

CHEAT SHEET: Blog Post Openings That Captivate Readers

7 Attention Triggers

Use one, or a combination of these triggers, in your blog post opening:

1. Automaticity Trigger

Some sensory cues like colors, symbols, and sounds automatically catch our attention.

2. Framing Trigger

Adapting to or changing somebody's view of the world makes people pay more attention to you.

3. Disruption Trigger

Going against what people expect makes them pay attention.

4. Reward Trigger

When you leverage people's motivations for intrinsic and extrinsic rewards, you get their attention.

5. Reputation Trigger

Reputable experts, authorities, and even the crowd can instill trust and captivate audiences.

6. Mystery Trigger

Mystery, uncertainty, and suspense keep audiences attentive until the very end.

7. Acknowledgment Trigger

People tend to pay attention to those who provide them with validation and understanding.

5 Blog Post Opening Models That Use These Attention Triggers

1. Empathetic Opening

- Put yourself in your reader's shoes and write down everything you think they're experiencing.
- Choose which of the things you wrote will resonate most strongly with your reader.
- Write your introduction and segue to the solution you offer.

2. Shock and Awe Opening

- Conduct a thorough research of your topic. Look for statistics, research studies, and other information.
- Some post lend themselves to a Shock and Awe Opening, such as those that contradict popular opinion, show an unusual way of doing something, or reveal little-known hacks.
- If you are beginning your blog post with statistics, weave them into your writing in an engaging manner, rather than spouting off dry numbers.

3. Question Opening

- Think of questions that your readers are likely to answer "yes" to.
- Another type of question is one that piques your reader's interest.
- Be as specific as possible. Specificity engages your reader's imagination.

4. Story Opening

- Find a good story to tell.

AUDIENCE & ENGAGEMENT

Cheat Sheet

- Keep a story bank: as you come across stories, bookmark or collect them into a document.
- Keep your Story Opening concise.
- Make sure the story you're telling is relevant to the post.
- To make your Story Opening even more enticing, put the Mystery Trigger in action: don't tell the ending until the end of your post.

5. Quote Opening

- When doing research for your post, look for related quotes.
- Choose a quote that's not yet tired (if it has a meme, it's probably over-used).
- If the connection isn't obvious, tie the quote to the rest of your blog post.
- Always give proper attribution to the source of the quote, with a link, where possible.

This cheat sheet is based on the article, [5 Blog Post Openings That Hook Readers \(Based on Science\)](#)