

## How to create engaging content - Infographic

*The essential elements to easily create engaging content.*

To help all those involved in the production of eLearning content, those of Maester have created this infographic that show at a glance all the essential elements to easily create engaging content.

For essential points:

1. Tell a story
2. Use visual content
3. Make your content easy and fun to read
4. Provide useful and valuable content

# How to create engaging



## Simplicity

Simple stories are strong stories. Take out everything that doesn't serve the narrative.



## Familiarity

The more familiar a story feels, the more powerful it is.



## Relatability

The more people identify with a story, the more likely they are to be persuaded.

## Tell a story

Storytelling is one of the most powerful ways you can engage your audience. You probably tell stories everyday to your friends, family, and your colleagues.

**So why not use this technique to be closer to your audience?**



## Drama

Stories need drama and emotion.