



How to Be More Engaging



If you want more views on your business content, you don't have to be a celebrity (although that makes things a lot easier). All you have to do is help your audience get to know you, and by doing so, humanize your business.

Some people are gifted engagers. They naturally know how to get people interested in their stuff. But for most of us, it's a learned activity. If you're not a born engager, here are five things you can do to improve your business content.

5 Engaging Content Tips

First, you don't have to share everything about your life, but opening up to your audience can go a long way in helping them know, like, and trust you.

It may feel awkward sharing something that has nothing to do with your business, but if you're talking about a part of you, like your dreams and your struggles, people will identify with you and that increases the draw of your content.

Sharing the Challenges

My neighbor has an e-commerce wellness business. She was recently hit hard by Hurricane Helene. She lost the bottom floor of her home and all her products. Instead of hiding that from her audience, she has shared it in spades. Through live videos every day since the hurricane, she has documented her struggles

and her triumphs, her bad times and her blessings. Her audience has been very responsive and when she's back up and running, I have no doubt they will support the rebuilding of her business. She showed her audience her humanity and they have laughed and cried with her.

For the Love of the Team

Another thing you can share are the triumphs and tribulations of your favorite team, whether that's your favorite pro, college, or little ones' team. Don't be concerned that if you show a love for "State" that you'll alienate the "University of" crowd. After all, your sports enemies may get a kick out of teasing you after a loss.

Showing the Love

If you feel comfortable with it—and they support you doing so—share info about your family. People love to know you have family and friends. "Family" includes your pets. If you show the love, your audience will see you in a new light and feel a greater connection with you.

Once Upon a Time

We all started somewhere. Sometimes beginnings are comical, and we can barely believe we've made it as far as we have. Other times there are serious lessons to be shared. Talk about your origin story. How did you get to where you are?

Full Team Ahead

In addition to sharing stories and information about yourself, get your team involved. Encourage them to tell their stories as well as share their favorites. By helping your audience get to know you, they'll see your business as something more than just a money maker.

When your business is competing on prices alone, it's a slippery slope to the bottom cost. When they support you for a reason other than you being the cheapest in town, you'll have more loyal customers as well.

Finally, it's best to share this engaging content in the medium that you feel the most comfortable with and the form(s) you'll stick to. That being said, video is one of the best ways to show your humanity and help people identify with you. If you're not currently doing video, it may be the difference between a lukewarm following and one that takes off.

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