



## Tuning into WIIFM

by Gina Burgess

What's your passion? What ever it happens to be, it's very likely that hundreds, if not thousands of others, have this same passion. So how do you tap into that in order to attract readers to your book... or articles... or blog?

Every reader is tuned into the station WIIFM -- What's in it for Me? No one is going to be motivated to do anything without two basic needs being met. Brian Tracy calls it The Duality Law. What he means is there are two reasons people buy into anything-- coaching a little league team, or going on vacation, or buying a book. The two reasons are: The reason that sounds good and the *real* reason.

That's where WIIFM can work for you. Once you understand that people read for lots of different reasons such as acquiring information and relaxation, you can promote and write capitalizing on giving reader's what they want *and* making sure they know what's in it for them.

Several studies were conducted to discover the chemicals released in the brain when a person reads. You can Google this and find a lot of them. The point here is that there is an anticipation factor that is addictive to a reader, and it doesn't matter reading what: books, blog posts, social media posts, etc.

Have you ever experienced euphoria when thinking about a particular TV show? Or when thinking about a book that you're reading? That's because emotions cause certain chemicals to be released and readers are addicted to these chemicals. Just like runners are addicted to the chemical that causes runner's high.

What are some ways to create that reader's high? Want to know how to do this? Let's discuss it in the forum. If you're not registered then click the [join now link](#). If you are already registered, I'll see you in the forum!



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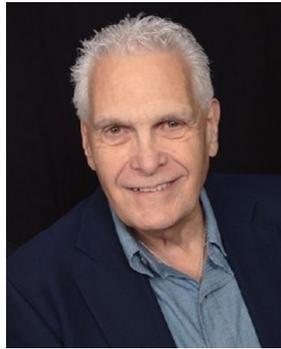
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