

# 10 Powerful Attention Grabbers

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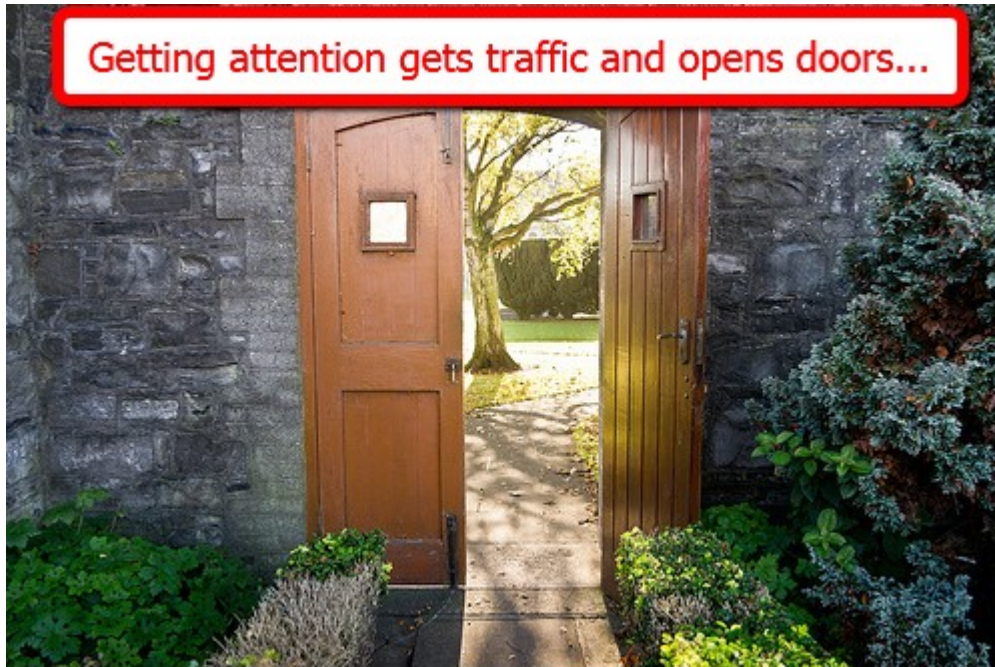
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## Getting Attention Opens Doors...

When you get attention you get more traffic...often a *whole* lot more traffic.

And the power of attention goes way beyond that.

The marketers and website owners who do the unusual stand out in the crowd. And standing out opens doors and gives you many opportunities you'd never get without drawing that attention to yourself and your business...



That means more joint ventures with major marketers, major authority sites linking to your content and building a loyal following of fans and customers who will buy from you and take your product recommendations for years to come.

In this report I'll reveal a range of powerful methods you can use to get attention and to keep attention online starting with the most important method of all...

## Speak Directly About Your Reader – Make The Story About Them...

Constantly talking about yourself and your products is a great way to lose the attention of your visitors.

If you want to engage people you need to focus on their desires and frustrations... stories that relate directly to them.

Think through what's really important to the type of people you want to get traffic and sales from:

- What do they really want?
- What is it that motivates them?
- What kinds of problems are they dealing with?

You can often get insights by looking at the search terms people make to arrive at your website.

Many years ago Max Hart (one of the partners of the giant company Hart, Schaffner and Marx) was talking to his advertising manager George L Dyer.

Hart was convinced nobody would read a long sales letter but Dyer...being a direct marketing expert... knew beyond a doubt that in most cases not only would people read a longer sales letter...it would produce far more sales than a short sales letter.

To prove his point he bet his boss \$10 that he could write a full newspaper size page of solid small type and guarantee Hart would read every word of it.

