

The 6 Elements of a *Sticky* Story

Making a story “stick” to your reader is the end-goal for any content you write for the internet. If your reader is compelled, informed, touched or finds a solution to their problem, they immediately share what they learned –then *they* share what they learned and so on. Whether you want to build your brand awareness, cultivate new leads or increase your engagement with potential customers -- content that has sticking power builds a captive audience.

Sticky stories have 6 key elements:

1. *Keep it simple* – Your story should focus on one topic. Keeping your story short and to the point makes it easy to remember.
2. *Make it unexpected* – Your story should be interesting, unique and attention-grabbing. Tell the reader something new. Give them a reason to want to share this information with people they know. For instance, writing about the general benefits of vitamin C is *not* unique or compelling. Writing about newly discovered benefits of vitamin C are unique and compelling and worthy of sharing.
3. *Make it credible* – If your reader does not believe what you are saying then it doesn’t matter if you just discovered the cure for cancer – your reader does not believe you and therefore, does not care. Being believable starts with writing on subjects within your realm of expertise. A pediatrician writing blog posts on how to care for pets is not believable, unless he/she doubles as a vet. A pediatrician’s article on playground equipment that causes the most injuries to children *is* believable and credible.
4. *Be Realistic* – Using real people and real scenarios gives the reader a reason to connect with your story. Think about how we perceive movies: a good fictional story versus a story we know is based on a real person or event. There’s a difference. We feel more connected to one based on true circumstances.
5. *Use emotions* – People care when you hit them emotionally. It is what makes the reader *feel* compelled to tell someone else. It is what drives all calls to action and should be the cornerstone of any story. If you look at stories, links or videos that go viral, they all have one thing in common: emotion.
6. *Tell a story* – People love to read stories and tell stories- it is how we communicate. Share your story or information with a beginning, middle and end.

Sticky stories happen every day—just check out your news feed on Facebook and see how many stories are being shared. With a little focus and strategy, you too can create stories that “stick” and build your brand and audience.

For more information, or help making your story “stick,” contact Anietra@AnietraHamper.com.