# Clout

## the ART and SCIENCE of INFLUENTIAL WEB CONTENT

COLLEEN JONES

# Clout: The Art and Science of Influential Web Content

**Colleen Jones**

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*To Chris for motivating me to think and do better*

*To Mom and Dad for their ardent support*

*In memory of my brother, Parker, the jester*

# FOREWORD

The web is all about action verbs. We click. We search. We navigate. We make choices. Alone among other forms of media, we're the ones who control our experience.

When organizations try to connect with their customers online, one of the first things they always want to know is "how can we get our users to do what we want them to?"

There's an answer to this question, but it requires a change in mindset. Marketers typically want to build awareness for their products, and they try to replicate this broadcast approach on the web. They create static designs that recall print ads, flashy microsites that replicate TV commercials, and email blasts that resemble nothing so much as a street-corner barker, yelling loudly while he tries to press a flyer into your hand.

And then they wonder why users don't do what they want them to.

Organizations that want to connect with users online need to shift their approach from gaining awareness to building influence. Persuading people to behave differently means understanding how to inspire people, motivate them, and gain their trust.

The user experience field might rightfully say: "Influencing user behavior? Why, that's what we do!" And it's true—if you're looking for techniques to prod people into behaving a certain way, your friendly user experience designer can help you. They'll tell you that the way to get users to do what you want them to is to design a sexier landing page, chunk pages so they flow better, and create an eye-catching call to action. Not working well enough? Just A/B test different options until you find the optimal design.

We've lost our influence with users because our obsession with the medium means we've lost our focus on what really matters — the message. We're so focused on form that we've forgotten about substance. It's time to bring attention back to what we want to say, not just how and where we want to say it.

Well, guess what? Long before there even was a web, we knew how to communicate our messages by tailoring them to the needs and expectations of an audience. We knew how to persuade people by appealing to logic or emotion. We knew the art of rhetoric.

Now, “rhetoric” might seem like the province of glad-handing politicians and oily salesmen, bombastic orators trying to convince naive rubes to part with their hard-earned cash. If that’s what you’re imagining, let me assure you: Colleen Jones is the exact opposite of that stereotype. With clear reasoning and straightforward prose, she’ll make the art and science of persuasion accessible to everyone.

In this book, Leen provides a solid framework for thinking about how to influence people’s attitudes, behaviors, and decisions online. She draws on decades of research in rhetoric and technical communication, outlining a few key principles that can help any organization be more persuasive on the web.

This book will offer practical advice to anyone who wants to influence behavior or decision-making using the web. But don’t expect to find just tips and tricks—Leen offers a holistic approach to content strategy that will tie all your communication efforts together, including your website, social media, search, and even customer service.

Wondering how to get your users to do what you want them to? You need *Clout*.

*—Karen McGrane, Managing Partner, Bond Art + Science*

## ACKNOWLEDGMENTS

I thought writing a book would be hard. I was wrong. Writing a book is *very* hard. *Clout* wouldn’t be in your hands without the help of these outstanding people.

I can’t thank Michael Nolan, Jeff Riley, and the delightful team at New Riders enough for their wisdom, talent, and collaboration.

Many thanks to the 130+ people in the content strategy and user experience communities around the world who responded to my survey about *Clout*. Your thoughts helped shape its direction.

Kristina Halvorson tore down barriers to more and better discussion about web content, inspired me to contribute, and shared her smart advice. Thank you!

Karen McGrane eloquently discusses all aspects of user experience. And, she demonstrates how a technical communication background

(also my background) can lead to executive vision. I'm honored that *Clout* begins with her foreword.

I owe special thanks to these thought leaders for contributing quotes, examples, or case studies:

- Conal Byrne and Tracy V. Wilson, HowStuffWorks.com
- David Almacy, Edelman
- John Muehlbauer, InterContinental Hotels Group
- Bert DuMars and Susan Wassel, Newell Rubbermaid
- Kelly Holton, Centers for Disease Control and Prevention
- Jonathan Kay, Grasshopper.com
- Jim Coudal, The Deck
- Erin Pettigrew, Gawker Media
- Alan Segal, Cox Media Group
- Scott Thomas, Simple Scott and BarackObama.org
- Alan Beychok and Trish Tobin, FootSmart.com
- Tim Jones, North Carolina State University

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I'm indebted to Toni Pashley for holding me accountable. (Margaritas are motivating!) And thanks to Margot Bloomstein, Jonathan Kahn, Destry Wion, Kevin O'Connor, Mike Schinkel, Jeff Hilimire, Chris Moritz, and David Forbes for their enthusiasm early on.

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## ABOUT THE AUTHOR

Colleen Jones has led interactive strategy for Fortune 500 companies such as InterContinental Hotels Group and Cingular Wireless (now AT&T) as well as for Centers for Disease Control and Prevention, the most trusted government agency in the United States. As the principal of Content Science, Colleen consults with executives and practitioners about making their web content more influential. Colleen is a veteran of the interactive industry, a participant in the first ever Content Strategy Consortium, and the founder of Atlanta Content Strategy. She has spoken about the value of compelling web content at conferences everywhere from Phoenix to Paris. Please send her any feedback at colleen@content-science.com.

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# INTRODUCTION

CONGRATULATIONS FOR TAKING a big step toward better web content. I'm thrilled to be your guide on a journey to make your content influence results. But, first, let me orient you.

## HOW DID *CLOUT* COME ABOUT?

This book is a labor of love—my love for content strategy, persuasion, and positive change. Because people use the web now more than ever to make decisions, everyone from big brands to small businesses to individuals has the opportunity to *influence* those decisions. My goal is to help you make the most of that opportunity.

I also intend this book to solve problems I see again and again in the interactive industry, such as

- Targeting customers with manipulative tricks.
- Publishing *more* instead of *better* web content.
- Spending too much time and money on search engine optimization (SEO) snake oil or misguided advertising.
- Getting on social networks without any thought about supporting content.
- Publishing content that doesn't get results.

## WHY PRINCIPLES?

Most of this book explains principles of influence from rhetoric and psychology. Why not start with tactics instead? The reason is simple: **Learning and practicing principles is quicker in the long run.**

Understanding these principles takes time up front, but then you can apply them to any business or project. That's much faster than throwing a bunch of tactics out on the web and inferring why they worked (or, more likely, why they *didn't* work). As Ralph Waldo Emerson has said,

> *"The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble."*

I want you to have success, not trouble.

## WHO SHOULD READ *CLOUT*—AND HOW?

While anyone on the web can benefit from this book, I've written it with these audiences in mind.

### CONTENT, CREATIVE, AND BRAND STRATEGISTS

You love web content and plan for it strategically. Here's how to use this book:

- Make the case for spending time and money on content with familiar and not-so-familiar arguments in chapters 1 and 2.
- Learn the art and science of influence in chapters 3 through 5.
- Jump-start your planning with chapters 6 and 7.
- Evaluate your content efforts with the help of chapters 8–10.
- Consider the call to our industry in chapter 11.

## EXECUTIVES

You have a 10,000-foot view of what's happening with your business on the web. Here's how to use this book:

- Read chapters 1, 2, and 11 to understand why influential content is *mission critical*.
- If your industry is health, learn why content is a huge opportunity for you in chapter 11.
- Scan the rest for
    - Insight into the time and effort needed to plan and evaluate influential content.
    - Examples and case studies from big brands such as IHG, CDC, Rubbermaid, Sharpie, HowStuffWorks.com, and more.

## WEB WRITERS AND CONTENT CREATORS

You love crafting quality content, whether it's words, photos, podcasts, music, or video. Here's how to use this book:

- Get inspiration for content ideas in chapters 3 through 5.
- Plan content using patterns of influence in chapter 6.
- Gain insight into evaluating content from chapters 8–10.

## INTERACTIVE MARKETERS AND PR SPECIALISTS

You're finding more and more that content makes or breaks your campaigns. And, beyond campaigns, you now have to plan for *entire customer relationships*. Here's how to use this book:

- Make the case for spending time and money on content with chapters 1 and 2.
- Learn the art and science of influence in chapters 3 through 5.
- Jump-start your planning with chapters 6 and 7.
- Learn the value of qualitative evaluation from chapters 8–10.
- Consider the call to improve the interactive industry in chapter 11.

## SMALL BUSINESS OWNERS

For many of you, the web is your biggest—sometimes only—presence in the world. You know it's important, but you get conflicting advice about what to do. Here's how to use this book:

- Learn why influential content is a valuable investment from chapters 1 and 2.
- Get inspiration for content ideas in chapters 3 through 5.
- Plan content with chapters 6 and 7, then get help with evaluating in chapters 8–10.

## NONPROFITS AND PEOPLE WHO DO GOOD

You're realizing the power of the web to move your cause forward. Here's how to use this book:

- Make the case for funding content with chapters 1 and 2.
- Learn the art and science of influence in chapters 3 through 5.
- Plan content with help from chapters 6 and 7.
- Evaluate your content efforts with the help of chapters 8–10.

With first things covered, you're ready to start the journey toward clout.

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# 4 RHETORIC: THE ART OF INFLUENCE

• • • • • • • • • • • • • • • • • • • • • • • • • • • • •

*The ancient Greeks knew more than how to wear a toga. They introduced principles of rhetoric, such as persuasive appeals, identification, repetition, and seizing the opportune moment. These principles will help your web content influence results.*

**...PERSUASION HAPPENS TO BE NOT A SCIENCE, BUT AN ART.**

—William Bernbach, advertising mogul

**Despite its practical value, rhetoric is a lost art. We don't get to learn it in school, especially in the United States. Even worse, rhetoric is sometimes mistaken for a *dark* art. Politicians abuse it by making empty promises. Let's move forward by looking back at what the ancient Greeks (and other smart rhetoricians) actually had in mind.**

## WHAT RHETORIC REALLY IS

The philosopher Aristotle defined rhetoric as figuring out the best way to persuade in a situation.[1] Today, Andrea Lunsford, a respected professor at Stanford University, defines rhetoric as "the art, practice, and study of human communication."[2]

Over thousands of years, smart scholars and practitioners have debated the theory and scope of rhetoric.[3] I've distilled many of the useful ideas from that debate into four principles for web content.

## 1. THE TRIED-AND-TRUE APPEALS

What's the number one principle of rhetoric? Aristotle would say it's not one but three—the *persuasive appeals*. He introduced them in *Rhetoric* as *ethos* (credibility), *logos* (logic), and *pathos* (emotion). This trio has shaped notions of persuasion ever since.

Aristotle insisted on always combining these appeals. In that spirit, I include them together in this first (and longest) principle of rhetoric.

### A. Credibility

It's why people should trust and listen to you or your organization. Typical points of credibility include

- **Experience:** You have *a lot* of it, or your experience is specialized.
- **Success:** You've achieved something important or are having success now.
- **Reputation:** People in the community know you as having a certain characteristic, expertise, or offering.
- **Endorsement/Association:** A credible brand or person says you are credible or connects with you in a credible way.
- **Certification:** You have earned a certain security or achievement level.

- **Longevity:** You've been around for a while.
- **Similarity:** You have a lot in common with the users. (I'll discuss this more in principle 2, Irresistible Identification.)

### Use Credibility at the Right Time

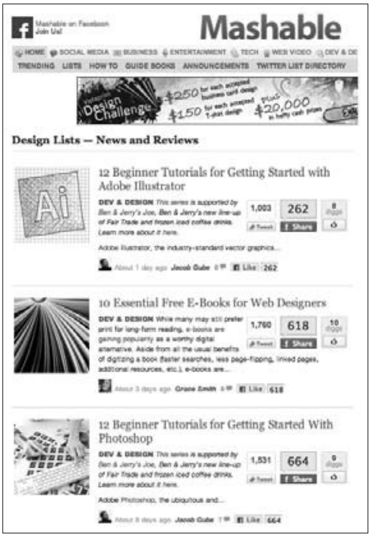
The less people know about you, the more you need to prove your credibility. When you're established, sometimes you need to prove that your credibility is still relevant. The trick is to convey your credibility without making people yawn.

### Apply Credibility to Content

Much has changed since ancient Greek times. We communicate largely through digital content. So, let's look at how that content can show your credibility.

#### Quality Content Over Time

You'll build a reputation as a trusted resource if you publish consistently good content over time. It's like being the person who always says something useful. What's even better? Becoming known for a particular approach to content. Mashable, for example, built its name in the interactive design community for offering handy lists (**Figure 4.1**).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Plus $20,000 in hefty cash prizes
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8 diggs
Tweet
Share
Like
1,760
618
10 diggs
1,531
664
0 diggs

Design Lists — News and Reviews

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Adobe Photoshop, the ubiquitous and...

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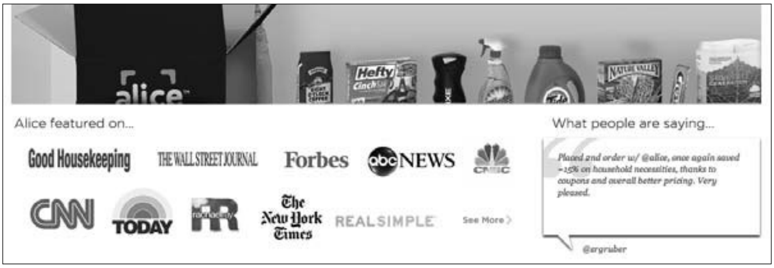
Figure 4.1: Mashable built credibility on its signature list content.

### Reviews, Awards, and Other Kudos

Focus on useful praise from sources your users know and value. For instance, the household products retailer Alice.com earned features from trusted media such as *Good Housekeeping* and CNN (**Figure 4.2**).

### Quotes

Pick quotes from people your users respect and can relate to. Alice rotates quotes from actual customers that describe how the service helped them save time, money, and stress (Figure 4.2).


alice
Alice featured on...
Good Housekeeping
THE WALL STREET JOURNAL
Forbes
abc NEWS
CNBC
CNN
TODAY
RR
The New York Times
REALSIMPLE
See More ›
What people are saying...

*Placed 2nd order w/ @alice, once again saved ~15% on household necessities, thanks to coupons and overall better pricing. Very pleased.*

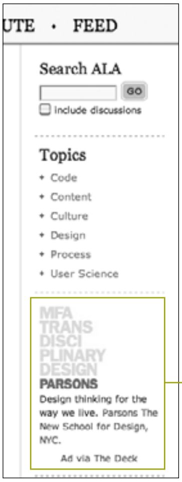
@srgruber

Figure 4.2: Pertinent awards and quotes greet customers at Alice.

### Partner or Advertising Affiliations

If your website has advertising, your advertisers reflect on your credibility. The design trade journal A List Apart, for example, includes only select advertisers who are respected in the design community (**Figure 4.3**).

Figure 4.3: A List Apart features quality advertisers such as Parsons: The New School for Design.


UTE • FEED
Search ALA
GO
☐ Include discussions
Topics
+ Code
+ Content
+ Culture
+ Design
+ Process
+ User Science
MFA TRANS DISCI PLINARY DESIGN
PARSONS
Ad via The Deck

Design thinking for the way we live. Parsons The New School for Design, NYC.

**Select advertisers**

If you're not a media property, business partnerships or alliances serve a similar purpose.

### Expert Contributions

If a respected expert contributes content to your website, you gain credibility. In turn, if you're invited to *be* the expert contributor, you gain credibility. American Express Open Forum, a knowledge center for small businesses, offers content from experts at Mashable and Small Business Trends (**Figure 4.4**).

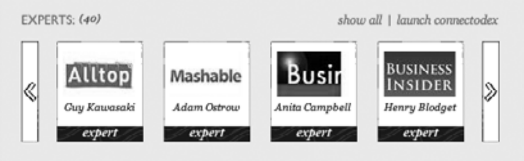
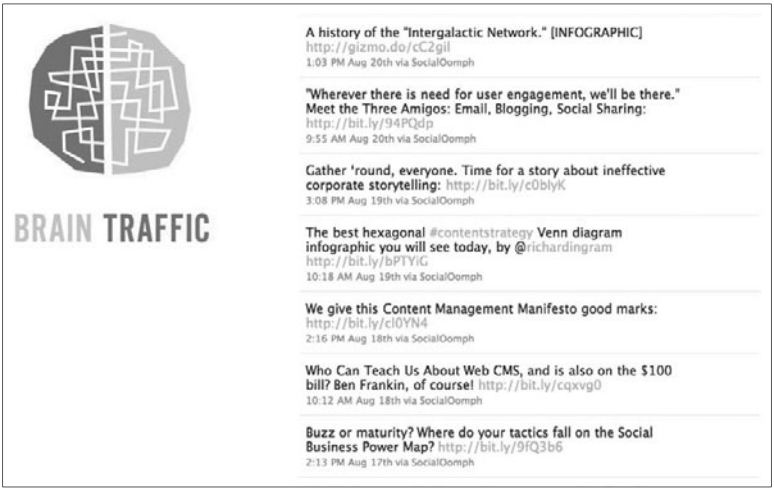


Figure 4.4: American Express Open Forum includes content from outside experts.

