

# NOBODY'S READING THAT!

## CRAFTING CONTENT FOR THE SCANNING EYE

### Overview

Nobody cares as much as the writer. We unreasonably believe our audience will put in the same energy of reading our content as we do writing it. Don't hold your breath. We barely read or watch anything thoroughly anymore. Why would we be any different from our clients? In this session, we discuss how we can craft content in a way that allows readers to not only scan, but to find the scan so helpful, that they'll want to read the whole thing. We only have about 8 seconds (or shorter) to capture attention — don't miss your window of opportunity.

### Your audience will learn how to:

- Identify how and why visual elements help aid scanning
- Identify the common elements AEC readers must to see in a proposal quickly
- List seven quick ways to make your written proposal content scannable

- Provide best practices in proposals, social media, printed materials and online content that allow your audience to scan easier

### What to Expect

An unmatched authenticity will fill the room as we take a deep dive into what drives us to succeed. The unbiased and relatable tone opens the audience to exploring their true nature, motivations and areas of improvement.

***We will translate complex concepts into practical and tactical strategies.***

Applicable practices and strategies partnered with metaphors, anecdotes and research will fuel the audience to create more digestible content that allows their clients to quickly absorb their key points.

### Meet Your Speaker:

## DANIELLE GRAY MBA

Known for her relatability and humor, Danielle challenges her audience to reconnect with what make them human. The way she fuses vulnerability with applicable tactics makes a lasting impression on her audience. Her goal is to empower each person to not just be a better businessperson, but to also be a better human. Her 'cool' factor sets her apart from many of her peers as she has the ability to relate to even the most stubborn millennial. If you're interested in bringing a refreshing energy and a new perspective, she's the right selection.