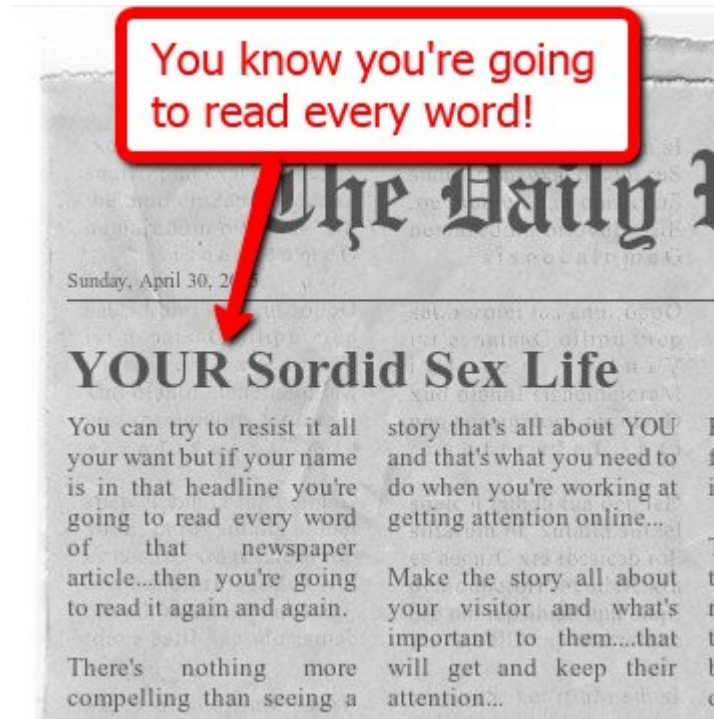
Hart immediately took the bet.

Then Dyer said "You know I don't even have to write the page to win this bet. I'll just give you the headline...

"The Sordid Details Of Max Hart's secret sex life!"

Hart immediately gave him the \$10.

The key here is to really focus in on the desires of your visitor and to make your content about what *they* want...what's important to *them*.



### Be Different – Unique Stands Out...

If you want attention you're competing with every other website, blog and Facebook page in your niche.

But there's one simple way to bypass direct competition...do something that's completely different to everyone else...something that's unique...



Now instead of competing directly you have your own thing going on (your own sub-niche) and that brings you attention and traffic without having to go head to head with other major players in your niche.

Being unique in this way also dramatically increases the chances that big websites in your niche will happily link to you and do joint ventures with you.

Being different pays off in multiple ways.

### Use Emotions To Engage People...

As humans we like to think we act based on logic but in reality most of our actions are driven by our emotions.

If you want to get people's attention and to fully engage them the most reliable way of doing that is to appeal to their emotions.

Different emotions you might target include:

- Surprise. When you deliver the unexpected you get attention...



Not what I was expecting.  
Surprise gets attention...



- Fear and especially fear of loss gets attention. For example if you're in the investment niche you're likely to see fear inducing headlines like this:

5 Reasons A Stock Market Crash Is Imminent...Protect Your Investments Now Before It's Too Late!

- Anger. Is there something the people in your niche are likely to get angry about? Is there something they're already angry about that you can fan the flames on to get attention.
- Love. In some niches like the beauty niche and the dating niche this is a huge motivator and attention getter. Stories about people finding love and what they did that helped them get there can be very engaging in these niches.
- Joy. Everyone loves to see someone happy. Sharing happiness...especially in videos and photos is a great attention getter...



- Hope. When you're down and things aren't going your way often all you have is a little hope. Your visitors are like that too. When things are looking dark in your niche you can be the light of hope...and get a whole lot of attention too.
- Shock. You have to careful using shock. Gruesome accident pictures will get attention but they're not likely to get the kind of attention you want. Look for something that shocks people into action.

- Humor. We all like to laugh and funny content is far more likely to be shared increasing its chances of going viral and getting even more attention online.



- Disgust. Are the people in your niche likely to be really disgusted with something happening in the niche or a problem they encounter repeatedly? Can you work with that disgust to get their attention?
- Sadness. This is a tricky emotion to use but it can be highly compelling when you get it right. It's an emotion that's used often in the fund raising niche...



- Anticipation. Companies like Apple have used this emotion to extremes launching their products.
- Pride. People can be proud of many things. They might be proud of their children, proud of their country or their city...they might be proud of their football team or their hockey team...



