



Hook Your Audience in 7 Seconds

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CX TALKS
CHICAGO

How to Present Your Story Successfully – Live, Digital, Print?

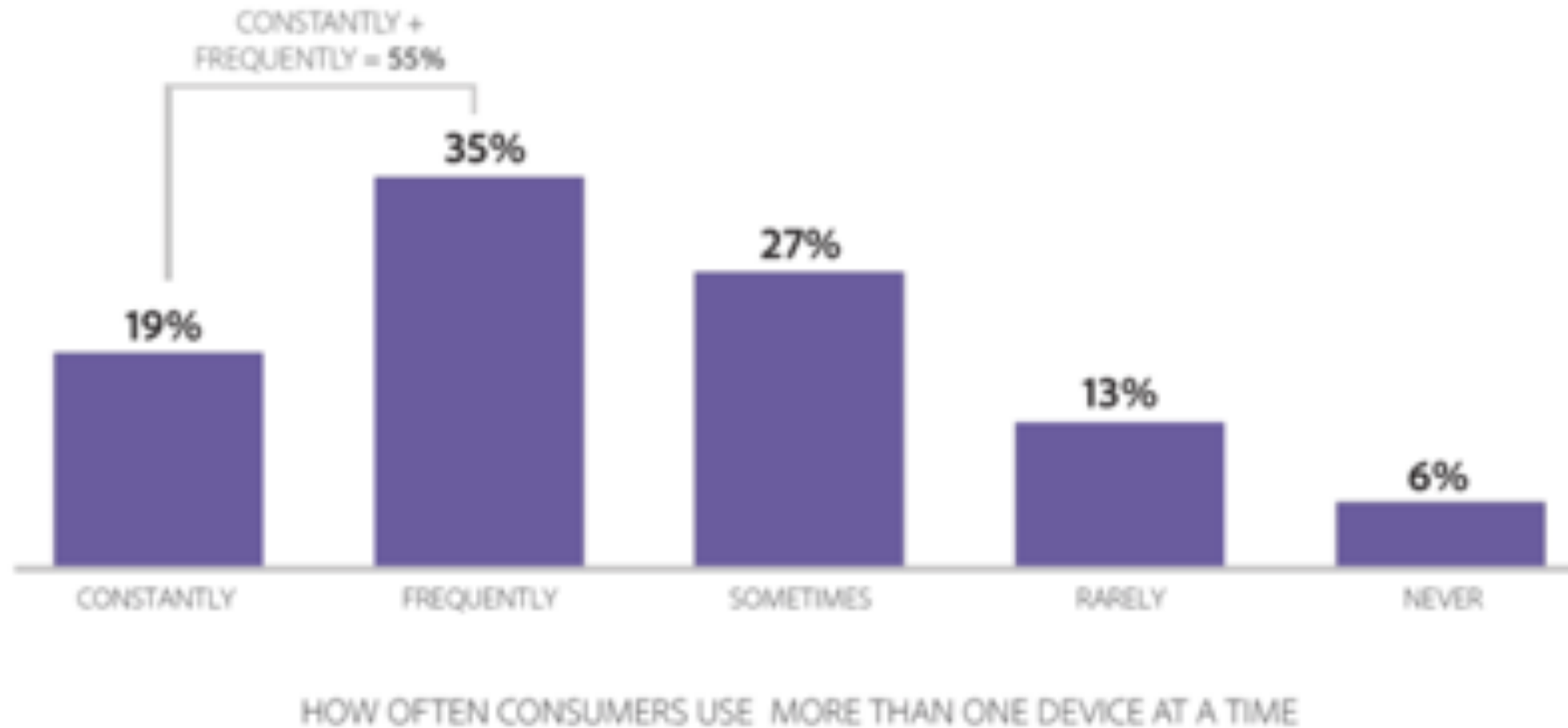


Your Story Competes with All This ...