### Curated Content from Credible Sources

Curating content is showcasing good content in a unique way. When you curate content from credible sources, you enhance your own credibility. The Brain Traffic Twitter feed, for example, highlights work by content strategists around the world and commentary from industry publications (**Figure 4.5**).



A history of the "Intergalactic Network." [INFOGRAPHIC]
http://gizmo.do/cC2gil
1:03 PM Aug 20th via SocialOomph

"Wherever there is need for user engagement, we'll be there."
Meet the Three Amigos: Email, Blogging, Social Sharing:
http://bit.ly/94PQdp
9:55 AM Aug 20th via SocialOomph

Gather 'round, everyone. Time for a story about ineffective corporate storytelling: http://bit.ly/c0blyK
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The best hexagonal #contentstrategy Venn diagram infographic you will see today, by @richardingram
http://bit.ly/bPTYiG
10:18 AM Aug 19th via SocialOomph

We give this Content Management Manifesto good marks:
http://bit.ly/cl0YN4
2:16 PM Aug 18th via SocialOomph

Who Can Teach Us About Web CMS, and is also on the $100 bill? Ben Franklin, of course! http://bit.ly/cqxvg0
10:12 AM Aug 18th via SocialOomph

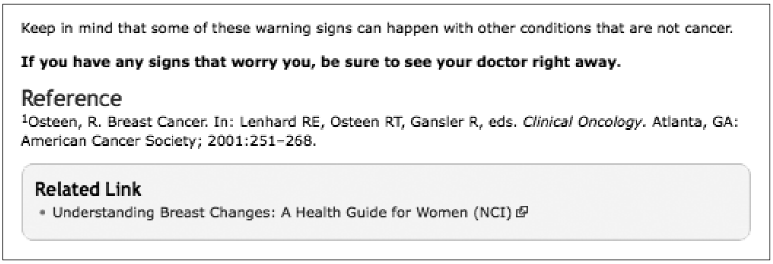
Buzz or maturity? Where do your tactics fall on the Social Business Power Map? http://bit.ly/9fQ3b6
2:13 PM Aug 17th via SocialOomph

Figure 4.5: Brain Traffic's Twitter feed curates content in and around content strategy.

### References

When you ground your facts with references, you not only ensure you're telling the truth but also align with credible sources (**Figure 4.6**).

Figure 4.6: Centers for Disease Control and Prevention (CDC) cites sources for its facts and guidelines.



Keep in mind that some of these warning signs can happen with other conditions that are not cancer.

**If you have any signs that worry you, be sure to see your doctor right away.**

Reference

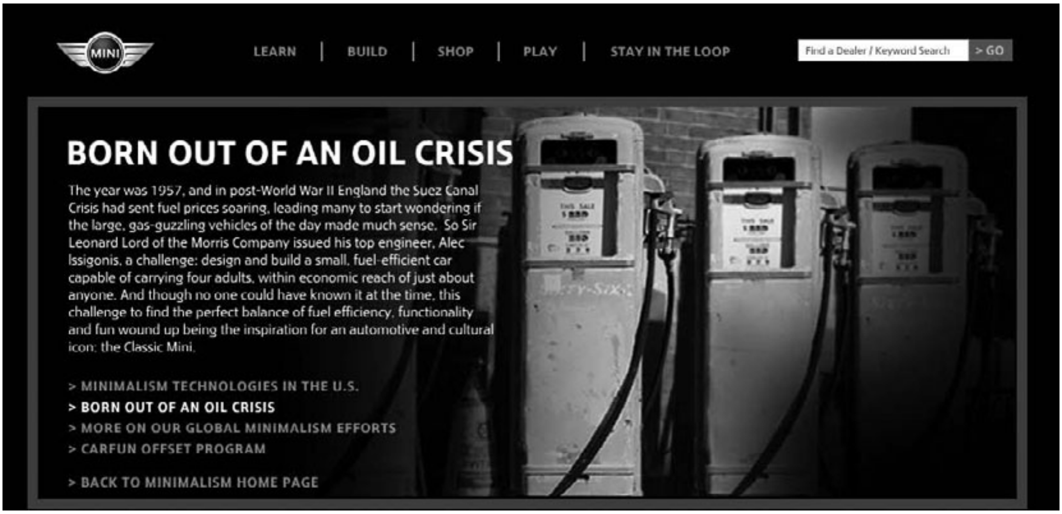
[1]Osteen, R. Breast Cancer. In: Lenhard RE, Osteen RT, Gansler R, eds. *Clinical Oncology*. Atlanta, GA: American Cancer Society; 2001:251–268.

**Related Link**

- Understanding Breast Changes: A Health Guide for Women (NCI)

### Brand, Organization, or Product History

Sometimes, your organization or product has a rich and relevant history. The original Mini Cooper, for example, was designed to offer less expensive and more efficient transportation in the 1960s. Mini Cooper's website makes that story pertinent to today's environmental concerns (**Figure 4.7**).


MINI
LEARN
BUILD
SHOP
PLAY
STAY IN THE LOOP
Find a Dealer / Keyword Search
> GO

BORN OUT OF AN OIL CRISIS

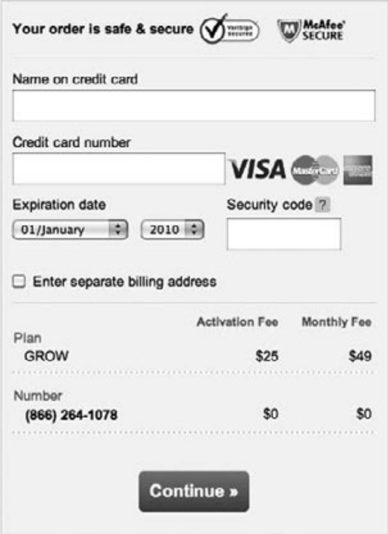
The year was 1957, and in post-World War II England the Suez Canal Crisis had sent fuel prices soaring, leading many to start wondering if the large, gas-guzzling vehicles of the day made much sense. So Sir Leonard Lord of the Morris Company issued his top engineer, Alec Issigonis, a challenge: design and build a small, fuel-efficient car capable of carrying four adults, within economic reach of just about anyone. And though no one could have known it at the time, this challenge to find the perfect balance of fuel efficiency, functionality and fun wound up being the inspiration for an automotive and cultural icon: the Classic Mini.

> MINIMALISM TECHNOLOGIES IN THE U.S.
> BORN OUT OF AN OIL CRISIS
> MORE ON OUR GLOBAL MINIMALISM EFFORTS
> CARFUN OFFSET PROGRAM
> BACK TO MINIMALISM HOME PAGE

Figure 4.7: Mini Cooper offers an appropriate brand history.

### Security and Privacy Cues

When you ask people to share personal information, you need to show that your website is safe. Grasshopper.com shows security logos and a brief explanation of privacy on its registration form (**Figure 4.8**).



Your order is safe & secure

Name on credit card

Credit card number

Expiration date: 01/January 2010

Security code ?

☐ Enter separate billing address

| | Activation Fee | Monthly Fee |
|---|---|---|
| Plan<br>GROW | $25 | $49 |
| Number<br>(866) 264-1078 | $0 | $0 |

Figure 4.8: Grasshopper shows its safety certifications.

### CREDIBILITY WORK IS BEHIND THE SCENES

Lots of the content for credibility demands background work. You or your organization have to ask, apply for, or earn much of this content.

## B. Logic

It's whether your argument or reasoning is formed well (also known as being valid). At a minimum, good reasoning comprises these key elements:[4]

- **Claim:** It's what you assert to be true, such as a value proposition.
- **Evidence:** It's what supports your claim, such as facts, statistics, and testimonials.
- **Warrant:** It's why you can make the claim based on the evidence. Sometimes, the warrant is implied because it is an assumption (or set of assumptions).

### Pulse Check: Website Credibility Research

When the web first became used commercially, some studies explored how people assess the credibility of a website. *Consumer Reports* sponsored perhaps the most influential study in 2002. Based on that study, *Consumer Reports* developed the following web credibility guidelines:[5]

- **Identity:** Say who you are and where you are located.
- **Advertising and Sponsorships:** Clearly distinguish between content that is advertised or sponsored and content that isn't.
- **Customer Service:** Inform people of any fees, return policies, and other information important to making shopping decisions.
- **Corrections:** Correct false, misleading, or outdated content and have a policy if someone makes a purchase using incorrect content.

These guidelines are sensible. But, almost ten years have passed. Websites are a lot different. Social networking and mobile access are on the scene. More people are using more websites more often for everything from banking to managing health records. As a result, have people's expectations changed? Has the way people evaluate website credibility evolved? I'd love to find out.

To do our part, Content Science is organizing a study and plans to report its results in 2011 at www.content-science.com.

Your argument generally is good if

- Your claim likely is true when your evidence is true.
- Users can understand the warrant quickly.

As a simple example, REI *claims* it is the first U.S.-based travel company to become 100 percent carbon neutral. The *evidence* is REI's policy of buying credits to support renewable energy (such as solar and wind). The *warrant* is that the renewable energy work neutralizes carbon emissions, so buying those credits compensates for REI's emissions.

### Make Sense to Your Users

Even if you form solid logic, users make or break it. Users must accept your evidence as good evidence. For example, REI emphasizes that it buys energy credits from the respected Bonneville Environmental Foundation. Users also must share enough in common with you to understand the assumptions. In the case of REI, REI customers tend to care about the environment, and people who care about the environment likely are familiar with carbon credits.

Often, the more you ask of people's time or money, the more evidence you'll need to offer. Many people spend more time researching to buy a car than they do to buy driving gloves, for instance. That's why AutoTrader.com offers not only car advertisements but a wealth of content to research features, performance, expert opinion, and more.

### Apply Logic to Content

While most web content involves at least some reasoning, certain content types lend themselves more to articulating an argument:

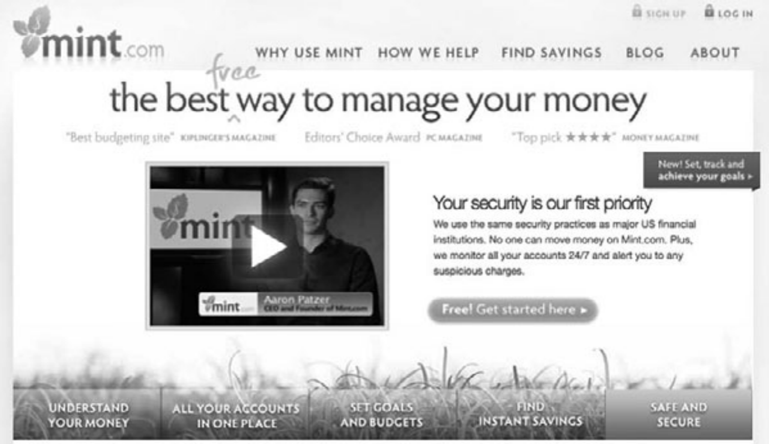
- Blog post
- Media article/editorial
- Expert review
- Product or service description
- White paper/fact sheet/report
- Interview

In addition, certain content types make good evidence to support an argument:

- Charts, graphs, and data visualizations
- Testimonials and case studies

For example, Mint.com offers reasoning why it is secure both in its copy and in a video interview with the CEO (**Figure 4.9**).

For a useful look at the nuances of forming arguments, I recommend *Argumentation: The Study of Effective Reasoning* by David Zarefsky and *Everything's an Argument* by Andrea Lunsford and John J. Ruszkiewicz.


SIGN UP
LOG IN
mint.com
WHY USE MINT
HOW WE HELP
FIND SAVINGS
BLOG
ABOUT
the best free way to manage your money
"Best budgeting site" KIPLINGER'S MAGAZINE
Editors' Choice Award PC MAGAZINE
"Top pick ★★★★" MONEY MAGAZINE
New! Set, track and achieve your goals ▸
mint
mint.com
Aaron Patzer
CEO and Founder of Mint.com
Free! Get started here ▸
UNDERSTAND YOUR MONEY
ALL YOUR ACCOUNTS IN ONE PLACE
SET GOALS AND BUDGETS
FIND INSTANT SAVINGS
SAFE AND SECURE

Your security is our first priority

We use the same security practices as major US financial institutions. No one can move money on Mint.com. Plus, we monitor all your accounts 24/7 and alert you to any suspicious charges.

Figure 4.9: Mint makes the case that it is secure.

## Five Logic Mistakes You'll Regret

For airtight arguments, don't let these mistakes (also called fallacies) bubble up in your reasoning.

1. **Generalizing Hastily.** It's drawing a conclusion based on an odd example (edge case) or a very small set of examples. *SEO will double all companies' website traffic because SEO doubled her company's website traffic.*
2. **Distracting with a Red Herring.** It's making an emotionally charged point that isn't relevant. *We should spend half of our interactive budget on SEO, unless we want our competitors to trample us like they did on that customer satisfaction survey.*
3. **Confusing Cause with Correlation.** It's claiming that one event caused another *only* because the events happened at (or close to) the same time. *My company hired an SEO expert, and the next day my dog died. Hiring the SEO expert killed my dog.*
4. **Sliding Down the Slippery Slope.** It's exaggerating that a situation will lead to a catastrophic chain of events. *If you don't spend lots of money on SEO, then you'll lose all of your prospective customers, and then your sales will plummet, and then the terrorists will win.*
5. **Jumping on the Bandwagon.** It's relying *only* on the evidence that other people are doing it. *Your competitors are spending lots of money on SEO. You should, too.*

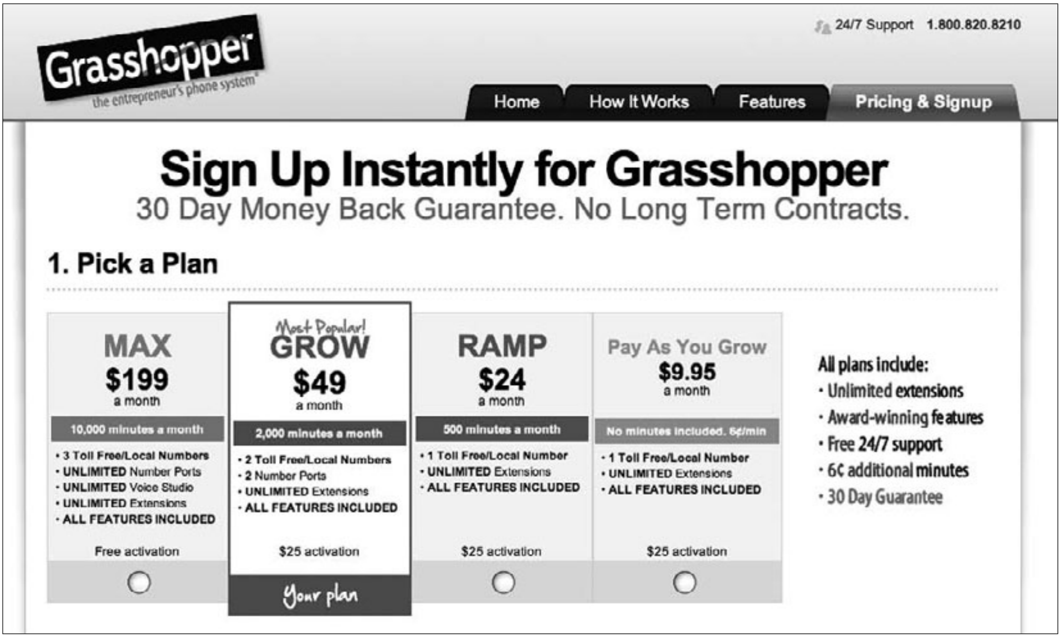
Of course, every rule is meant to be broken. Sometimes, using a fallacy is funny.

