



MISSING 75% OF YOUR AUDIENCE?

Issue

Most psychometric systems use four different types; when you write for one type, you're missing out on what's preferable to the other three. That means you potentially exclude 75% of your audience when you post.

Fact Finders

When writing for a Fact Finder audience, it's important to provide plenty of information and details to satisfy their need for accuracy.

Follow Through

Use a clear outline and a step-by-step process to guide your reader through your ideas. Highlight the benefits of following your advice and show how it fits into their plan.

Quick Start

When writing for a Quick Start audience, capture their attention with bold, provocative language. Use creative, innovative ideas that challenge the status quo.

Implementor

When writing for an Implementor audience, focus on the practical aspects of your advice. Highlight how it can be applied in the real world, and provide concrete examples .