Think about what people in your niche are likely to be proud of and use that to get attention with your content.

- Nostalgia. Most people like to remember things from their past...where they grew up, the fashions back then, things they did with friends, the school they went to, their first crush etc etc. Appealing to nostalgic feelings is a huge attention grabber.



## Tell A Story To Get And Keep Your Visitor's Attention...

Stories are a powerful attention grabber and a powerful way to *keep* the attention of a visitor online and there's a primal reason behind it.

Before written history the main way of passing on vital information was to tell stories.

So we're used to hearing stories, reading stories and watching stories in film and more important, we're also hard wired to be impacted and retain the stories we're told.

Stories pass by many conscious filters going straight to the emotional sides of our brain...



Stories bypass logical filters and go straight to the emotional parts of our brain...

Storytelling is also easy for a visitor to comprehend. Even if they can't grasp an abstract concept they can still enjoy the story.

Then if the story delivers a message they're far more likely to get that message.

## Start With Something Unexpected...

This is along the same lines as using surprise to get attention.

Headlines, opening lines and images that are contrary to what your visitor expects in your niche immediately demand attention.

You can:

- Make a controversial statement (you don't have to agree with that statement...just open with it to get attention).
- Say the opposite of what your content is about then prove the statement is wrong.
- Think of a common belief in your niche that's incorrect and challenge it then prove that it's wrong with your content.
- Tie into a hot news event outside your niche in some way.
- Tie into a hot celebrity.
- Anything you can think of that's out of the box. Don't be afraid to do something unusual, different and unique...



## Create A Compelling Headline...

Your headline or title is often the first thing anyone will read online.

They'll read your headline first if it's a press release. They'll read your title first if it's a blog post. And they'll read your headline or title first in the search engine results.

Here's the raw truth...

If your headline doesn't catch the attention of distracted online surfers with their incredibly short attention span they will simply surf on elsewhere.

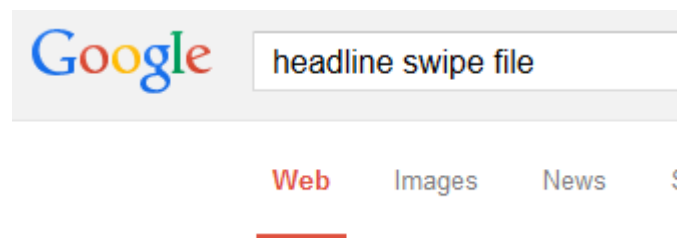
That means you've missed your opportunity at more traffic and sales simply because your headline wasn't compelling enough to get them to read further or click through.

What do professional copywriters do when they're stuck trying to think of a compelling headline or title?

They "swipe" headlines that have worked in the past.

You can create an excellent headline just by adapting great headlines.

To do this you'll want a headline swipe file. You can find thousands of proven compelling headlines online completely free by simply doing a Google search for "headline swipe file"...



### Stay Tightly Focused On Delivering One Main Point...

Content that meanders around without any direction is not compelling and will lose your visitor fast.

On the other hand when you promise to deliver valuable information early and you stay completely focused then deliver that valuable information that's dramatically increasing the people who will stay to the end and the people who'll share and link to your content.

The bottom line: stay tightly focused on delivering one main point in your content online...



Every word of your content, every image, every video should work together to deliver that single main point.