## C. Emotion

It's how you tap into people's emotions to hold their interest, gain their sympathies, or motivate them to act. Appealing to emotion involves these related elements:

- **Tone:** The mood conveyed through your words, images, and other content.
- **Style:** Vivid word choice or imagery that's charged with emotion.

Let's look at a simple yet clever example from Grasshopper. Instead of a typical name, Grasshopper calls one of its voicemail plans "grow" (**Figure 4.10**). What entrepreneur doesn't aspire to grow?



Sign Up Instantly for Grasshopper

30 Day Money Back Guarantee. No Long Term Contracts.

1. Pick a Plan

| MAX | Most Popular!<br>GROW | RAMP | Pay As You Grow |
|---|---|---|---|
| $199<br>a month | $49<br>a month | $24<br>a month | $9.95<br>a month |
| 10,000 minutes a month | 2,000 minutes a month | 500 minutes a month | No minutes included. 6¢/min |
| • 3 Toll Free/Local Numbers<br>• UNLIMITED Number Ports<br>• UNLIMITED Voice Studio<br>• UNLIMITED Extensions<br>• ALL FEATURES INCLUDED | • 2 Toll Free/Local Numbers<br>• 2 Number Ports<br>• UNLIMITED Extensions<br>• ALL FEATURES INCLUDED | • 1 Toll Free/Local Number<br>• UNLIMITED Extensions<br>• ALL FEATURES INCLUDED | • 1 Toll Free/Local Number<br>• UNLIMITED Extensions<br>• ALL FEATURES INCLUDED |
| Free activation | $25 activation | $25 activation | $25 activation |
| ○ | Your plan | ○ | ○ |

All plans include:
- Unlimited extensions
- Award-winning features
- Free 24/7 support
- 6¢ additional minutes
- 30 Day Guarantee

Figure 4.10: Grasshopper taps into emotion with the plan name "grow."

### Handle Feeling with Care

Who determines whether emotion works? Your users. Injecting emotion into your web content is like igniting a fire. You can shine brilliantly—or burn badly. If you consider your users' cultural values and beliefs, you're more likely to shine.

In my experience with international brands, different countries and regions respond differently to emotion. Some cultures prefer subtle appeals, while others respond to bold appeals. I've shown a range in **Table 4.1**.

Table 4.1: Sample of Cultural Considerations

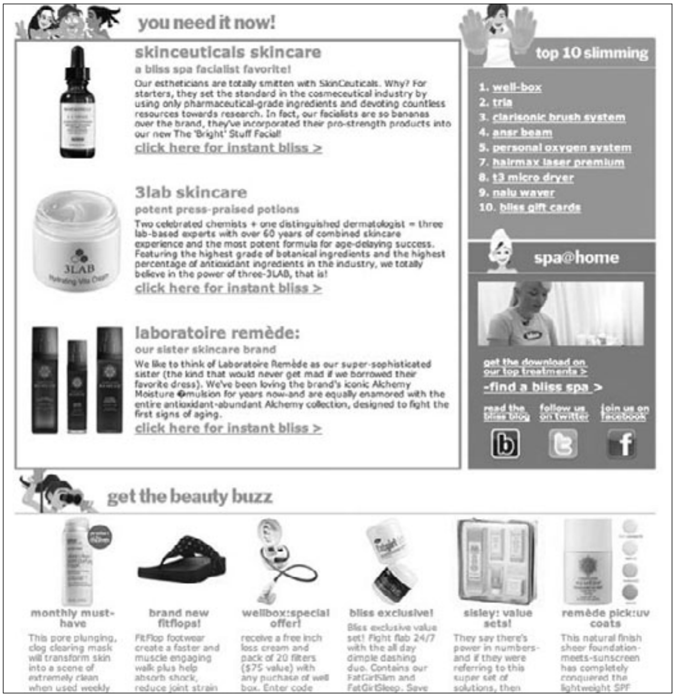
| COUNTRY/REGION | PREFERRED STYLE | EXAMPLE |
|---|---|---|
| Canada and Western Europe | Subtle | We neutralize our carbon emissions. |
| United States | Bold | Our travel is 100% carbon neutral. |
| Middle East | Very bold | We're the first and best 100% carbon neutral travel company. |

### Apply Emotion to Content

Content offers many opportunities to charm your users' emotions.

#### Voice

It's the personality or feel of your content. Two very different examples are Bliss and HowStuffWorks.com. Bliss is sassy, while HowStuffWorks is dissecting (**Figure 4.11**).



you need it now!

**skinceuticals skincare**

a bliss spa facialist favorite!

Our estheticians are totally smitten with SkinCeuticals. Why? For starters, they set the standard in the cosmeceutical industry by using only pharmaceutical-grade ingredients and devoting countless resources towards research. In fact, our facialists are so bananas over the brand, they've incorporated their pro-strength products into our new The 'Bright' Stuff Facial!

click here for instant bliss >

**3lab skincare**

potent press-praised potions

Two celebrated chemists + one distinguished dermatologist = three lab-based experts with over 60 years of combined skincare experience and the most potent formula for age-delaying success. Featuring the highest grade of botanical ingredients and the highest percentage of antioxidant ingredients in the industry, we totally believe in the power of three-3LAB, that is!

click here for instant bliss >

**laboratoire remède:**

our sister skincare brand

We like to think of Laboratoire Remède as our super-sophisticated sister (the kind that would never get mad if we borrowed their favorite dress). We've been loving the brand's iconic Alchemy Moisture �mulsion for years now-and are equally enamored with the entire antioxidant-abundant Alchemy collection, designed to fight the first signs of aging.

click here for instant bliss >

top 10 slimming

1. well-box
2. tria
3. clarisonic brush system
4. ansr beam
5. personal oxygen system
7. hairmax laser premium
8. t3 micro dryer
9. nalu waver
10. bliss gift cards

spa@home

get the download on our top treatments >

-find a bliss spa >

read the bliss blog | follow us on twitter | join us on facebook

get the beauty buzz

**monthly must-have**
This pore plunging, clog clearing mask will transform skin into a scene of extremely clean when used weekly

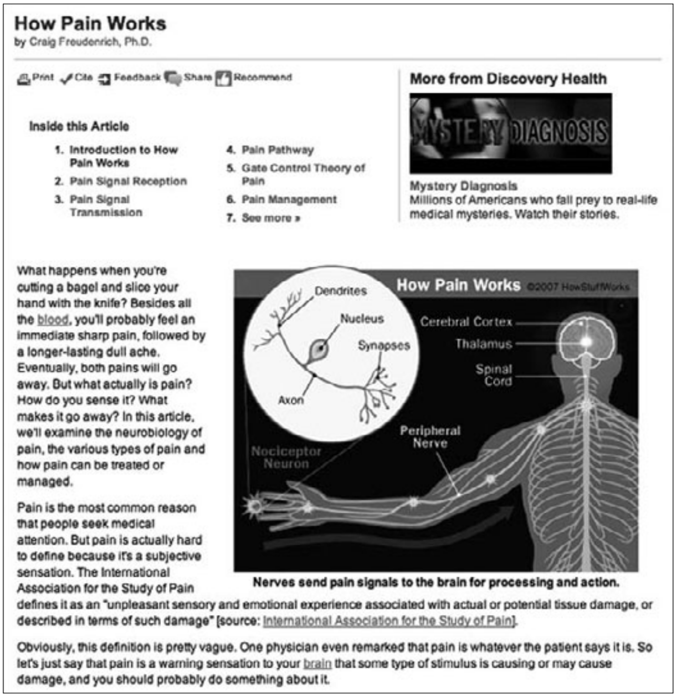
**brand new fitflops!**
FitFlop footwear create a faster and muscle engaging walk plus help absorb shock, reduce joint strain

**wellbox:special offer!**
receive a free inch loss cream and pack of 20 filters ($75 value) with any puchase of well box. Enter code

**bliss exclusive!**
Bliss exclusive value set! Fight flab 24/7 with the all day dimple dashing duo. Contains our FatGirlSlim and FatGirlSleep. Save

**sisley: value sets!**
They say there's power in numbers-and if they were referring to this super set of solutions, then

**remède pick:uv coats**
This natural finish sheer foundation-meets-sunscreen has completely conquered the lightweight SPF



## How Pain Works

by Craig Freudenrich, Ph.D.

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**Inside this Article**

1. Introduction to How Pain Works
2. Pain Signal Reception
3. Pain Signal Transmission
4. Pain Pathway
5. Gate Control Theory of Pain
6. Pain Management
7. See more »

**More from Discovery Health**

**Mystery Diagnosis**
Millions of Americans who fall prey to real-life medical mysteries. Watch their stories.

What happens when you're cutting a bagel and slice your hand with the knife? Besides all the blood, you'll probably feel an immediate sharp pain, followed by a longer-lasting dull ache. Eventually, both pains will go away. But what actually is pain? How do you sense it? What makes it go away? In this article, we'll examine the neurobiology of pain, the various types of pain and how pain can be treated or managed.

Nerves send pain signals to the brain for processing and action.

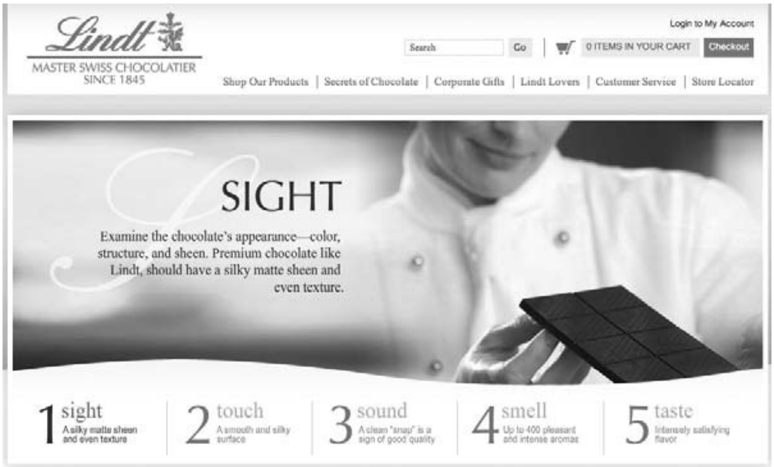
Pain is the most common reason that people seek medical attention. But pain is actually hard to define because it's a subjective sensation. The International Association for the Study of Pain defines it as an "unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in terms of such damage" [source: International Association for the Study of Pain].

Obviously, this definition is pretty vague. One physician even remarked that pain is whatever the patient says it is. So let's just say that pain is a warning sensation to your brain that some type of stimulus is causing or may cause damage, and you should probably do something about it.

Figure 4.11: Bliss has a sassy voice, while HowStuffWorks has an analytical voice.

### Sensory Detail

When you portray how things look, sound, smell, taste, or feel, you trigger people's gut reactions. Lindt, for instance, describes how wonderfully chocolate engages all five senses, tempting a chocoholic like me (**Figure 4.12**).



Lindt
MASTER SWISS CHOCOLATIER
SINCE 1845
Login to My Account
Search
Go
0 ITEMS IN YOUR CART
Checkout
Shop Our Products | Secrets of Chocolate | Corporate Gifts | Lindt Lovers | Customer Service | Store Locator
SIGHT

Examine the chocolate's appearance—color, structure, and sheen. Premium chocolate like Lindt, should have a silky matte sheen and even texture.

1 sight
A silky matte sheen and even texture
2 touch
A smooth and silky surface
3 sound
A clean "snap" is a sign of good quality
4 smell
Up to 400 pleasant and intense aromas
5 taste
Intensely satisfying flavor

Figure 4.12: Lindt uses sensory detail to evoke emotion.

### Associations with Words and Images

Beyond their literal meanings, words and images stir up feelings (also called connotations). "Grow" in the previous Grasshopper example meant not only a larger voicemail plan but also the ambition to thrive. Refer to Figure 4.10.

## 2. IRRESISTIBLE IDENTIFICATION

Identification is overcoming our differences to find common ground. It's the key principle to help you attract the right people. Rhetorician Kenneth Burke defined identification as "any of the wide variety of means by which an author may establish a shared sense of values, attitudes, and interests with his [or her] readers [users]."[6] When users identify with you, they're more likely to be drawn to you.

### Five Rhetorical Devices You'll Love

Rhetorical devices are tools to enhance content emotionally. These are text examples, but you can apply many of these devices to images, video, or audio, too.

1. **Hyperbole.** It's over-the-top exaggeration, usually meant to be funny. *I love quality content so much that I want to marry it.*
2. **Irony.** It's when the literal and intended meaning are out of sync, often intended to be funny. *You should publish the blog post that you paid someone $10 to write for you.*
3. **Simile.** It compares unlike things. *This stagnant content is like a cesspool.*
4. **Rhetorical Question.** It's a question for dramatic effect, not asking for a literal answer. *Do we really want to keep creating terrible web content?*
5. **Personification.** It's adding personality or human qualities to a concept or object. *The website threw content from 1999 in my general direction.*

## Identify on the Right Level

We connect with people who are like us on different levels.

### Shallow

People relate superficially to people who share the same demographics. We can identify quickly with people who appear to be just like us. For example, the Alice home page features a thirty-something woman—a key demographic for household goods (**Figure 4.13**).

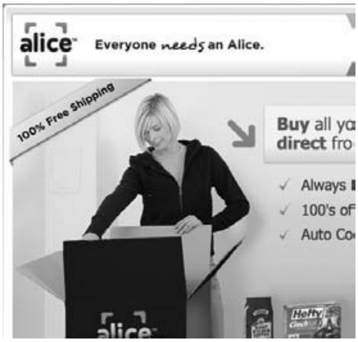
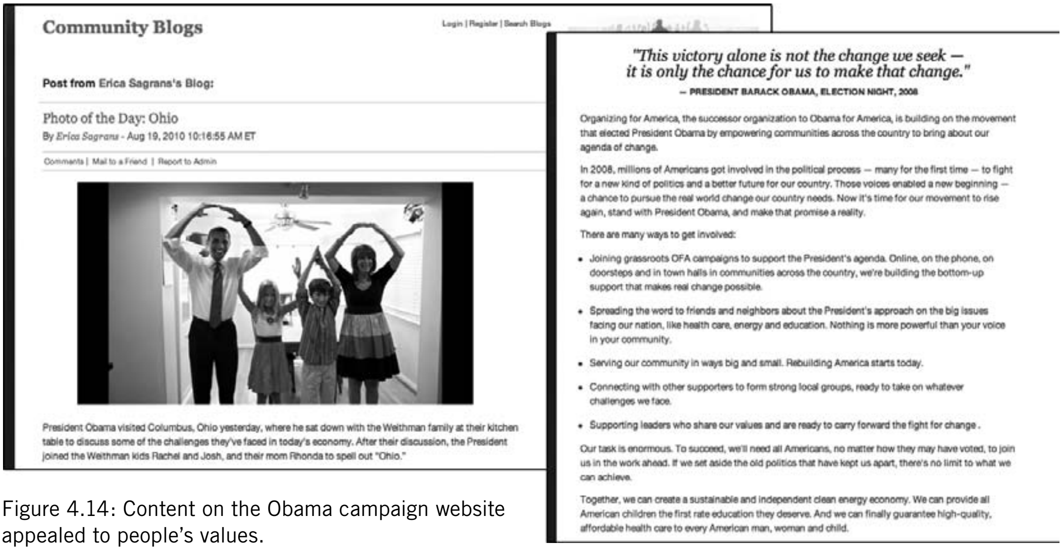


Figure 4.13: The photo of a woman represents an important demographic for Alice.

### Deep

People connect more intensely to other people in a similar role or with like values, interests, and beliefs. Relating to people deeply can transcend shallow differences. In his historic campaign to become the first African American president of the United States, Barack Obama stressed change (**Figure 4.14**). That value came to life in the slogan "change we can believe in" and web content such as interviews, videos, photos, tweets, and other web content that *showed* Obama's personality and way of thinking as a change.


Login | Register | Search Blogs
Comments | Mail to a Friend | Report to Admin

Community Blogs

**Post from** Erica Sagrans's Blog:

Photo of the Day: Ohio

By *Erica Sagrans* - Aug 19, 2010 10:16:55 AM ET

President Obama visited Columbus, Ohio yesterday, where he sat down with the Weithman family at their kitchen table to discuss some of the challenges they've faced in today's economy. After their discussion, the President joined the Weithman kids Rachel and Josh, and their mom Rhonda to spell out "Ohio."

