



I passionately help
companies make
the most out of
microlearning.

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Founder of 7taps

Creator of MicrolearningCONF



When everyone tells you about the importance of microlearning but not how to write for it.



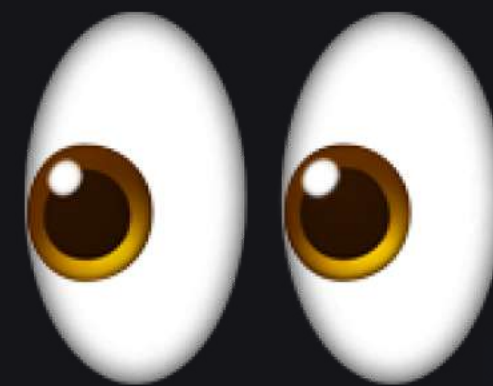
1 hour here is 7 years on earth

Great, I will be able to complete
my microlearning module!

Writing for microlearning



Time limits



Delivery methods



Action

Tip #1.

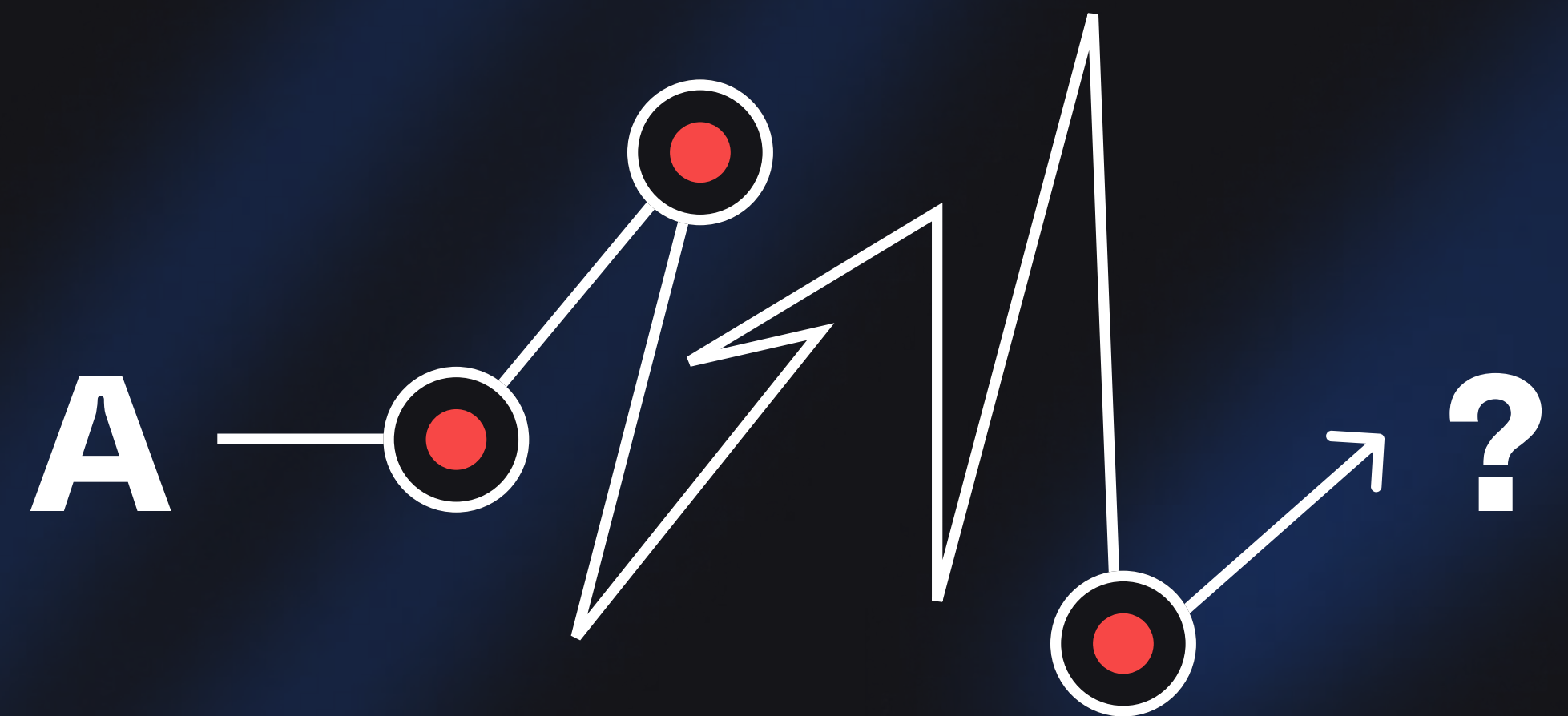
Structure



YES



NO



Structure

- ▶ Navigate
- ▶ Add “points”
- ▶ Validate each point

Tip #2.

Capacity

Feedback is providing
helpful information
to individuals about
their performance.

=

1
idea

Feedback is providing
helpful information
to individuals about
their performance
and behavior to support
growth and improvement.



Feedback is the process of delivering constructive and insightful information to individuals about their performance with the goal of enhancing self-awareness, enabling learning from experiences, identifying strengths and areas for development, and encouraging optimal leadership practices for fostering successful leadership abilities and achieving professional growth.



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Capacity

- ▶ 1-2 ideas per component
- ▶ Short sentences
- ▶ Empathy

Tip #3.

Response



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- + **concise wording**
- + **powerful image**
- + **catchy hook**
- + **action**





The problem of ladder safety is a significant concern in various industries that impacts individuals' health, productivity, and overall well-being. In this course you'll learn how to ensure ladder safety.

+ **concise wording**

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53% of fatal falls in the last decade in the US involved a ladder.

Follow these 5 tips to stay safe →

Response

- ▶ No friction
- ▶ “So what” test
- ▶ Call to action

1 Structure

2 Capacity

3 Response

P.S.

It's not just what you write,
it's how you impact
with your writing.