## Make Them Look Important...

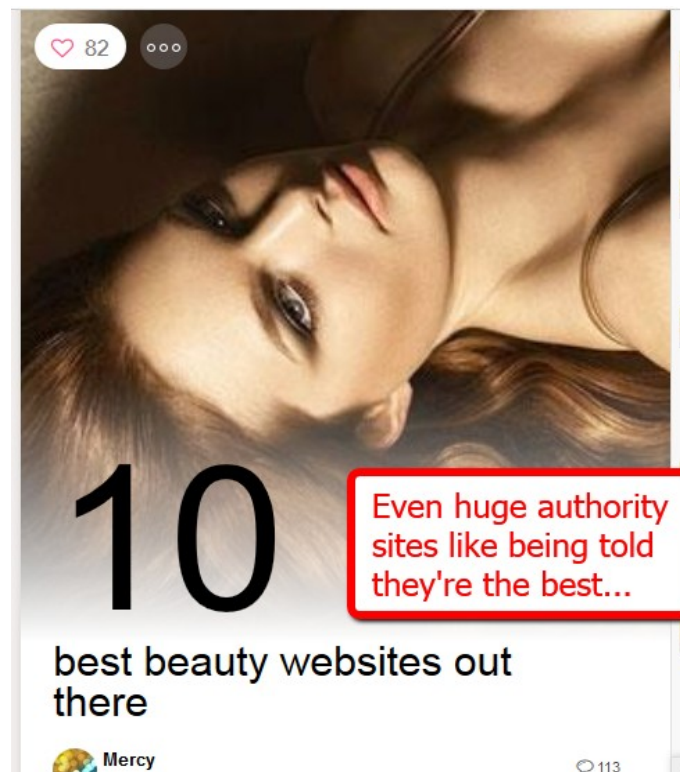
I have one strategy I've used repeatedly to get attention and links from major websites in a niche.

This is expanding on the idea of thinking through what people want.

What does someone who owns or runs a major website want?

Among other things recognition, being seen as a leader in the niche, a feeling of importance and things that put their website and business in a good light...things that make them look good.

My basic strategy is to write a blog post listing the top 10 websites in a niche. For example: "The Top 10 Real Estate Websites In Alabama"...



I also create sub-categories so I can have multiple winners...each website that I want a link from I make a winner in one of the major categories or sub-categories.

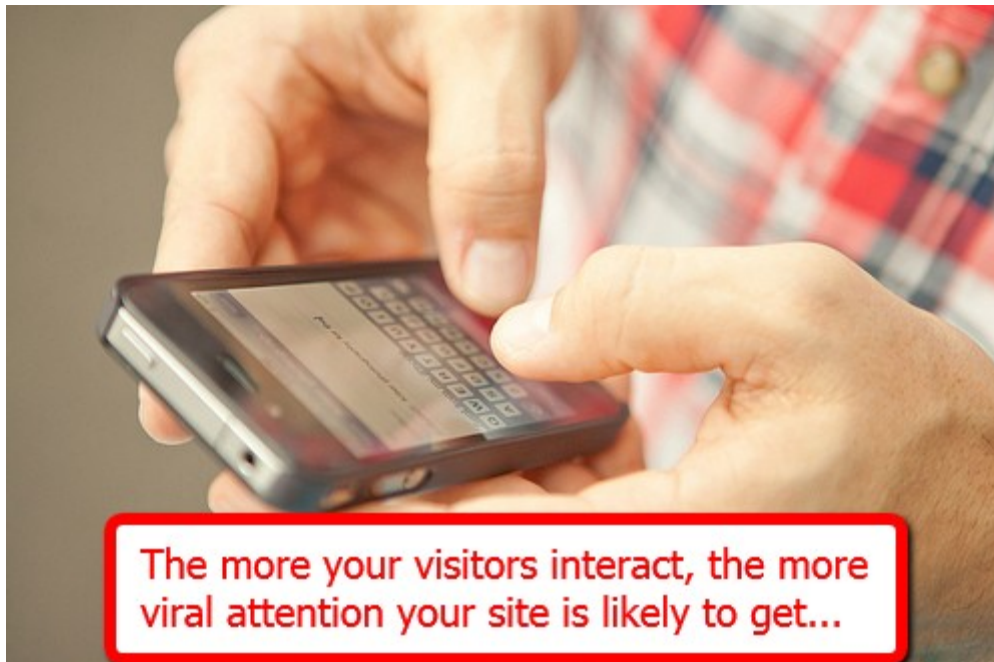
Then I write to the owners of the website explaining that they've been listed as the top website in the "Top 10 Websites for..."