*"This victory alone is not the change we seek —*
*it is only the chance for us to make that change."*
— PRESIDENT BARACK OBAMA, ELECTION NIGHT, 2008

Organizing for America, the successor organization to Obama for America, is building on the movement that elected President Obama by empowering communities across the country to bring about our agenda of change.

In 2008, millions of Americans got involved in the political process — many for the first time — to fight for a new kind of politics and a better future for our country. Those voices enabled a new beginning — a chance to pursue the real world change our country needs. Now it's time for our movement to rise again, stand with President Obama, and make that promise a reality.

There are many ways to get involved:

- Joining grassroots OFA campaigns to support the President's agenda. Online, on the phone, on doorsteps and in town halls in communities across the country, we're building the bottom-up support that makes real change possible.
- Spreading the word to friends and neighbors about the President's approach on the big issues facing our nation, like health care, energy and education. Nothing is more powerful than your voice in your community.
- Serving our community in ways big and small. Rebuilding America starts today.
- Connecting with other supporters to form strong local groups, ready to take on whatever challenges we face.
- Supporting leaders who share our values and are ready to carry forward the fight for change .

Our task is enormous. To succeed, we'll need all Americans, no matter how they may have voted, to join us in the work ahead. If we set aside the old politics that have kept us apart, there's no limit to what we can achieve.

Together, we can create a sustainable and independent clean energy economy. We can provide all American children the first rate education they deserve. And we can finally guarantee high-quality, affordable health care to every American man, woman and child.

Figure 4.14: Content on the Obama campaign website appealed to people's values.

## Not Everyone Will Identify with You—and That's OK

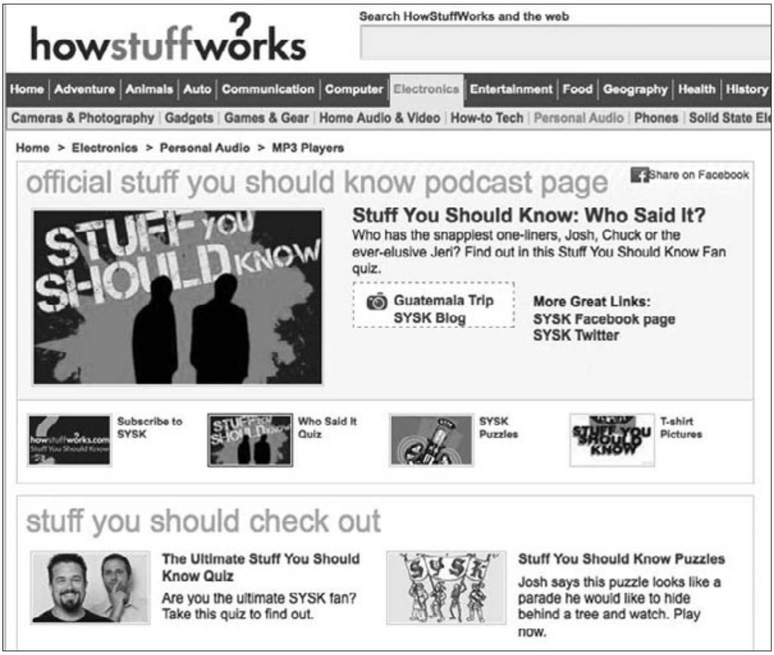
It's hard to watch people turn away from your company or cause. Even the successful Obama campaign didn't attract everyone. When you try to reach everyone, you risk reaching no one. As content marketing expert Joe Pulizzi says, "Your brand has to stand for something. If *everyone* loves you, you might be doing something wrong."[7] As long as you're attracting the people you want to attract—whether qualified leads or enthusiastic supporters—you can rest easy if someone turns away.

## Apply Identification to Content

To attract people who identify with you or your organization, web content can help.

### Persona/Character/Spokesperson

It's representing your organization with a person or character (or two or three) who relates well to your users. For example, HowStuffWorks offers a collection of podcasts hosted by relevant personalities. The most popular is Stuff You Should Know. On this podcast, the self-proclaimed geeks Josh and Chuck banter about, well, stuff they think other geeks should know (**Figure 4.15**).


howstuffworks
Search HowStuffWorks and the web
Home | Adventure | Animals | Auto | Communication | Computer | Electronics | Entertainment | Food | Geography | Health | History
Cameras & Photography | Gadgets | Games & Gear | Home Audio & Video | How-to Tech | Personal Audio | Phones | Solid State El
Home > Electronics > Personal Audio > MP3 Players
Share on Facebook
STUFF YOU SHOULD KNOW
Guatemala Trip
SYSK Blog
More Great Links:
SYSK Facebook page
SYSK Twitter
Subscribe to SYSK
Who Said It Quiz
SYSK Puzzles
T-shirt Pictures

official stuff you should know podcast page

**Stuff You Should Know: Who Said It?**
Who has the snappiest one-liners, Josh, Chuck or the ever-elusive Jeri? Find out in this Stuff You Should Know Fan quiz.

stuff you should check out

**The Ultimate Stuff You Should Know Quiz**
Are you the ultimate SYSK fan? Take this quiz to find out.

**Stuff You Should Know Puzzles**
Josh says this puzzle looks like a parade he would like to hide behind a tree and watch. Play now.

Figure 4.15: Josh and Chuck represent geekdom for HowStuffWorks.

Another example is @sharpiesusan, a persona who embodies Sharpie on Twitter. (For more about how Sharpie's use of personas evolved, see the sidebar Sharpie's Shift from Celebrities to Personas and Users.)

### User-Generated Content

Similar to personas, your users can represent you well. How? Through comments and content they contribute to your social networking space. The right potential customers will identify with your current customers. The trick is to facilitate the discussion so it stays true to your brand and your users. FootSmart, for example, carefully cultivates community on its active Facebook page (**Figure 4.16**).

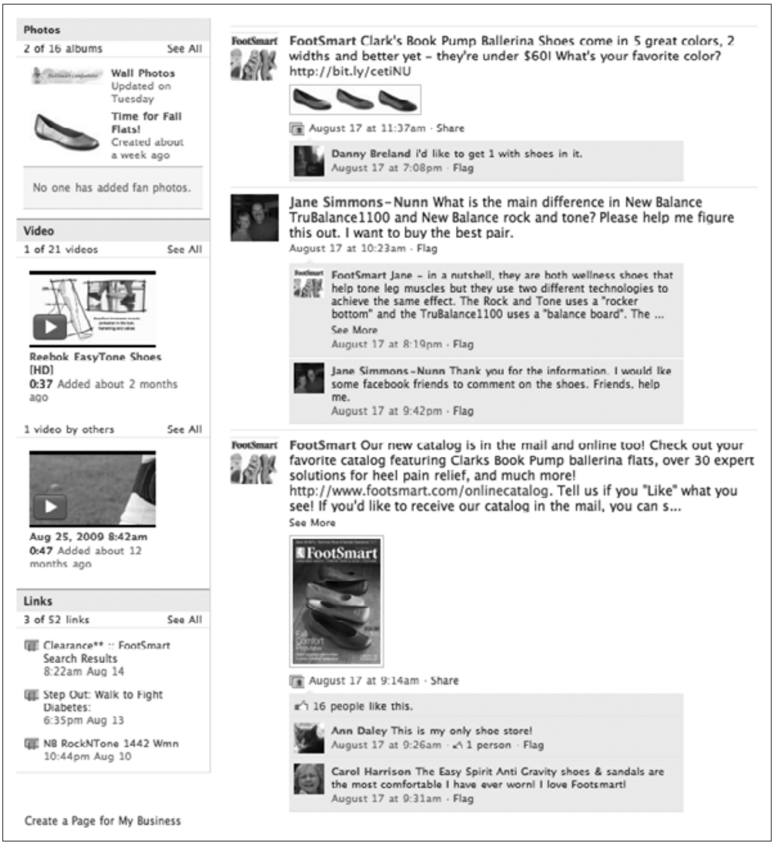


Figure 4.16: FootSmart actively facilitates discussion on its Facebook page.

Photos
2 of 16 albums See All
Wall Photos
Updated on Tuesday
Time for Fall Flats!
Created about a week ago
No one has added fan photos.
Video
1 of 21 videos See All
Reebok EasyTone Shoes [HD]
0:37 Added about 2 months ago
1 video by others See All
Aug 25, 2009 8:42am
0:47 Added about 12 months ago
Links
3 of 52 links See All
Clearance** :: FootSmart Search Results
8:22am Aug 14
Step Out: Walk to Fight Diabetes:
6:35pm Aug 13
NB RockNTone 1442 Wmn
10:44pm Aug 10
Create a Page for My Business

**FootSmart** Clark's Book Pump Ballerina Shoes come in 5 great colors, 2 widths and better yet – they're under $60! What's your favorite color? http://bit.ly/cetiNU

August 17 at 11:37am · Share

**Danny Breland** i'd like to get 1 with shoes in it.
August 17 at 7:08pm · Flag

**Jane Simmons-Nunn** What is the main difference in New Balance TruBalance1100 and New Balance rock and tone? Please help me figure this out. I want to buy the best pair.
August 17 at 10:23am · Flag

**FootSmart** Jane – in a nutshell, they are both wellness shoes that help tone leg muscles but they use two different technologies to achieve the same effect. The Rock and Tone uses a "rocker bottom" and the TruBalance1100 uses a "balance board". The ...
See More
August 17 at 8:19pm · Flag

**Jane Simmons-Nunn** Thank you for the information. I would lke some facebook friends to comment on the shoes. Friends, help me.
August 17 at 9:42pm · Flag

**FootSmart** Our new catalog is in the mail and online too! Check out your favorite catalog featuring Clarks Book Pump ballerina flats, over 30 expert solutions for heel pain relief, and much more! http://www.footsmart.com/onlinecatalog. Tell us if you "Like" what you see! If you'd like to receive our catalog in the mail, you can s...
See More

August 17 at 9:14am · Share

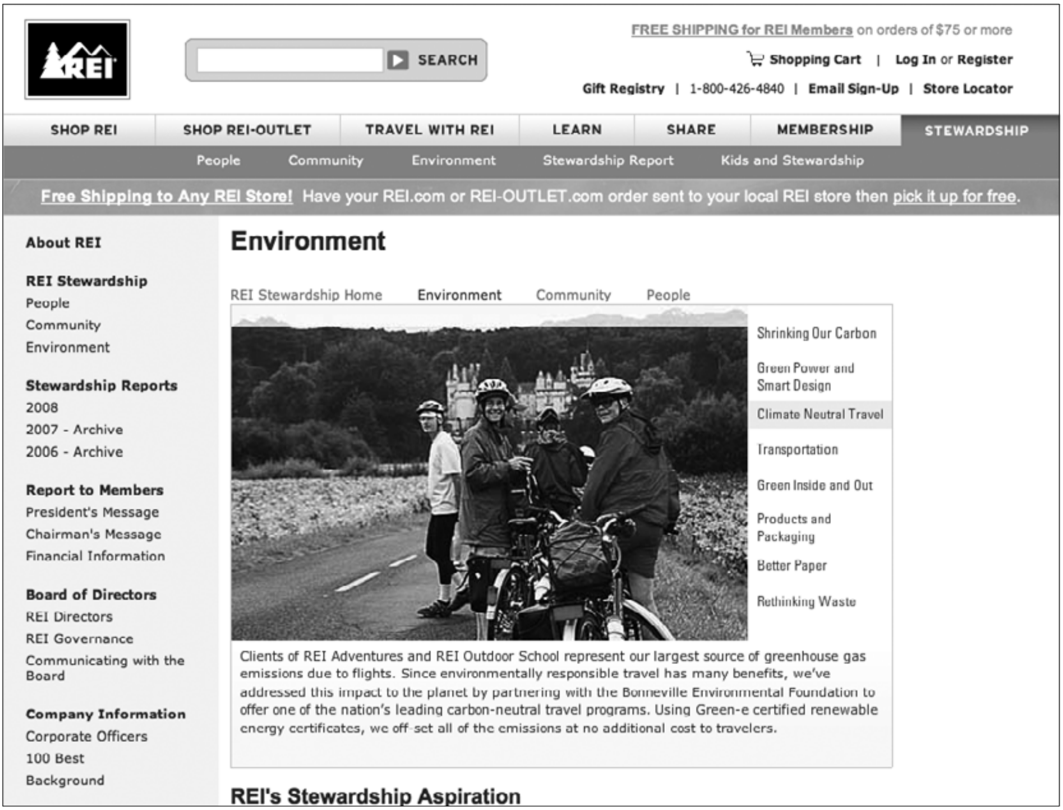
16 people like this.

**Ann Daley** This is my only shoe store!
August 17 at 9:26am · 1 person · Flag

**Carol Harrison** The Easy Spirit Anti Gravity shoes & sandals are the most comfortable I have ever worn! I love Footsmart!
August 17 at 9:31am · Flag

## Cause Content

Another approach is creating content around a cause. Research from the public relations firm Edelman has found that supporting a cause could even inspire users to switch brands.[8] Select a cause that fits your brand values and your users' values. For example, REI devotes much content to environmental concerns (**Figure 4.17**).


REI
SEARCH
FREE SHIPPING for REI Members on orders of $75 or more
Shopping Cart | Log In or Register
Gift Registry | 1-800-426-4840 | Email Sign-Up | Store Locator
SHOP REI
SHOP REI-OUTLET
TRAVEL WITH REI
LEARN
SHARE
MEMBERSHIP
STEWARDSHIP
People
Community
Environment
Stewardship Report
Kids and Stewardship
About REI
REI Stewardship
People
Community
Environment
Stewardship Reports
2008
2007 - Archive
2006 - Archive
Report to Members
President's Message
Chairman's Message
Financial Information
Board of Directors
REI Directors
REI Governance
Communicating with the Board
Company Information
Corporate Officers
100 Best
Background
REI Stewardship Home
Environment
Community
People
Shrinking Our Carbon
Green Power and Smart Design
Climate Neutral Travel
Transportation
Green Inside and Out
Products and Packaging
Better Paper
Rethinking Waste

Free Shipping to Any REI Store! Have your REI.com or REI-OUTLET.com order sent to your local REI store then pick it up for free.

Environment

Clients of REI Adventures and REI Outdoor School represent our largest source of greenhouse gas emissions due to flights. Since environmentally responsible travel has many benefits, we've addressed this impact to the planet by partnering with the Bonneville Environmental Foundation to offer one of the nation's leading carbon-neutral travel programs. Using Green-e certified renewable energy certificates, we off-set all of the emissions at no additional cost to travelers.

REI's Stewardship Aspiration

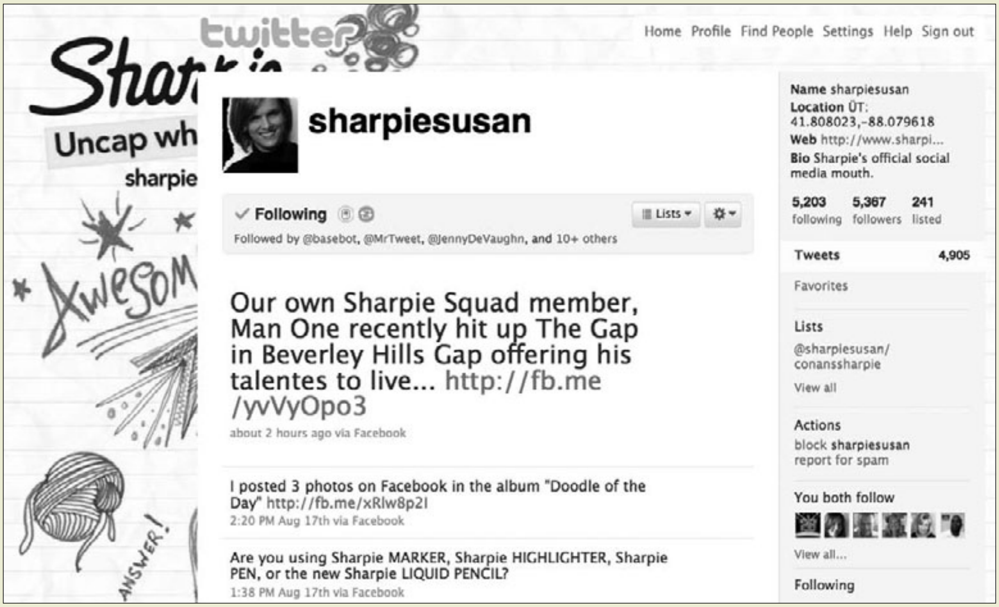
Figure 4.17: The environment is a cause close to the hearts of many REI users and relates to REI's brand as an outdoor outfitter.

