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# Content marketers: follow these 12 tips to win over impatient readers

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**Of course we all enjoy an engaging story yet, online, many of us only read the headlines – eight out of ten of us don’t even get past the first sentence. And then, even if we do, half of us won’t read to the end of the content.**

## Why don’t we finish reading?

Are images and captions crucial short cuts or detrimental to reading habits?

Recently, there has been an ongoing discussion surrounding how images can fuel fake news. With a misleading caption or image, the mind can create a range of non-truths from what the eyes are physically seeing.

## The 12 step checklist

- 1) The headline should not just grab attention, but also accurately depict what readers can expect from the content
- 2) Keep your introductions short and engaging
- 3) Identify your unique tone of voice
- 4) Use strong verbs
- 5) Use active voice
- 6) Use short paragraphs
- 7) Include stats and quotations
- 8) Ask questions to engage readers

12) Get your call to action sussed and make it clear

So, how do we keep our audiences reading...

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