People today have shorter attention spans than ever before. With digital mobile consumption this is increasingly shrinking and we now have shorter attention spans than even goldfish!

In order to combat this you need to craft your message in a smart way. Here are the types of messages that people want and tips to break through the noise so that your content drives results.

Creating Great Content Checklist:

☐ My content has a **clear value proposition**.

☐ My message is **short, direct and to the point**.

☐ My message is **structured for scanning**.

☐ My message is **real and authentic**.

☐ My content is **interesting**.

☐ My message has a clear next step or **call to action**.

☐ My call to action can be completed in **as few steps as possible**.

☐ I am using **visuals** that illustrate my message.

☐ I have considered using **video**.

☐ I am using **copy that is catchy**.

> What's in it for the person receiving this message? Why should they care?

> Is my content easily digestible? Can I break my content down into multiple messages, each with a single focus?

> Am I tapping into emotions or using humor? Is my content new and unique compared to everything else?

> Are my words capturing the attention of the reader in a clear and memorable way?

50 Types of Digtial Content to Drive More Traffic:

☐ Infographics	☐ Product Reviews	☐ Podcast	☐ Reddit User Creation
☐ Live Video	☐ How-to	☐ Interviews	☐ Content Visualizations
☐ Live Chats	☐ Lists	☐ Research & Data	☐ Media Mentions
☐ Video and Micro Video	☐ E-book	☐ White Papers	☐ Client Testimonials
☐ Guides	☐ Case Studies	☐ Photo Galleries	☐ Inspirational Messages
☐ Blog Posts	☐ Online Events	☐ FAQs	☐ Company News
☐ Newsletters	☐ Q&A	☐ Plug-ins	☐ Company Performance
☐ Mobile Apps	☐ Images	☐ Timelines	☐ Interactive Content
☐ Tweets	☐ Slideshares	☐ Stories	☐ Online Magazines
☐ GIFS	☐ Competitions	☐ Vlogs	☐ Pinterest Posts
☐ Webinars	☐ User-generated Content		
☐ Polls	☐ Personal Opinion Predictions		
☐ Resource Page	☐ Useful Spreadsheets or Documents		
☐ Giveaways	☐ Free Tools or Resoures		
☐ Demos of products	☐ Paid Tools or Resources		

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