## Sharpie's Shift from Celebrities to Personas and Users

David Beckham. A megacelebrity. An ideal spokesperson.

Sharpie enjoyed soccer star David Beckham's representation in several commercials. In them, Beckham signs autographs with fans' Sharpies—and becomes so enamored with the pens he humorously tries to score one for himself. While these commercials succeeded, the rise of consumer creativity and social networking inspired Sharpie to try a new approach.

Sharpie developed a *persona* on Twitter, @sharpiesusan (Susan Wassel), who shares news and tips as well as banters with Sharpie customers.


twitter
Home Profile Find People Settings Help Sign out
Shar
Uncap wh
sharpie
Awesom
ANSWER!
sharpiesusan
✓ Following
Lists
Tweets 4,905
Favorites
Lists
View all
Actions
block sharpiesusan
report for spam
You both follow
View all...
Following

Followed by @basebot, @MrTweet, @JennyDeVaughn, and 10+ others

Our own Sharpie Squad member, Man One recently hit up The Gap in Beverley Hills Gap offering his talentes to live... http://fb.me/yvVyOpo3
about 2 hours ago via Facebook

I posted 3 photos on Facebook in the album "Doodle of the Day" http://fb.me/xRlw8p2I
2:20 PM Aug 17th via Facebook

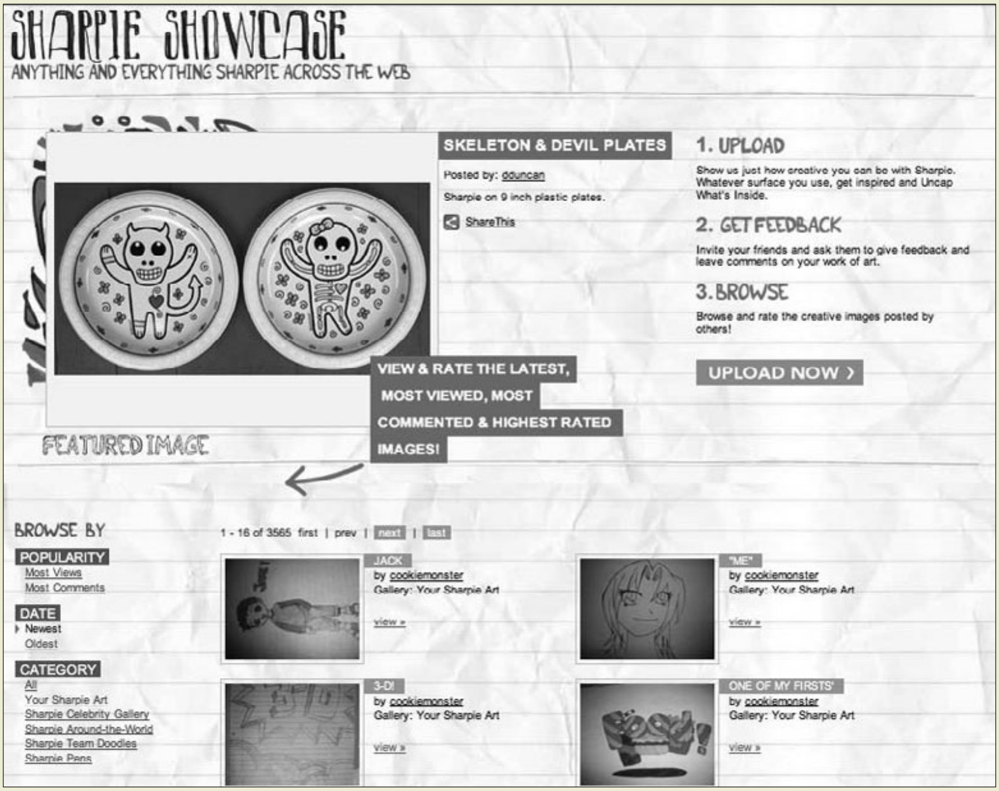
Are you using Sharpie MARKER, Sharpie HIGHLIGHTER, Sharpie PEN, or the new Sharpie LIQUID PENCIL?
1:38 PM Aug 17th via Facebook

**Name** sharpiesusan
**Location** ÜT: 41.808023,-88.079618
**Web** http://www.sharpi...
**Bio** Sharpie's official social media mouth.

5,203 following 5,367 followers 241 listed

@sharpiesusan/conanssharpie

At the same time, Sharpie introduced Sharpie Uncapped (www.sharpieuncapped.com), which curates the elaborate artistic creations by Sharpie users. As Wassel notes, the effort "celebrates the amazing and inspiring things our fans are doing with our product while encouraging others to uncap their own creativity. The goal is to amplify our efforts and engage our passionate fans in the social space with compelling content."



SHARPIE SHOWCASE
ANYTHING AND EVERYTHING SHARPIE ACROSS THE WEB
SKELETON & DEVIL PLATES
Posted by: dduncan
ShareThis
1. UPLOAD
2. GET FEEDBACK
3. BROWSE
UPLOAD NOW ›
VIEW & RATE THE LATEST, MOST VIEWED, MOST COMMENTED & HIGHEST RATED IMAGES!
FEATURED IMAGE
BROWSE BY
POPULARITY
Most Views
Most Comments
DATE
Newest
Oldest
CATEGORY
All
Your Sharpie Art
Sharpie Celebrity Gallery
Sharpie Around-the-World
Sharpie Team Doodles
Sharpie Pens
1 - 16 of 3565 first | prev | next | last
JACK
"ME"
3-D!
ONE OF MY FIRSTS'
view »

Sharpie on 9 inch plastic plates.

Show us just how creative you can be with Sharpie. Whatever surface you use, get inspired and Uncap What's Inside.

Invite your friends and ask them to give feedback and leave comments on your work of art.

Browse and rate the creative images posted by others!

JACK by cookiemonster Gallery: Your Sharpie Art

"ME" by cookiemonster Gallery: Your Sharpie Art

3-D! by cookiemonster Gallery: Your Sharpie Art

ONE OF MY FIRSTS' by cookiemonster Gallery: Your Sharpie Art

While pioneering this approach to content has meant a lot of work and a lot of lessons learned, the effort has paid off, say Wassel and Bert DuMars, Vice President of E-Business and Interactive Marketing for Newell Rubbermaid.

"The overall integrated marketing program helped us grow Sharpie into the number one writing instruments brand in North America in 2010. We have also successfully achieved a significant foothold in brand community and engagement building with our Sharpie Facebook page reaching 1.2 million fans," says DuMars.

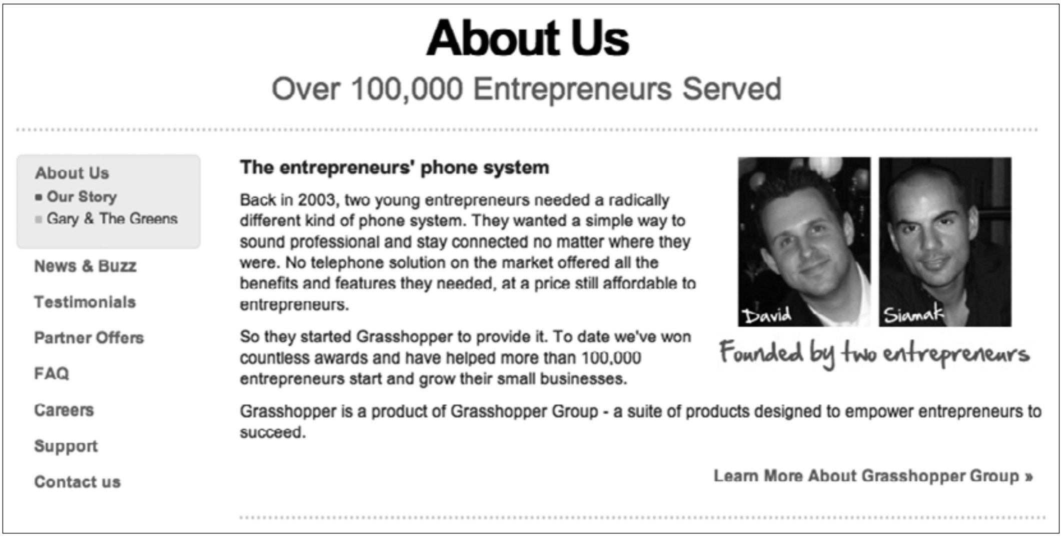
Adds Wassel, "What we're doing is clearly resonating. We have more than a million fans on Facebook alone—highly engaged fans who comment and share in huge numbers. And, we just recently expanded the bandwidth on our blog to accommodate dramatic increases in traffic. Truth is, we're as passionate about our fans as they are about us. I think that comes through."

### Story Content

Still another approach to identification is telling a story, or narrative. A story allows you to bring values to life in a memorable—even entertaining—way.[9] Because a story often involves credibility, logic, and emotion, too, it makes a strong influential impact. You can find a story in almost anything, but I find two types work well for practical purposes.

#### Brand/Organization Story

If you're a startup, tell the tale of solving a tough problem or making a big change to help people. Grasshopper, for example, offers the concise but compelling story of its founding (**Figure 4.18**). If you're more established, explore your history (see Credibility) or the story of an innovation or accomplishment.



About Us

Over 100,000 Entrepreneurs Served

**The entrepreneurs' phone system**

Back in 2003, two young entrepreneurs needed a radically different kind of phone system. They wanted a simple way to sound professional and stay connected no matter where they were. No telephone solution on the market offered all the benefits and features they needed, at a price still affordable to entrepreneurs.

So they started Grasshopper to provide it. To date we've won countless awards and have helped more than 100,000 entrepreneurs start and grow their small businesses.

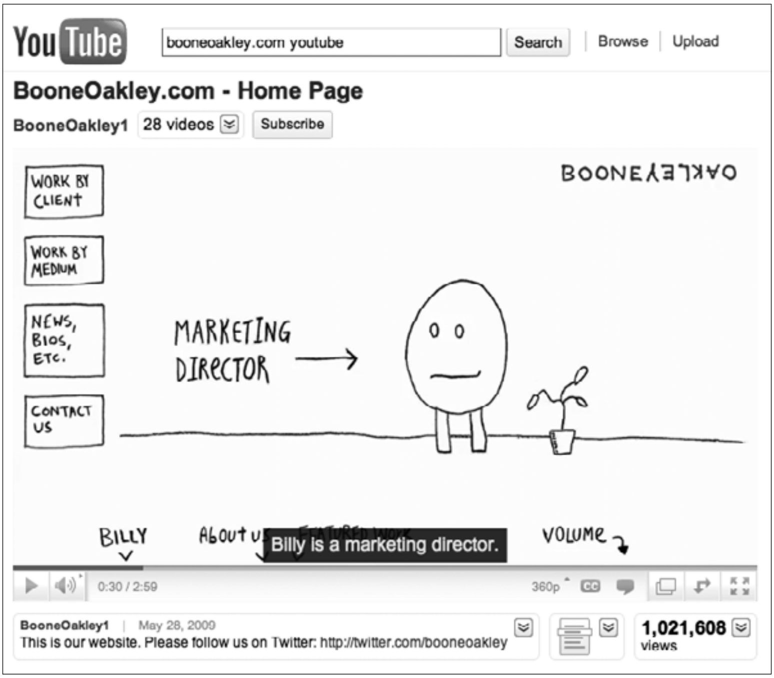
Grasshopper is a product of Grasshopper Group - a suite of products designed to empower entrepreneurs to succeed.

About Us
Our Story
Gary & The Greens
News & Buzz
Testimonials
Partner Offers
FAQ
Careers
Support
Contact us
David
Siamak
Founded by two entrepreneurs
Learn More About Grasshopper Group »

Figure 4.18: Grasshopper tells the tale of its entrepreneurial roots.

### Client/Customer Case Study

Case studies recount how you help your users. One approach is *dramatization*. For example, BooneOakley, an advertising agency in North Carolina, humorously explains why it's different (**Figure 4.19**). The agency shares the story of Billy, a typical marketing director who goes to the typical advertising agencies in New York and gets typical work—only to be fired, then untypically killed.



booneoakley.com youtube

BooneOakley.com - Home Page

BooneOakley1 28 videos

Billy is a marketing director.

0:30 / 2:59

BooneOakley1 | May 28, 2000

This is our website. Please follow us on Twitter: http://twitter.com/booneoakley

1,021,608 views

YouTube
Search
Browse
Upload
Subscribe
BOONEOAKLEY
WORK BY CLIENT
WORK BY MEDIUM
NEWS, BIOS, ETC.
CONTACT US
MARKETING DIRECTOR
BILLY
About us
FEATURED WORK
VOLUME
360p

Figure 4.19: BooneOakley, located in North Carolina, dramatizes why it's different through the story of a marketing director.

**THE STORY OF A SLIPPERY SLOPE**

**The BooneOakley video website employs the logical fallacy of sliding down the slippery slope to hilarious effect. See it at www.youtube.com/watch?v=Elo7Welydh8**

A different approach is to present *actual customer stories*. A series of iPhone videos, for instance, showcases real users explaining how the iPhone saved the day. In one, a pilot recalls how he looked up the weather on the iPhone to help his flight avoid a three-hour delay (**Figure 4.20**).

Figure 4.20: A pilot explains how the iPhone helped him.

Although Burke defined identification in the 1950s, I wonder whether he had a crystal ball that let him glimpse the 21st century. He felt identification could happen within a short paragraph, a long series of communications over time, and everything in between. So, now, let's turn to two principles of timing.

## 3. REPETITION THAT DOESN'T BORE OR BROADCAST

The ancient Greeks crafted creative ways of repeating ideas. Why go to such pains? Those toga-sporting orators knew that repetition helps people remember—but also risks boring them. Today, when we use tweets, emails, and ads to blast a message again, again, again, again, again, and AGAIN, our users could tune us out. So, let's take a closer look at repetition.

### Three Really Is a Charm

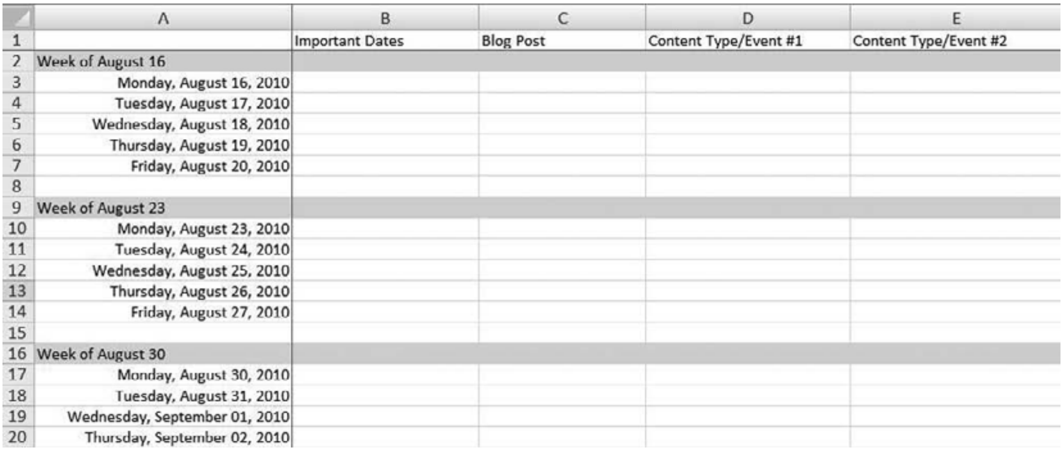
When it comes to making the same point, three times is enough. Research everywhere from speech communication to television advertising suggests three as the magic number.[10] A challenge with web content is that we can't control *exactly* how many times a user sees or hears our message. But, we *can* control how often we publish the same message, how often we change the message, and how we bring the message to life through web content. We can avoid bombarding our users.

### Apply Repetition to Content

With web content and some help from modern media, we have the power to plan our repetition wisely.