2019 *This Is What Happens In An Internet Minute*



Most People Are Multi-Screening



55% use multiple screens constantly or frequently

Quiz: The Attention Problem



Attention span:
8.25 seconds

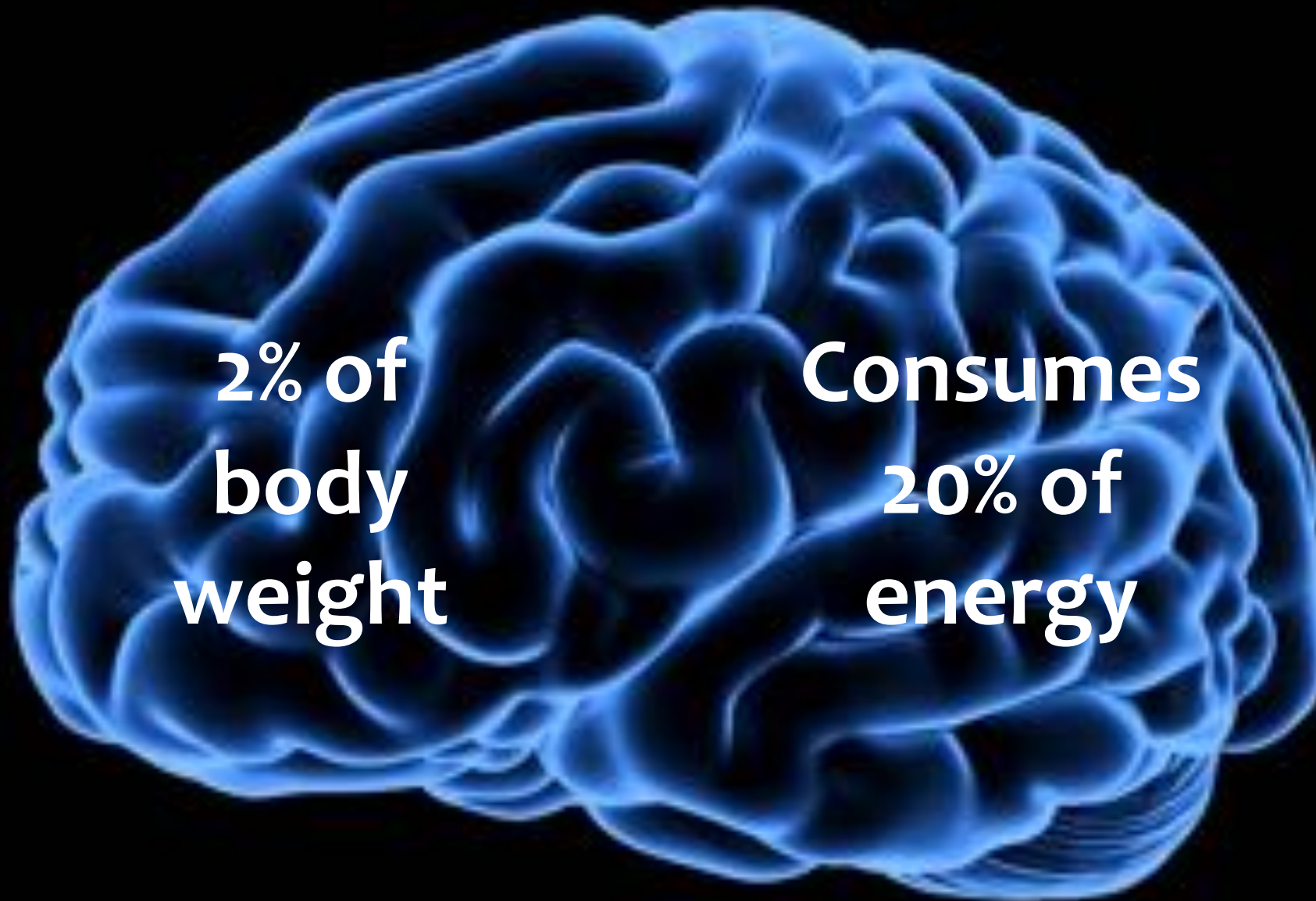


Attention span:
9 seconds



~ 3 seconds

Human Brain



2% of
body
weight

Consumes
20% of
energy

The Challenge: Lazy Brains



GET TO THE GIST

Hook People
in 7 Seconds



Use a Message Map

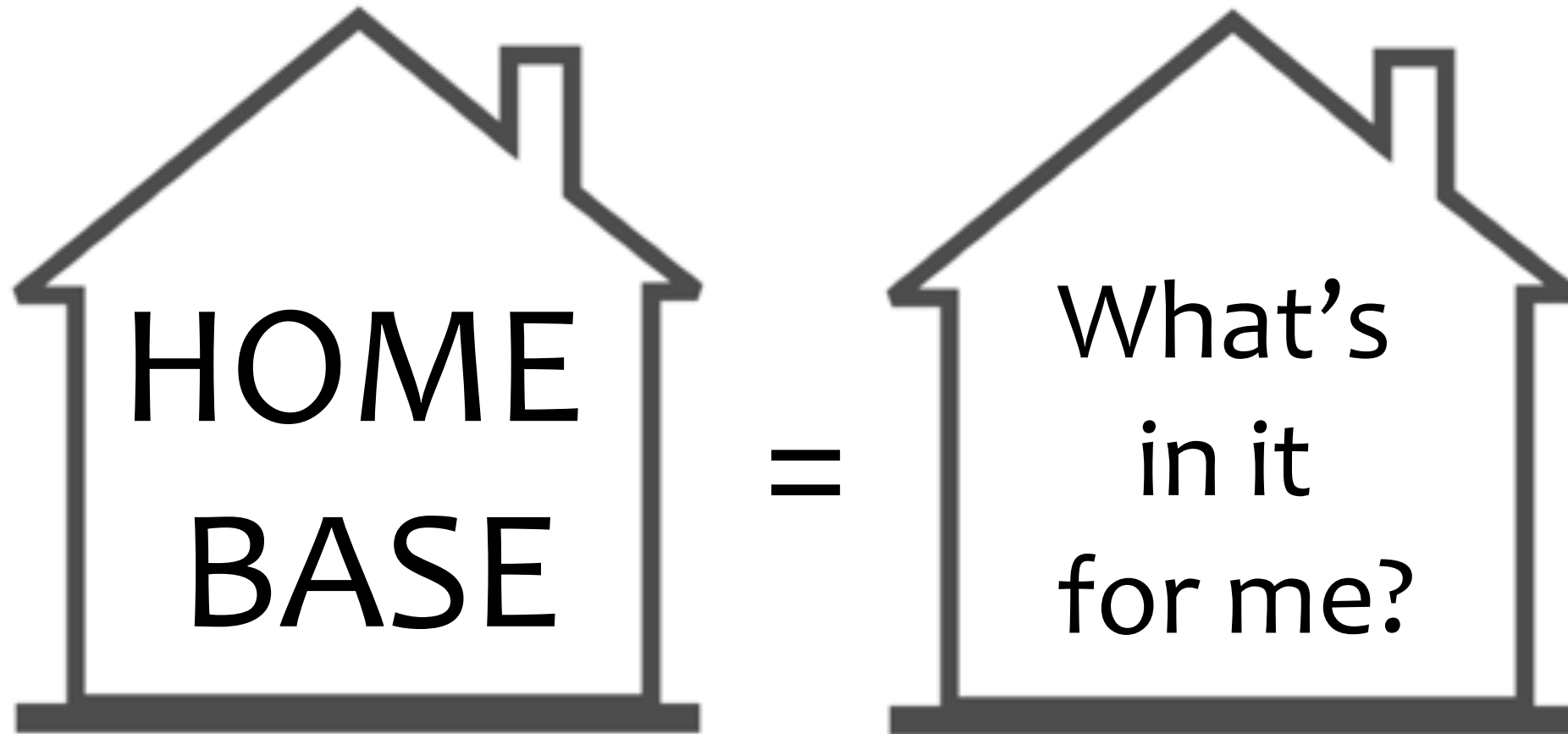
To help you:

