



Seconds Matter

One tenth of a second... An article in the Association for Psychological Science suggests that's how long you have to make a good first impression. I'm (_____) and here's some SoundADvice for your business presented by (_____).

Other studies suggest you have up to 7 seconds to make that first impression. Regardless of who you believe, the answer is still, ... it's not very long! Reporters and authors have long known that the headline or title is what dictates whether the reader tunes in, or out, and continues on with the rest of the story.

When it comes to your advertising message... the same rules apply. You must capture the listeners EARS or EYES in the first few seconds. WHAT your ads say... And HOW they are delivered... makes all the difference!

The opening line or headline in your ads should NEVER be about your business and should ALWAYS be about your potential Clients.

In 2019, make sure your advertising messages capture your intended audience with a GREAT first impression.

If you would like a copy of ENS Media's "Eight Power Openings" you can use to capture more attention, call this Radio station or go to their website and join us next time for more "SoundADvice" for your business.