

# THE RECIPE FOR A SKYROCKET CONTENT

## USE THE RIGHT LANGUAGE

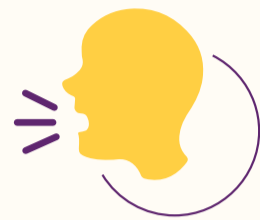
Write or speak in a warm voice. Keep a conversational tone to connect with learners to make your content more engaging by:

- Using human voice:

eLearning reaches people on an emotional level.

**Don't:** Giving feedback as "Correct answer"

**Do:** Hubspot's example: "That's correct! Nicely done!"



- Addressing the learner as an individual:

**Don't:** Use words "the trainee, the learners"

**Do:** Rephrase with more personal words:

"Imagine if you could XYZ..." or "Doing ABC will help you..."

- Keeping the content concise to enhance readability:

**Don't:** Long lead-in, complex instructions as:

"If you are looking for a way to continuous reading, please click the button "Read more"

**Do:** Keep it short and clear as: Click button to read more.



## INTEGRATE MULTIMEDIA CONTENT



- Infographic:

Shorten content and make it transparent

Make use of visuals to pleasure learners eyes

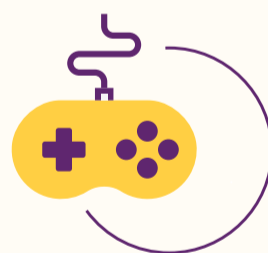
Earners to save and share knowledge

- Game:

Add fun elements

Relax and refresh learner's mind

An interesting way for assessments



- Voiceover/ narration:

Support in explaining complex topics

when text is too long and hard to express

Increase educators' presence

- Video: talking-head videos, animated videos

Visuals and audio facilitate learning:

process information faster,

retain better and recall accurately

Better explanation: eg: animation:

visualization abstract and complex subject

Storytelling that naturally engages students into lessons

