**Everything Is Important**

In an age with content being spewed out every minute, to truly stand out, the content you are presenting must be entertaining and relevant, if not, it can easily get lost in the shuffle.

Compelling television is usually made up of on-going storylines and dramatic cliff hangers with multi-dimensional characters with clear objectives and motives. It’s important to have multiple characters with multiple agendas because this peaks the audience’s interest because they are given a choice. Often times with straight forward storylines, the perspective is strictly of the protagonist. This type of bias writing, somewhat, insults the intelligence of the audience and also lacks depth within the storyline.

In order to develop depth, the information that you present to the audience has to be relevant. For instance if you were to teach someone how to make a dessert, but go on a 20 min tangent about your summer vacation, then back to the dessert, then another tangent about sheet thread counts, then back to the dessert, chances are, you would quickly lose interest in the lesson. It’s harder to retain information and interest when ideas are not linked. Now, with that same example, if the instructor were to begin the lesson with preparing the pan, while telling a story about how an ill-prepared pan could damage the final product, or using a metaphor to describe how to prepare the pan, this allows the lesson to have depth, keeping the lesson interesting.

With so much content available, it’s important that on a weekly or daily basis, you have to keep your bait desirable, but also JUST out of their reach. An obtainable goal, people will always gravitate towards, one that is illusive, will always deter the unmotivated and partially interested.