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Grab, Hold, and Grow a Loyal Audience

by Stever Robbins, host of The Get-it-Done Guy

What do people watch? How do they spend their time? What do they talk about? Look around and you'll quickly notice their choices aren't, well, rational. Their eyes glaze over reading about the details of the mortgage crisis (most people's largest investment is their home), yet they can't tear themselves away from an episode of their favorite *Eat Bugs in Front of Your Friends* "reality" contest.

If you're going to produce serious content, learn to trigger the instincts that keep people coming back from more. They'll have a good time and learn something new at the same time.

- 1. Engage emotion**
- 2. Use Stories**
- 3. Don't be boring**
- 4. Get people involved**
- 5. Interaction (high-gain topics/questions!)**
- 6. Master nonverbal communication**
- 7. Connect to universal experience**
- 8. Gossip**