

# SOUNDADVICE

Part 1 - Newsletter

Issue #532

## Seconds Matter

Since the beginning of time, it's been known that you only have one opportunity to make a good first impression. The debate is .... how long do you have to make that impression?

Studies vary, but if you are applying for a job, a story in Psychological Science suggests it's as little as 1/10 of a second. Other studies indicate that you have up to 7 seconds. Regardless of whose opinion you trust, the answer is still ...not very long!

Your advertising message faces the same challenge. What your ads say and how they are delivered in the first few seconds dictates whether your potential prospects will tune-in or tune-out to your message.

Reporters and authors have long known that the headline and the first sentence is what dictates whether the reader tunes-in and continues on with the rest of the story, or tunes-out. In an effort to develop the all-important "creative hook" at the top of your ads on websites, many headlines end up with more "creative" than "hook".

In the coming New Year, we recommend you carefully consider the first few seconds of every ad, blog, text, email or post that you create.

Here is a bonus tip. Often times, you will find the best line of an ad or letter, or the best words/sentence are in the middle. When you find it, move it to the first line, or use it as the headline.

To read the Eight Power Openings you can use to capture more attention for your marketing efforts in 2019 and beyond, [click here](#).



Kiley Nielsen



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SoundADvice is a co-production of this station and ENS Media USA to help local businesses increase their sales and their return on investment in advertising. Your SoundADvice marketing tips are emailed to you on our behalf from ENS Media USA.

ENS Media USA's address is: 6523 S. Killarney Ct., Sioux Falls, South Dakota 57108