

So, in Video #4, we're going to talk about the strategies to build curiosity, making InfoGraphics thought provoking. So, what this video is going to help you to do is to avoid being ignored.

So, here are 13 quick tips to make your InfoGraphics thought provoking so that you keep their attention span.

# 1 – you want to keep it short. Don't put too many words and try to keep within the height and width that we talked about earlier.

# 2 – limit the file size like I said earlier. If your file size is too big, then somebody with a slower internet connection who might be interested in your InfoGraphic will have a hard time loading your InfoGraphic and therefore, they're just going to quit and they're going to move onto the next thing that grabs their attention. So, you're fighting for their attention so you need to make sure that your file size is less than 1.5MB at least.

Third, add power words to your headlines and action words –things that will grab their attention.

# 4, add sub-headlines that will back up your main headline.

# 5 – try to inject some humor. What you're doing as you can see here is you're grabbing them in, you're grabbing them in.

# 6 – use original images.

# 7 – share interesting facts and statistics.

# 8 – share the history of your product and service.

#9 – compare the products.

#10 – quote interesting facts from notable sources and make sure to refer back to those sources and give them credit.

#11 – allot white space. Make sure that you don't clump everything together. You make sure there's white space in between your text, and white space in between your graphics as well.

#12 will be relating to your target audience. If you try to get too broad/too general and you don't really relate to them, they are not going to feel like you are talking directly to them; rather you're talking directly to somebody else. So, you want to make sure that you're talking directly to them. You might get less quantity of traffic but you're going to get a higher conversion rate.

#13 – make sure your InfoGraphics are of course useful and helpful so that they'll want to watch your other InfoGraphics or they're going to be interested in your products and services and that you're constantly grabbing them in.

So, if you apply these 13 quick tips to your InfoGraphics, you'll gradually as you can see here, you'll suck them in, build curiosity throughout the whole way and that's what you want.