

Every minute, every hour, every second, millions of people around the world are posting, commenting and chronically oversharing online. So, how can you make your brand stand out among all this chaos? You need creative content. Capture My Attention is your complete guide to creating online content that will attract attention and make you stand out from your competitors. Entertaining and engaging, this definitive guide is designed to make you laugh while providing you with hands-on strategies and techniques, plus workbook-style exercises, to instantly generate captivating content for your professional or personal brand. Capture My Attention will teach you about what creativity is, how to apply creativity to your online content, overcoming creative fear, finding your brand voice, enhancing your content with visuals, incorporating storytelling for impact, and adding humour into your content toolkit. You'll also learn about the power of emotion in online content, drivers that fuel online sharing, techniques to boost your own creativity, and gain insights into the personal experiences of top creative thought-leaders. Capture My Attention is for anyone building their brand online, including marketers, business developers, small business owners, entrepreneurs, individuals, start-ups, and more. This practical, step-by-step approach to getting creative proves that no matter your skillset or background, everyone is capable of creating compelling content that can cut through the madness of the online world. ... really good advice, organised in a way that I can understand it. This is an awesome book. - Judy Carter, humourist and author of The Comedy Bible.

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Capture My Attention: How to Stand Out Online with Creative Content. Capture-My-Attention-book-transparent-softback Every minute, every hour, every second. Capture my attention: how to stand out online with creative content / Jordana Borensztajn. Author. Borensztajn, Jordana, (author.) Published. Haberfield.

, English, Book, Illustrated edition: Capture my attention: how to stand out online with creative content / Jordana Borensztajn. Borensztajn, Jordana, (author.). Read a chapter of Capture My Attention: How to Stand Out Online with Creative Content, a complete guide to creating online content that will.

Every minute, every hour, every second, millions of people around the world are posting, commenting and chronically oversharing online. We are constantly. Buy Capture My Attention: How to stand out online with creative content by Jordana Borensztajn from Boffins Books in Perth, Australia. Softcover, published in. A powerful strategy that will capture people's attention I remember a shoe store my mom used to take me to when I was a little kid. But the owners of Merry-Go-Round had flexed their creative muscle and found a way to make their store Excellent content will always stand out in a sea of mediocrity.

Jordana Borensztajn explains why taking a creative risk is critical if you want to book, Capture My Attention: How to Stand Out Online with Creative Content.

Jordana Borensztajn is the author of Capture My Attention (avg rating, 1 rating, Capture My Attention: How To Stand Out Online with Creative Content.

My book, Capture My Attention: How to Stand Out Online with Creative Content, is filled with hands-on strategies and techniques, plus workbook-style exercises, .

SOCIAL MEDIA STRATEGY AND CREATIVE CONTENT MARKETING

Business/marketing book Capture My Attention: Filled with hands-on strategies and plus workbook-style exercises, it's your ultimate guide to getting creative online. your point of difference and makes your social media marketing stand out. It's hard to make your marketing stand out from the clutter. At the show, Callaway used this tactic to get my attention. tip: You don't have to get super- creative to grab someone's attention. Just make a point no one else is making. Next up, this highly successful online ad simply provides a relatively.

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