

Create *the bite-sized version* with Confidence

Tip 1 - Plan

Who, what and why? Helps you figure out where it's going and what the core message is. Ask: what do you want people to think, feel, and do?

Tip 2 - Map it out

Use your earlier planning. What needs to stand out?
How can you break up chunks of text?

Tip 3 - A picture paints a thousand words

Visuals are processed quicker than words. How can you use imagery like icons, illustrations or photography to support your message?

Tip 4 - Aaaaand action!

What's the call to action (CTA)? Keep the conversation going. Tell them what to do next. It could be a button or a leading question.

Tip 5 - Add a sprinkle of you

Adding the 'you': colours, fonts and tone of voice. This makes your content consistent, recognisable and builds trust with your audience.

Tip 6 - Don't forget to KISS

Keep it simple, silly. Clarity Over Creativity. Not just with messaging but how do you stand out against all the other visual noise?

Tip 7 - Trust your gut

We are surrounded by media so you know what works when you see what gets your attention. Test it, ask a friend or sleep on it and trust your gut.

Still need a hand?

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