

Content that Compels

- + Stories and anecdotes
- + Startling statistics
- + Listener relevance links
- + Scenarios and examples
- + Quotes and testimonials
- + Humor
- + Charismatic conversation
- + Clear and simple (simplified)
- + New and different (breadth/depth)
- + Concise and to the point

vs.

Content that Repels

- Factoids
- Dry data
- Generalities
- Lists and bulleted items
- Restatements
- Dullness and tedium
- Monotonous monologue
- Complex and confusing
- Repetitive
- Drawn out

COMPEL MODEL*

- Why should they listen?
Attention catcher
- Why should they listen to me?
Speaker Credibility
- Why should they care?
Listener relevance
- How should they feel?
Impact/implication
- What should they do?
Application

COMPELLING CONTENT CHECKLIST:

- Is it new?
- Is it novel?
- Is it relevant?
- Is it clear?
- Is it interesting?

*Source - *Compel: How to Get Others in Your Organization to Think and Act Differently* by Robert D. Gilbreath