### Editorial Calendar

It's a tool borrowed from journalism to plan content over time (**Figure 4.21**).[11]



| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | | Important Dates | Blog Post | Content Type/Event #1 | Content Type/Event #2 |
| 2 | Week of August 16 | | | | |
| 3 | Monday, August 16, 2010 | | | | |
| 4 | Tuesday, August 17, 2010 | | | | |
| 5 | Wednesday, August 18, 2010 | | | | |
| 6 | Thursday, August 19, 2010 | | | | |
| 7 | Friday, August 20, 2010 | | | | |
| 8 | | | | | |
| 9 | Week of August 23 | | | | |
| 10 | Monday, August 23, 2010 | | | | |
| 11 | Tuesday, August 24, 2010 | | | | |
| 12 | Wednesday, August 25, 2010 | | | | |
| 13 | Thursday, August 26, 2010 | | | | |
| 14 | Friday, August 27, 2010 | | | | |
| 15 | | | | | |
| 16 | Week of August 30 | | | | |
| 17 | Monday, August 30, 2010 | | | | |
| 18 | Tuesday, August 31, 2010 | | | | |
| 19 | Wednesday, September 01, 2010 | | | | |
| 20 | Thursday, September 02, 2010 | | | | |

Figure 4.21: A simple editorial calendar tracks what content to publish when.

Usually a spreadsheet or table, the exact form of an editorial calendar doesn't matter so much as the planning. When you decide in detail *what* content you will publish and *when*, you're more likely to repeat messages, topics, and themes appropriately.

For a longer look at editorial calendars for business, see "How to Put Together an Editorial Calendar for Content Marketing" by Michele Linn at Content Marketing Institute (www.contentmarketinginstitute.com).

For an examination of editorial strategy for media and entertainment, see "Exploring Editorial Strategy" by Jeffrey MacIntyre at Predicate, LLC (predicate-llc.com).

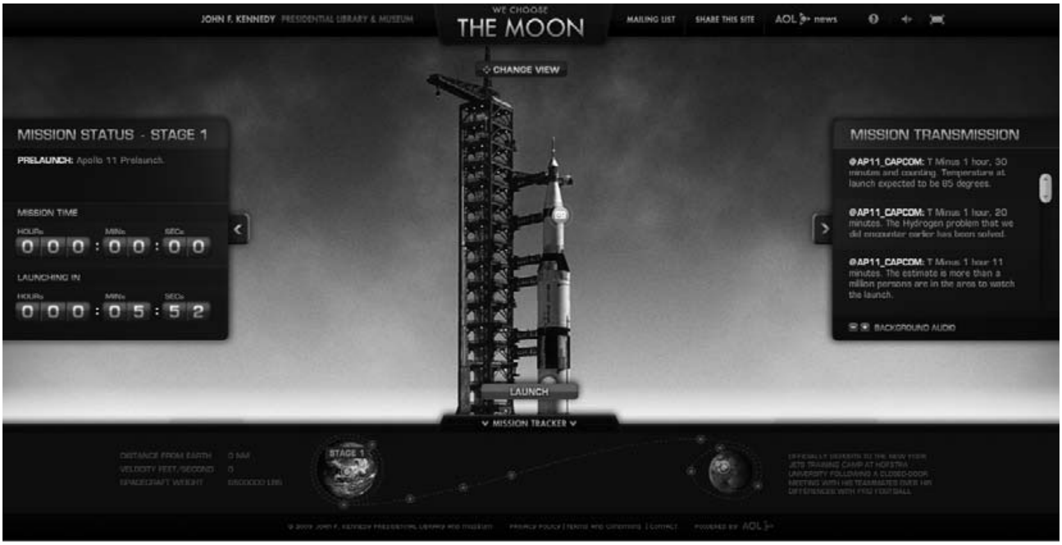
### Hook

As journalism slang, it refers to why content is relevant at a particular time. A hook can help you breathe new life into your message, theme, or topic. Some examples include tying content to

- The season
- An anniversary

- A recognition, such as becoming first, most, or best
- A current event or an industry trend

For example, AOL News took the 40th anniversary of the Apollo 11 moon landing as an opportunity to reenact it through web content—videos, animation, audio, photos, and more (**Figure 4.22**).


JOHN F. KENNEDY PRESIDENTIAL LIBRARY & MUSEUM
WE CHOOSE
THE MOON
MAILING LIST
SHARE THIS SITE
AOL news
CHANGE VIEW
MISSION STATUS - STAGE 1
MISSION TIME
HOURs
MINs
SECs
000:00:00
LAUNCHING IN
HOURs
MINs
SECs
000:05:52
MISSION TRANSMISSION
BACKGROUND AUDIO
LAUNCH
MISSION TRACKER
STAGE 1

**PRELAUNCH:** Apollo 11 Prelaunch.

**@AP11_CAPCOM:** T Minus 1 hour, 30 minutes and counting. Temperature at launch expected to be 85 degrees.

**@AP11_CAPCOM:** T Minus 1 hour, 20 minutes. The Hydrogen problem that we did encounter earlier has been solved.

**@AP11_CAPCOM:** T Minus 1 hour 11 minutes. The estimate is more than a million persons are in the area to watch the launch.

Figure 4.22: AOL News orchestrates a virtual reenactment of the Apollo 11 moon landing on its 40th anniversary.

### Amplification

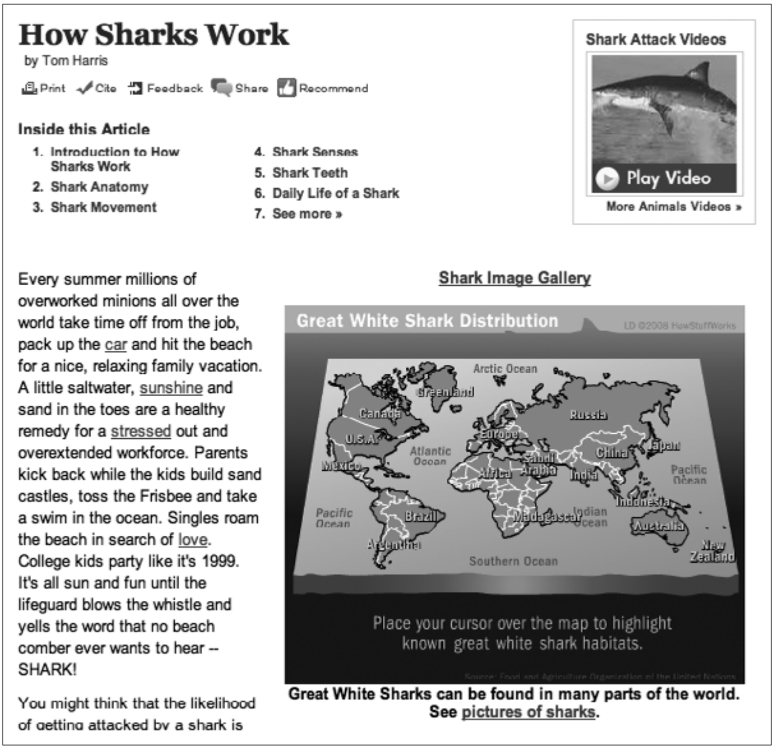
It's all the ways to amplify, or enhance, your point instead of repeating it like a robot. For example, on the television show *Northern Exposure*, the poetic DJ Chris Stevens used amplification to explain the meaning of light:

"Goethe's final words: 'More light.' Ever since we crawled out of that primordial slime, that's been our unifying cry: 'More light.' Sunlight. Torchlight. Candlelight. Neon. Incandescent. Lights that banish the darkness from our caves, to illuminate our roads, the insides of our refrigerators. Big floods for the night games at Soldier Field. Little tiny flashlights for those books we read under the covers when we're supposed to be asleep. Light is more than watts and foot-candles. Light is metaphor."[12]

Classic rhetoricians used words to intensify a point. Today, we can augment an idea through web content in several ways.

## Content Formats and Types

We can make points through a combination of photos, podcasts, videos, articles, and more. HowStuffWorks, for example, offers several ways to experience the danger of sharks (**Figure 4.23**).



# How Sharks Work

by Tom Harris

Print
Cite
Feedback
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Recommend

**Inside this Article**

1. Introduction to How Sharks Work
2. Shark Anatomy
3. Shark Movement
4. Shark Senses
5. Shark Teeth
6. Daily Life of a Shark
7. See more »

**Shark Attack Videos**

Play Video
More Animals Videos »

Every summer millions of overworked minions all over the world take time off from the job, pack up the car and hit the beach for a nice, relaxing family vacation. A little saltwater, sunshine and sand in the toes are a healthy remedy for a stressed out and overextended workforce. Parents kick back while the kids build sand castles, toss the Frisbee and take a swim in the ocean. Singles roam the beach in search of love. College kids party like it's 1999. It's all sun and fun until the lifeguard blows the whistle and yells the word that no beach comber ever wants to hear -- SHARK!

You might think that the likelihood of getting attacked by a shark is

**Shark Image Gallery**

Great White Shark Distribution
LD ©2008 HowStuffWorks
Arctic Ocean
Greenland
Canada
Russia
U.S.A.
Europe
Japan
Atlantic Ocean
Mexico
Saudi Arabia
China
Africa
India
Pacific Ocean
Indonesia
Pacific Ocean
Brazil
Madagascar
Indian Ocean
Australia
Argentina
New Zealand
Southern Ocean
Place your cursor over the map to highlight known great white shark habitats.
Source: Food and Agriculture Organization of the United Nations

**Great White Sharks can be found in many parts of the world. See pictures of sharks.**

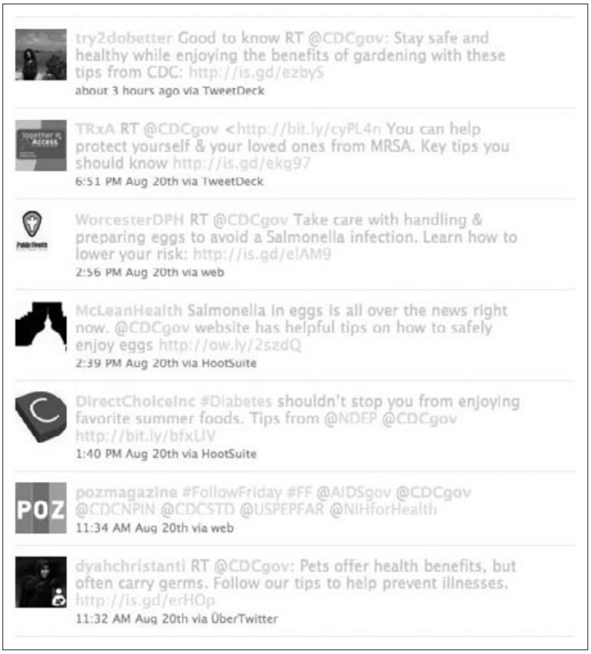
Figure 4.23: Video, photos, and text intensify the danger of sharks.

**AMPLIFYING ISN'T ADDING**

**Amplification does not mean more web content is better. You still have to select or craft the content carefully to develop your point.**

## Echo

It's a phenomenon on social networking sites where other people share or restate your message or your content. When that happens, you don't have to state it yourself so often. (An extreme version of this is having something go "viral.") A case in point is CDC on Twitter and Facebook (**Figure 4.24**). When CDC posts an update, users share it with others.



try2dobetter Good to know RT @CDCgov: Stay safe and healthy while enjoying the benefits of gardening with these tips from CDC: http://is.gd/ezbyS
about 3 hours ago via TweetDeck

TRxA RT @CDCgov <http://bit.ly/cyPL4n You can help protect yourself & your loved ones from MRSA. Key tips you should know http://is.gd/ekg97
6:51 PM Aug 20th via TweetDeck

WorcesterDPH RT @CDCgov Take care with handling & preparing eggs to avoid a Salmonella infection. Learn how to lower your risk: http://is.gd/elAM9
2:56 PM Aug 20th via web

McLeanHealth Salmonella in eggs is all over the news right now. @CDCgov website has helpful tips on how to safely enjoy eggs http://ow.ly/2szdQ
2:39 PM Aug 20th via HootSuite

DirectChoiceInc #Diabetes shouldn't stop you from enjoying favorite summer foods. Tips from @NDEP @CDCgov http://bit.ly/bfxLlV
1:40 PM Aug 20th via HootSuite

pozmagazine #FollowFriday #FF @AIDSgov @CDCgov @CDCNPIN @CDCSTD @USPEPFAR @NIHforHealth
11:34 AM Aug 20th via web

dyahchristanti RT @CDCgov: Pets offer health benefits, but often carry germs. Follow our tips to help prevent illnesses. http://is.gd/erHOp
11:32 AM Aug 20th via ÜberTwitter

Figure 4.24: Users share CDC's updates on social networks.

## Three Devices to Repeat Words Remarkably

The ancient Greeks had all kinds of devices for repeating words. Consider these three for emphasis.

1. **Anaphora.** Repeating a word or phrase at the beginning of each clause. *Content attracts people. Content motivates people. Content guides people.*
2. **Antistasis.** Repetition of a word in a different or contrary sense. *Don't be content with your lackluster content.*
3. **Diacope.** Repetition of a word or phrase broken up by one or more intervening words. *Content, content, content—where will we get the content?*

## 4. THE OPPORTUNE MOMENT!

Time. A concept so complex, the Greeks had not one, but two, words for it. *Chronos* meant chronological time, such as morning, noon, and night. *Kairos* meant the opportune moment. It's the *right time* to say something in the *right way*. I think of it as the ideal time to ask people to change their viewpoint or to take an action. The key is to ask when people are ready.

### Don't Ask Too Much Too Soon or Too Often

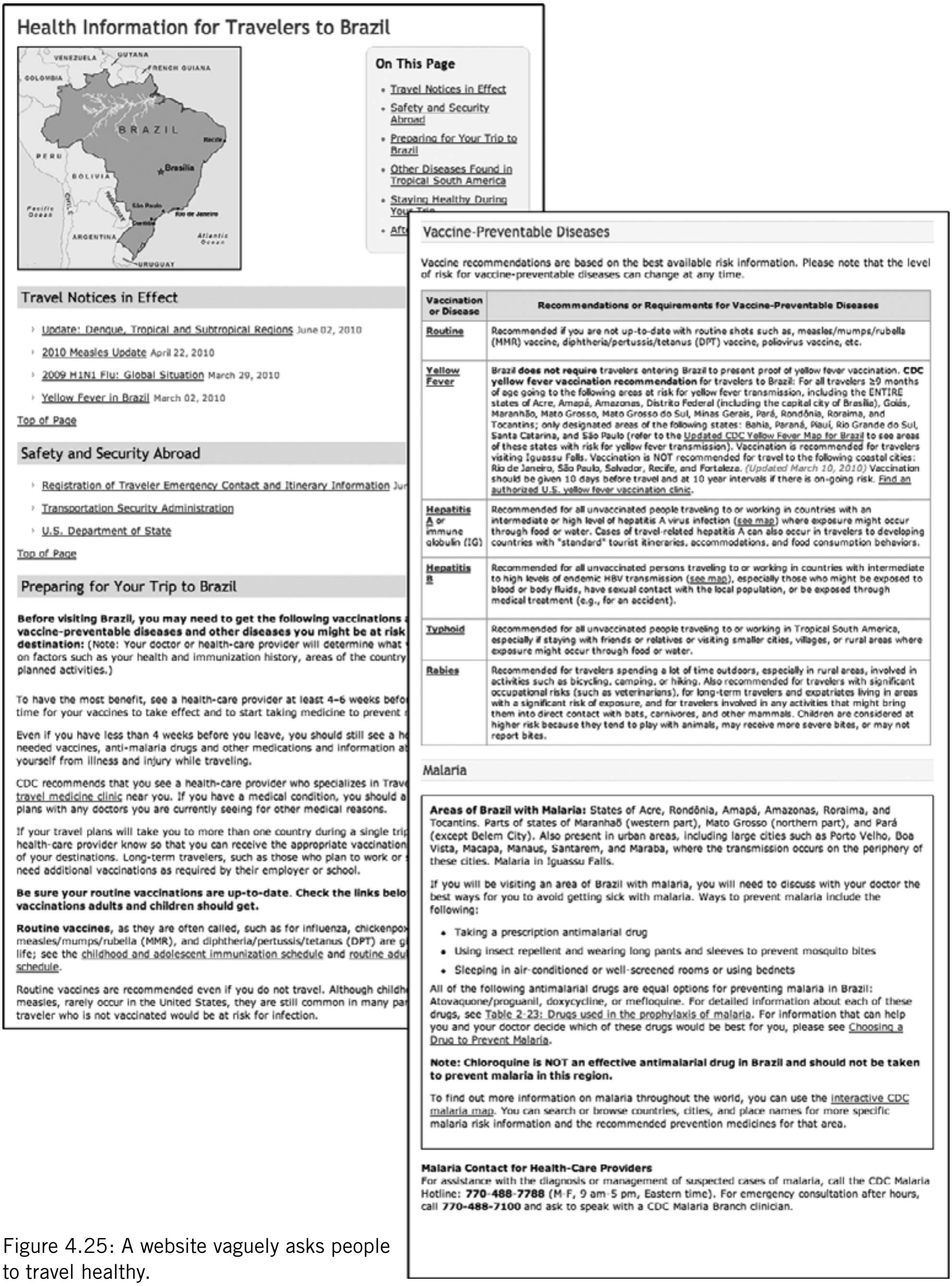
Ancient rhetoricians felt the opportune moment was *special*. It didn't come along everyday. That's worth remembering when we're tempted to press users quickly for personal information or bombard them with emails and tweets. As a simple example from Content Science, we send an email once per *quarter* to our email list. Our email open rate is 50 percent. When I shared that high rate with a marketing friend, she nearly fell out of her chair.