It's amazing how effective this is at getting those websites to link to you. And getting links from major websites means huge attention for you.

### Make It Interactive...

People are many times more engaged if they get to actually *do* something instead of passively reading, watching or listening.

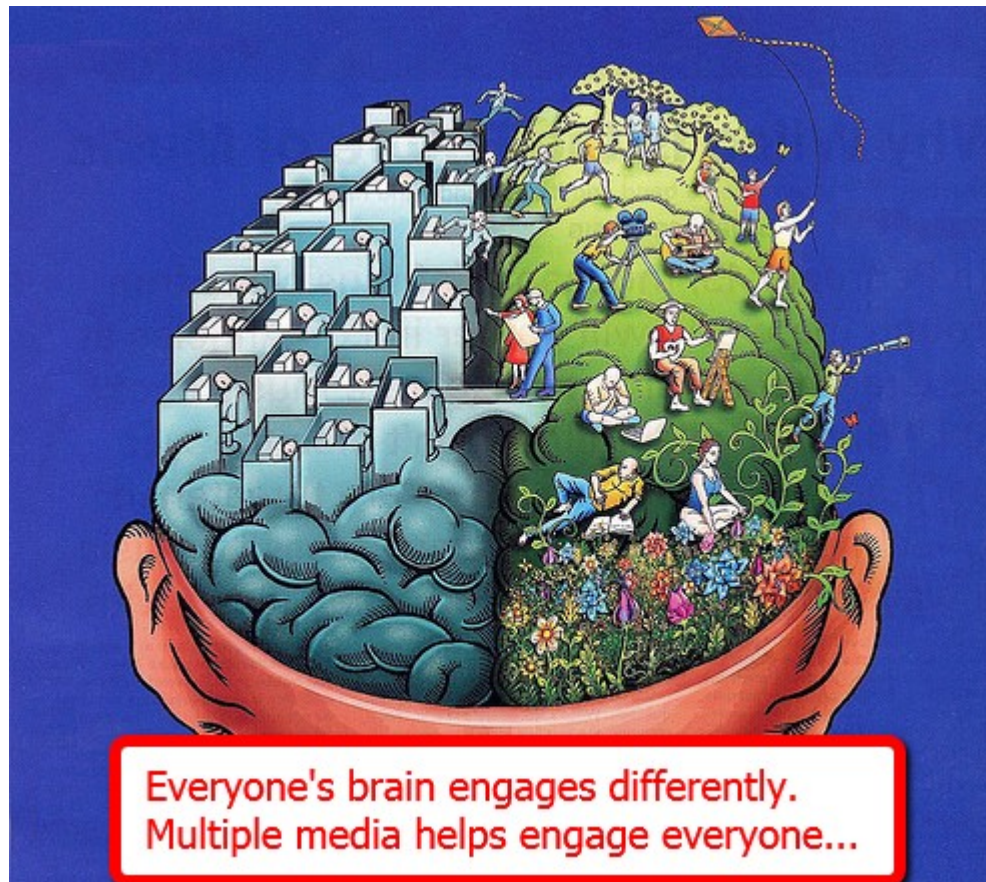
So making it possible for visitors to click for different options, to make comments and to share your content all make the content more engaging...



## Use Different Media To Get Attention...

Different people are engaged in different ways.

Some of us are more attuned to audio, some are heavily influenced by the written word, some are more visual and some will only fully engage when they watch a video...



You can take advantage of these human differences and get far more attention online by using multiple different media including:

- Written content.
- Photos
- Images (cartoons for example engage us differently than real photos).
- Audio
- Video

Using multiple media increases your potential audience, their engagement level and the attention you get online.

## Start Now With Just ONE Method...

This report is packed with different methods you can use to help you get attention but you really only need to use one of them right now to get the ball rolling.

Just choose one method that resonates you, add a little of your own imagination and get something done right now that will bring a little more attention and traffic to your site...



When you keep doing that day in and day out it really starts to add up.

After a year you'll look back and be amazed at what you've accomplished. All you really need to do is start taking some simple action right now.