get to your point quickly.

Your reader is busy.

#### Including specific details:

In a time of hectic busy-ness, you might lose your reader if you don't get to your point quickly.

Your reader is not lounging in a rocking chair engrossed in a book. Instead, he's hurrying around the web to buy Christmas presents for his wife, or to check the latest Hummingbird advice while panicking about his website traffic.

*From: <http://www.copyblogger.com/sparkling-content/>*

### Example 2

#### No specific details:

*Phew.*

You've nearly finished your blog post.

But you can't hit "Publish" yet ... you still need to write a final paragraph.

*Sigh.*

What more is there to say?

**Including specific details:**

*Pheew.*

You've nearly finished your blog post.

You've gathered your most useful tips. You look forward to your readers' comments. This might be your best post ever. Yay!

But you can't hit "Publish" yet ... you still need to write a final paragraph.

You stare out of the window for inspiration. You reread your post. Nothing comes to mind.

*Sigh.*

What more is there to say?

From: <http://www.copyblogger.com/writing-closing-paragraphs/>

### Example 3

**No specific details:**

As writers, you and I are battling for attention in a distracted world.

We need to work damn hard to captivate and then keep our readers' attention.

Sometimes it may feel like an impossible task. How can we pull readers into our blog posts so they keep reading?

**Including specific details:**

As writers, you and I are battling for attention in a distracted world.

We need to work damn hard to captivate and then keep our readers' attention. We need to mesmerize them so they ignore the emails popping up. We need to hypnotize them so they don't hear their phones ringing.

Sometimes it may feel like an impossible task. How can we pull readers into our blog posts so they keep reading?

From: <http://www.copyblogger.com/seductive-openings/>

## Example 4

### No specific details:

Oh, that wonderful longing when you're setting off on a well-deserved vacation.

Do you know the feeling?

That wonderful holiday destination you're picturing in your head helps you cope with all your travel troubles.

With a blog post it's the same. Your readers don't really want to make an effort to read your post. Reading takes time and they have so many other things to do.

To entice people to read your post, sketch a sunny destination in your blog opening. Tell them how your simple trick or easy formula will help them. Sketch a destination so wonderful that they crave reading your post.

### Including specific details:

Oh, that wonderful longing when you're setting off on a well-deserved vacation.

Do you know the feeling?

You might imagine a white beach, sunshine, and delicious cocktails. Or you might picture an exhilarating trek across the jungle.

That wonderful holiday destination you're picturing in your head helps you cope with all your travel troubles – the long queue at the airport, the *yuck* food during the flight, and the crying baby in the row behind you.

With a blog post it's the same. Your readers don't really want to make an effort to read your post. Reading takes time and they have so many other things to do.

To entice people to read your post, sketch a sunny destination in your blog opening. Tell them how your simple trick or easy formula will make them happier, healthier, or richer. Sketch a destination so wonderful that they crave reading your post.

From: <http://boostblogtraffic.com/seductive-writing-tips/>

## Example 5

### No specific details:

Think about your best friends or favorite colleagues. Why do you enjoy having a chat with them?

It's the small stories you share.

Your friends can talk about more than their specialty subject.

If your blog only discusses your topic of expertise, you show yourself as a one-dimensional expert. By sharing tidbits about your hobbies or personal life, you become a more interesting person.

### Including specific details:

Think about your best friends or favorite colleagues. Why do you enjoy having a chat with them?

It's the small stories you share. **You might discuss a bad referee decision in Sunday's match, the movie you went to yesterday, and where you can get the best steak.**

Your friends can talk about more than their specialty subject.

If your blog only discusses your topic of expertise, you show yourself as a one-dimensional expert. By sharing tidbits about your hobbies or personal life, you become a more interesting person.

From: <http://boostblogtraffic.com/seductive-writing-tips/>