### Ask Clearly

People won't respond how you'd like if they aren't sure what you want. For instance, Content Science assessed this original version of a CDC website about travel health. We found some quality content to help travelers stay healthy. But, what CDC recommended people should *do* was vague (**Figure 4.25**). CDC even tested this website with real users, most of whom were very interested in the content but confused about what to do next. (For a case study of how we improved this website, see Chapter 5.)

### React to a Crisis Promptly

A hurricane strikes. A CEO resigns. A damaging video goes viral. Sometimes, the opportune moment arises because of a shocking event. When I worked for CDC, I occasionally took a turn responding to everything from bioterrorism to SARS. I can assure you it's much better to say *something* trustworthy sooner, not later, so people don't panic or spread rumors.



### Health Information for Travelers to Brazil

**On This Page**

- Travel Notices in Effect
- Safety and Security Abroad
- Preparing for Your Trip to Brazil
- Other Diseases Found in Tropical South America
- Staying Healthy During You Trip
- Aft

### Travel Notices in Effect

- Update: Dengue, Tropical and Subtropical Regions June 02, 2010
- 2010 Measles Update April 22, 2010
- 2009 H1N1 Flu: Global Situation March 29, 2010
- Yellow Fever in Brazil March 02, 2010

Top of Page

### Safety and Security Abroad

- Registration of Traveler Emergency Contact and Itinerary Information Jur
- Transportation Security Administration
- U.S. Department of State

Top of Page

### Preparing for Your Trip to Brazil

**Before visiting Brazil, you may need to get the following vaccinations**
**vaccine-preventable diseases and other diseases you might be at risk**
**destination:** (Note: Your doctor or health-care provider will determine what
on factors such as your health and immunization history, areas of the country
planned activities.)

To have the most benefit, see a health-care provider at least 4–6 weeks befo
time for your vaccines to take effect and to start taking medicine to prevent

Even if you have less than 4 weeks before you leave, you should still see a h
needed vaccines, anti-malaria drugs and other medications and information a
yourself from illness and injury while traveling.

CDC recommends that you see a health-care provider who specializes in Trav
travel medicine clinic near you. If you have a medical condition, you should a
plans with any doctors you are currently seeing for other medical reasons.

If your travel plans will take you to more than one country during a single tri
health-care provider know so that you can receive the appropriate vaccination
of your destinations. Long-term travelers, such as those who plan to work or
need additional vaccinations as required by their employer or school.

**Be sure your routine vaccinations are up-to-date. Check the links belo**
**vaccinations adults and children should get.**

**Routine vaccines,** as they are often called, such as for influenza, chickenpo
measles/mumps/rubella (MMR), and diphtheria/pertussis/tetanus (DPT) are g
life; see the childhood and adolescent immunization schedule and routine adu
schedule.

Routine vaccines are recommended even if you do not travel. Although childh
measles, rarely occur in the United States, they are still common in many pa
traveler who is not vaccinated would be at risk for infection.

### Vaccine-Preventable Diseases

Vaccine recommendations are based on the best available risk information. Please note that the level of risk for vaccine-preventable diseases can change at any time.

| Vaccination or Disease | Recommendations or Requirements for Vaccine-Preventable Diseases |
|---|---|
| Routine | Recommended if you are not up-to-date with routine shots such as, measles/mumps/rubella (MMR) vaccine, diphtheria/pertussis/tetanus (DPT) vaccine, poliovirus vaccine, etc. |
| Yellow Fever | Brazil **does not require** travelers entering Brazil to present proof of yellow fever vaccination. **CDC yellow fever vaccination recommendation** for travelers to Brazil: For all travelers ≥9 months of age going to the following areas at risk for yellow fever transmission, including the ENTIRE states of Acre, Amapá, Amazonas, Distrito Federal (including the capital city of Brasília), Goiás, Maranhão, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Pará, Rondônia, Roraima, and Tocantins; only designated areas of the following states: Bahia, Paraná, Piauí, Rio Grande do Sul, Santa Catarina, and São Paulo (refer to the Updated CDC Yellow Fever Map for Brazil to see areas of these states with risk for yellow fever transmission). Vaccination is recommended for travelers visiting Iguassu Falls. Vaccination is NOT recommended for travel to the following coastal cities: Rio de Janeiro, São Paulo, Salvador, Recife, and Fortaleza. *(Updated March 10, 2010)* Vaccination should be given 10 days before travel and at 10 year intervals if there is on-going risk. Find an authorized U.S. yellow fever vaccination clinic. |
| Hepatitis A or immune globulin (IG) | Recommended for all unvaccinated people traveling to or working in countries with an intermediate or high level of hepatitis A virus infection (see map) where exposure might occur through food or water. Cases of travel-related hepatitis A can also occur in travelers to developing countries with "standard" tourist itineraries, accommodations, and food consumption behaviors. |
| Hepatitis B | Recommended for all unvaccinated persons traveling to or working in countries with intermediate to high levels of endemic HBV transmission (see map), especially those who might be exposed to blood or body fluids, have sexual contact with the local population, or be exposed through medical treatment (e.g., for an accident). |
| Typhoid | Recommended for all unvaccinated people traveling to or working in Tropical South America, especially if staying with friends or relatives or visiting smaller cities, villages, or rural areas where exposure might occur through food or water. |
| Rabies | Recommended for travelers spending a lot of time outdoors, especially in rural areas, involved in activities such as bicycling, camping, or hiking. Also recommended for travelers with significant occupational risks (such as veterinarians), for long-term travelers and expatriates living in areas with a significant risk of exposure, and for travelers involved in any activities that might bring them into direct contact with bats, carnivores, and other mammals. Children are considered at higher risk because they tend to play with animals, may receive more severe bites, or may not report bites. |

### Malaria

**Areas of Brazil with Malaria:** States of Acre, Rondônia, Amapá, Amazonas, Roraima, and Tocantins. Parts of states of Maranhaõ (western part), Mato Grosso (northern part), and Pará (except Belem City). Also present in urban areas, including large cities such as Porto Velho, Boa Vista, Macapa, Manaus, Santarem, and Maraba, where the transmission occurs on the periphery of these cities. Malaria in Iguassu Falls.

If you will be visiting an area of Brazil with malaria, you will need to discuss with your doctor the best ways for you to avoid getting sick with malaria. Ways to prevent malaria include the following:

- Taking a prescription antimalarial drug
- Using insect repellent and wearing long pants and sleeves to prevent mosquito bites
- Sleeping in air-conditioned or well-screened rooms or using bednets

All of the following antimalarial drugs are equal options for preventing malaria in Brazil: Atovaquone/proguanil, doxycycline, or mefloquine. For detailed information about each of these drugs, see Table 2-23: Drugs used in the prophylaxis of malaria. For information that can help you and your doctor decide which of these drugs would be best for you, please see Choosing a Drug to Prevent Malaria.

**Note: Chloroquine is NOT an effective antimalarial drug in Brazil and should not be taken to prevent malaria in this region.**

To find out more information on malaria throughout the world, you can use the interactive CDC malaria map. You can search or browse countries, cities, and place names for more specific malaria risk information and the recommended prevention medicines for that area.

**Malaria Contact for Health-Care Providers**
For assistance with the diagnosis or management of suspected cases of malaria, call the CDC Malaria Hotline: **770-488-7788** (M-F, 9 am-5 pm, Eastern time). For emergency consultation after hours, call **770-488-7100** and ask to speak with a CDC Malaria Branch clinician.

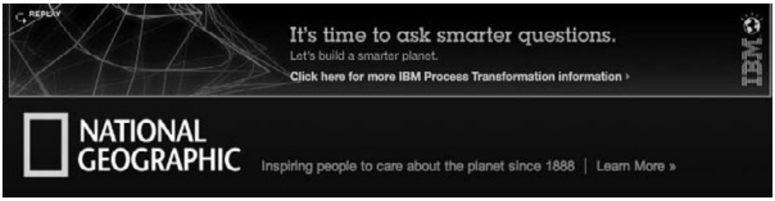
Figure 4.25: A website vaguely asks people to travel healthy.

## Apply the Opportune Moment to Content

On the web, our content can seize *kairos* in several ways.

### Advertisement

Chapter 1 noted how ads annoy people. What if ads were more relevant to a website's topics and users? For example, *National Geographic*'s readers typically care about the environment. An IBM ad stays pertinent with the message to "build a smarter planet" (**Figure 4.26**).



It's time to ask smarter questions.

Let's build a smarter planet.

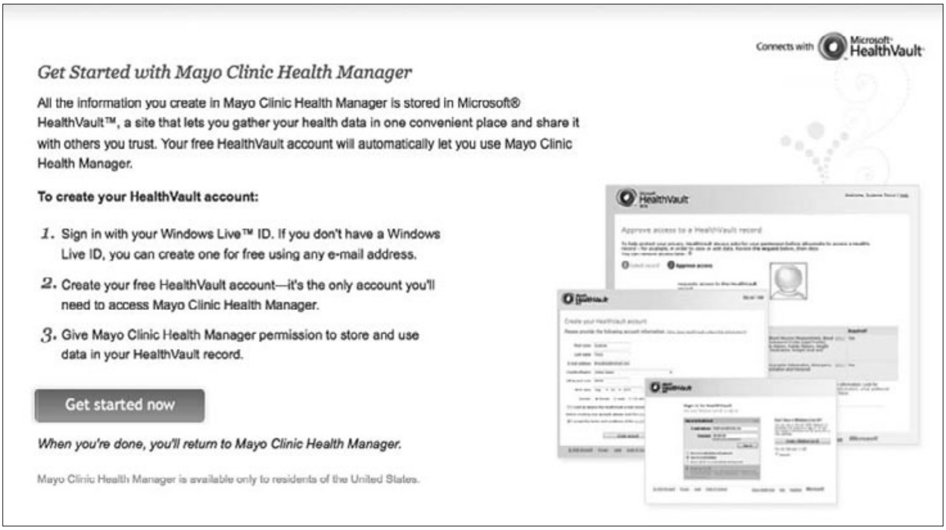
Click here for more IBM Process Transformation information ›

Inspiring people to care about the planet since 1888

Figure 4.26: A relevant ad on the *National Geographic* website.

### Call to Action

Clear, concise, and earnest—what makes a good call to action. Mayo Clinic Health Manager offers an unmistakable invitation to begin the sign-up process with a button labeled "Get started now" (**Figure 4.27**).



*Get Started with Mayo Clinic Health Manager*

All the information you create in Mayo Clinic Health Manager is stored in Microsoft® HealthVault™, a site that lets you gather your health data in one convenient place and share it with others you trust. Your free HealthVault account will automatically let you use Mayo Clinic Health Manager.

**To create your HealthVault account:**

1. Sign in with your Windows Live™ ID. If you don't have a Windows Live ID, you can create one for free using any e-mail address.
2. Create your free HealthVault account—it's the only account you'll need to access Mayo Clinic Health Manager.
3. Give Mayo Clinic Health Manager permission to store and use data in your HealthVault record.

*When you're done, you'll return to Mayo Clinic Health Manager.*

Mayo Clinic Health Manager is available only to residents of the United States.

Figure 4.27: An effective call to action appears on Mayo Clinic Health Manager.

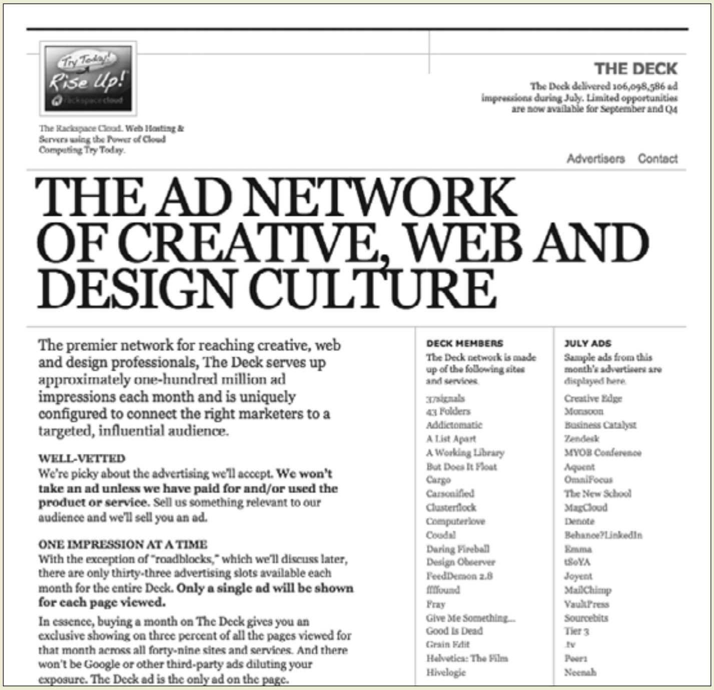
## The Deck: An Innovative System of Advertising

The Deck is a unique advertising system that ensures quality, relevant ads for publications in the creative industry such as Jeffrey Zeldman's *A List Apart*. Jim Coudal, co-creator of The Deck and president of Coudal Partners, explains the system this way:

"The Deck takes the approach that to be successful we need to address the needs of all three parties involved in the advertising:

- **Site publishers** get vetted, truly relevant ads in a manageable size and without animation or other tricks.
- **Advertisers** get an uncluttered impression to an involved and curious audience.
- **Readers** get ads that don't insult them about relevant products while the sites they like to read can write and post more with the financial support of the network.

Too much of current online advertising does not treat all three parties as equally important. It's that balance that makes The Deck work so well for publishers, advertisers, and readers."



The Rackspace Cloud. Web Hosting & Servers using the Power of Cloud Computing Try Today.

THE DECK

The Deck delivered 106,098,586 ad impressions during July. Limited opportunities are now available for September and Q4

Advertisers Contact

THE AD NETWORK OF CREATIVE, WEB AND DESIGN CULTURE

The premier network for reaching creative, web and design professionals, The Deck serves up approximately one-hundred million ad impressions each month and is uniquely configured to connect the right marketers to a targeted, influential audience.

**WELL-VETTED**

We're picky about the advertising we'll accept. **We won't take an ad unless we have paid for and/or used the product or service.** Sell us something relevant to our audience and we'll sell you an ad.

**ONE IMPRESSION AT A TIME**

With the exception of "roadblocks," which we'll discuss later, there are only thirty-three advertising slots available each month for the entire Deck. **Only a single ad will be shown for each page viewed.**

In essence, buying a month on The Deck gives you an exclusive showing on three percent of all the pages viewed for that month across all forty-nine sites and services. And there won't be Google or other third-party ads diluting your exposure. The Deck ad is the only ad on the page.

**DECK MEMBERS**

The Deck network is made up of the following sites and services.

37signals
43 Folders
Addictomatic
A List Apart
A Working Library
But Does It Float
Cargo
Carsonified
Clusterflock
Computerlove
Coudal
Daring Fireball
Design Observer
FeedDemon 2.8
ffffound
Fray
Give Me Something...
Good Is Dead
Grain Edit
Helvetica: The Film
Hivelogic

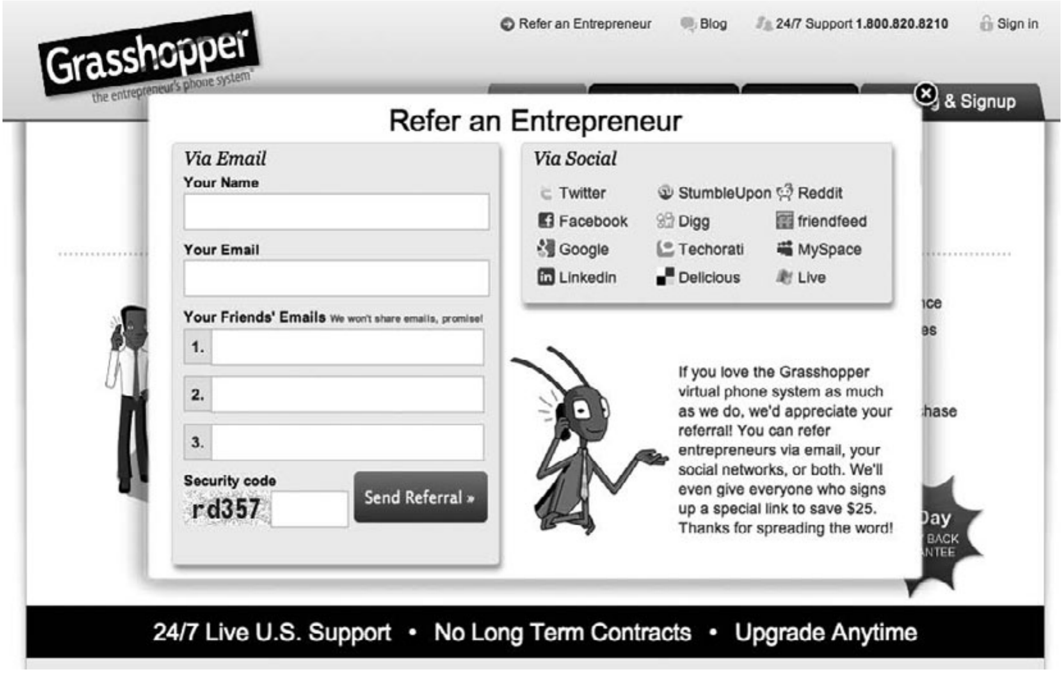
**JULY ADS**

Sample ads from this month's advertisers are displayed here.

Creative Edge
Monsoon
Business Catalyst
Zendesk
MYOB Conference
Aquent
OmniFocus
The New School
MagCloud
Denote
Behance?LinkedIn
Emma
tSoYA
Joyent
MailChimp
VaultPress
Sourcebits
Tier 3
.tv
Peer1
Neenah

### Instruction

Sometimes, helping people act requires more than a well-labeled button. In that case, contextual instructions come to the rescue. The Mayo Clinic Health Manager shown in Figure 4.27 includes simple instructions. As another example, Grasshopper offers plainly worded instructions to make a referral (**Figure 4.28**).


Grasshopper
the entrepreneur's phone system
Refer an Entrepreneur
Blog
24/7 Support 1.800.820.8210
Sign in
& Signup
Refer an Entrepreneur
Via Email
Your Name
Your Email
Your Friends' Emails We won't share emails, promise!
1.
2.
3.
Security code
rd357
Send Referral »
Via Social
Twitter
Facebook
Google
LinkedIn
StumbleUpon
Digg
Techorati
Delicious
Reddit
friendfeed
MySpace
Live
24/7 Live U.S. Support • No Long Term Contracts • Upgrade Anytime

If you love the Grasshopper virtual phone system as much as we do, we'd appreciate your referral! You can refer entrepreneurs via email, your social networks, or both. We'll even give everyone who signs up a special link to save $25. Thanks for spreading the word!

Figure 4.28: Grasshopper explains how to refer someone.

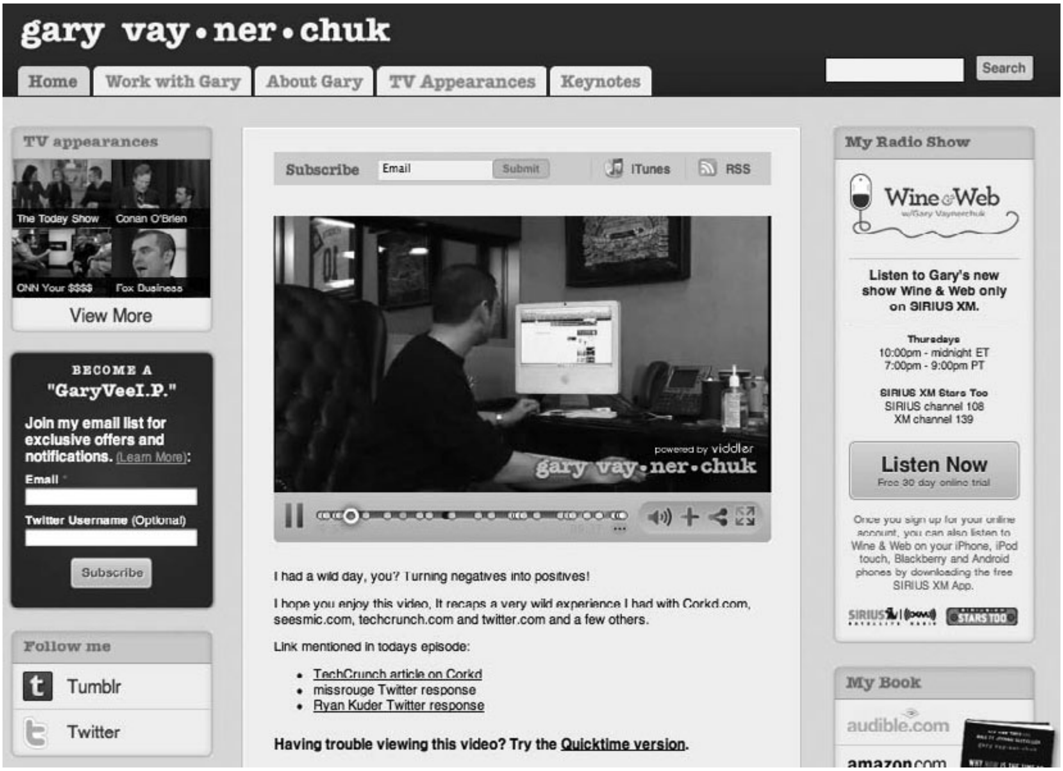
### Crisis Response

How can you respond aptly? By planning for crisis situations. You can't prepare for the exact crisis, but you can think of possible crises and have a plan that answers questions like these:

- Where will we publish a response?
- Who should write and approve a response?
- If we need extra people to help us monitor and respond to questions on social networking, how will we get those people?

- What are examples of a good response?
- What style of response is appropriate for our users and our brand?

For example, when his popular wine website Cork'd was hacked, Gary Vaynerchuk didn't hide his head in the sand or scramble. Instead, he reacted with a truthful, even funny, video (**Figure 4.29**).


gary vay•ner•chuk
Home
Work with Gary
About Gary
TV Appearances
Keynotes
Search
TV appearances
The Today Show
Conan O'Brien
CNN Your $$$$
Fox Business
View More
Subscribe
Email
Submit
iTunes
RSS
powered by viddler
gary vay•ner•chuk
My Radio Show
Wine & Web
w/Gary Vaynerchuk
Listen Now
Free 30 day online trial
Follow me
Tumblr
Twitter
My Book
audible.com
amazon.com

BECOME A "GaryVeeI.P."

Join my email list for exclusive offers and notifications. (Learn More):

Email *

Twitter Username (Optional)

Subscribe

I had a wild day, you? Turning negatives into positives!

I hope you enjoy this video, It recaps a very wild experience I had with Corkd.com, seesmic.com, techcrunch.com and twitter.com and a few others.

Link mentioned in todays episode:

- TechCrunch article on Corkd
- missrouge Twitter response
- Ryan Kuder Twitter response

Having trouble viewing this video? Try the Quicktime version.

Listen to Gary's new show Wine & Web only on SIRIUS XM.

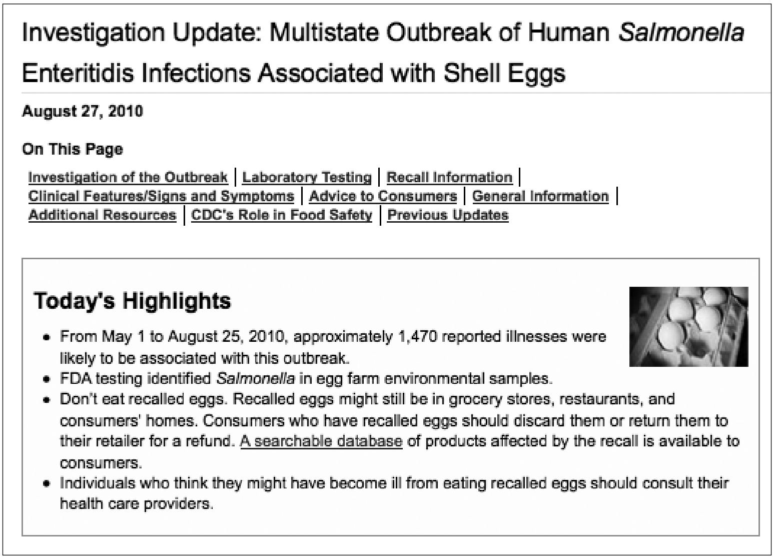
Thursdays
10:00pm - midnight ET
7:00pm - 9:00pm PT

SIRIUS XM Stars Too
SIRIUS channel 108
XM channel 139

Once you sign up for your online account, you can also listen to Wine & Web on your iPhone, iPod touch, Blackberry and Android phones by downloading the free SIRIUS XM App.

Figure 4.29: Gary Vaynerchuk reacts in a lighthearted way to the hacking of his website.

The CDC responds in a different style to a different crisis—a *salmonella* outbreak in eggs. A no-nonsense daily summary explains the latest status and what people should do about it (**Figure 4.30**).



Investigation Update: Multistate Outbreak of Human *Salmonella* Enteritidis Infections Associated with Shell Eggs

**August 27, 2010**

**On This Page**

Investigation of the Outbreak | Laboratory Testing | Recall Information | Clinical Features/Signs and Symptoms | Advice to Consumers | General Information | Additional Resources | CDC's Role in Food Safety | Previous Updates

**Today's Highlights**

- From May 1 to August 25, 2010, approximately 1,470 reported illnesses were likely to be associated with this outbreak.
- FDA testing identified *Salmonella* in egg farm environmental samples.
- Don't eat recalled eggs. Recalled eggs might still be in grocery stores, restaurants, and consumers' homes. Consumers who have recalled eggs should discard them or return them to their retailer for a refund. A searchable database of products affected by the recall is available to consumers.
- Individuals who think they might have become ill from eating recalled eggs should consult their health care providers.

Figure 4.30: CDC cuts to the chase of a disease crisis.

## WHEN TO USE WHAT PRINCIPLES

Aristotle advocated applying a *mix* of influential techniques. Getting the mix right is an art. Without it, users will feel bored, manipulated, or pressured. Indeed, getting the mix wrong will make your results *worse* than if you use no techniques.[13]

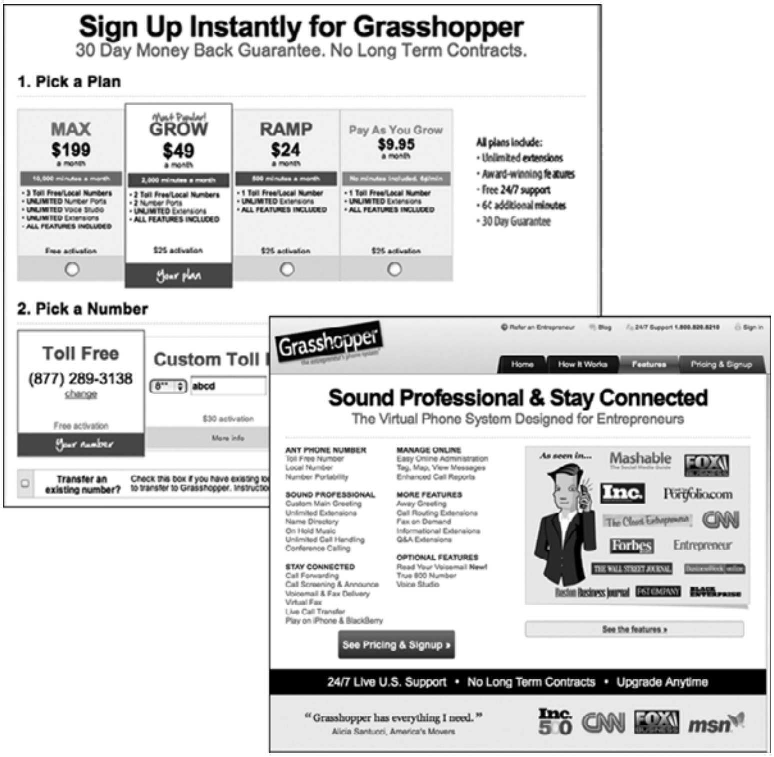
The right mix of principles depends largely on the context. So, let's map these principles to context—the phases of clout (**Figure 4.31**).

| | Phase 1 Raise Awareness | Phase 2 Become Liked & Trusted | Phase 3 Motivate, Inspire, & Help Action |
|---|---|---|---|
| 1A. Credibility | ✓ | ✓ | |
| 1B. Logic | ✓ | ✓ | ✓ |
| 1C. Emotion | ✓ | ✓ | ✓ |
| 2. Identification | | ✓ | ✓ |
| 3. Repetition | ✓ | | ✓ |
| 4. The Opportune Moment | | | ✓ |

Figure 4.31: A guide to using rhetorical principles to achieve clout.

In the first two phases, influencing people's *attitude* is critical, so rely on principles that establish your credibility, likability, and trustworthiness. As you enter the third phase, use principles that influence people's *actions*.

A basic example is that Grasshopper emphasizes its credibility through showing awards, quotes, and a guarantee on its Features page. However, on the Sign Up page, Grasshopper does not include content about credibility. Instead, the page focuses on guiding people to subscribe (**Figure 4.32**).



Sign Up Instantly for Grasshopper

30 Day Money Back Guarantee. No Long Term Contracts.

1. Pick a Plan

| MAX | GROW | RAMP | Pay As You Grow |
|---|---|---|---|
| $199 a month | $49 a month | $24 a month | $9.95 a month |
| Free activation | $25 activation | $25 activation | $25 activation |
| ○ | Your plan | ○ | ○ |

All plans include:
- Unlimited extensions
- Award-winning features
- Free 24/7 support
- 6¢ additional minutes
- 30 Day Guarantee

2. Pick a Number

Toll Free (877) 289-3138 change

Free activation

Custom Toll

abcd

$30 activation

☐ Transfer an existing number?

Sound Professional & Stay Connected

The Virtual Phone System Designed for Entrepreneurs

ANY PHONE NUMBER
Toll Free Number
Local Number
Number Portability

SOUND PROFESSIONAL
Custom Main Greeting
Unlimited Extensions
Name Directory
On Hold Music
Unlimited Call Handling
Conference Calling

STAY CONNECTED
Call Forwarding
Call Screening & Announce
Voicemail & Fax Delivery
Virtual Fax
Live Call Transfer
Play on iPhone & BlackBerry

MANAGE ONLINE
Easy Online Administration
Tag, Map, View Messages
Enhanced Call Reports

MORE FEATURES
Away Greeting
Call Routing Extensions
Fax on Demand
Informational Extensions
Q&A Extensions

OPTIONAL FEATURES
Read Your Voicemail New!
True 800 Number
Voice Studio

24/7 Live U.S. Support • No Long Term Contracts • Upgrade Anytime

"Grasshopper has everything I need."
Alicia Santucci, America's Movers

Most Popular!
Your number
More info
Grasshopper
Refer an Entrepreneur
Blog
24/7 Support 1.800.820.8210
Sign in
Home
How It Works
Features
Pricing & Signup
As seen in...
Mashable
FOX
Inc.
Portfolio.com
CNN
Forbes
Entrepreneur
THE WALL STREET JOURNAL
Boston Business Journal
FAST COMPANY
See the features »
See Pricing & Signup »
Inc. 500
CNN
FOX
msn

Figure 4.32: Grasshopper uses different rhetorical principles at different times to support attitude and action.

For ideas to plan the right mix of principles for specific situations, see Chapter 6.

## SUMMARY

Rhetoric is not a dark art and should no longer be a lost art. Ancient rhetoric offers creative guidance to turn your modern web content into a source of clout—and consequently get results. The art is in combining rhetorical principles well. But, that's not all you need. Turn the page for four more principles grounded in science.

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