- * See what to say
- * Say what you mean
- * Keep it clear, concise and consistent

Focus on One Main Message: Home Base

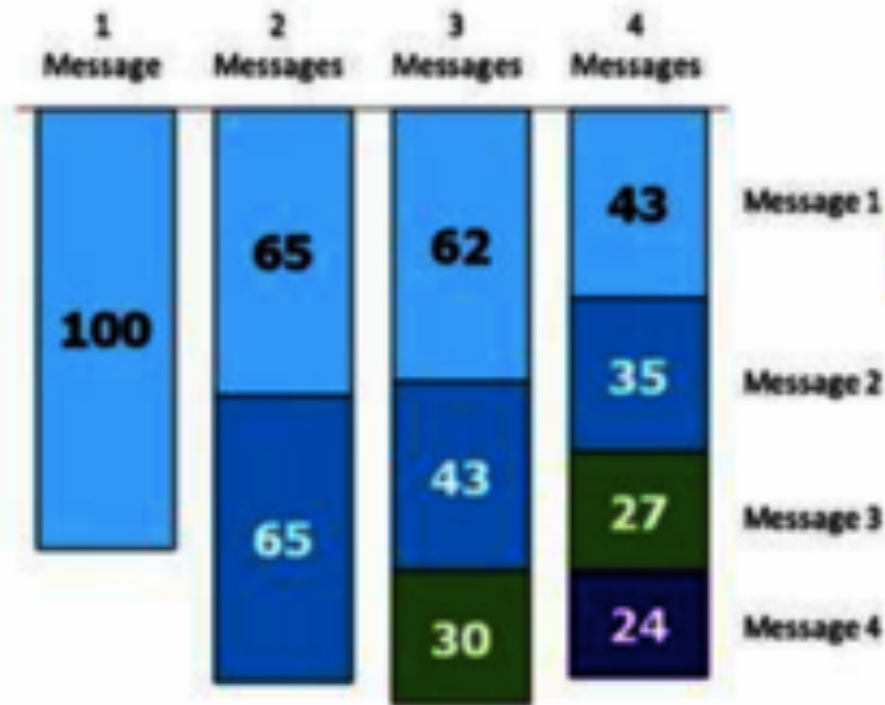


Focus on One Main Message: Home Base



Focus on One Main Message: Home Base

THE MORE MESSAGES YOU TRY AND COMMUNICATE THE LOWER THE LIKELIHOOD OF COMMUNICATING ANY SINGLE MESSAGE



The Link™ database shows that the more messages an ad attempts to communicate the lower the likelihood of any single message actually being communicated.

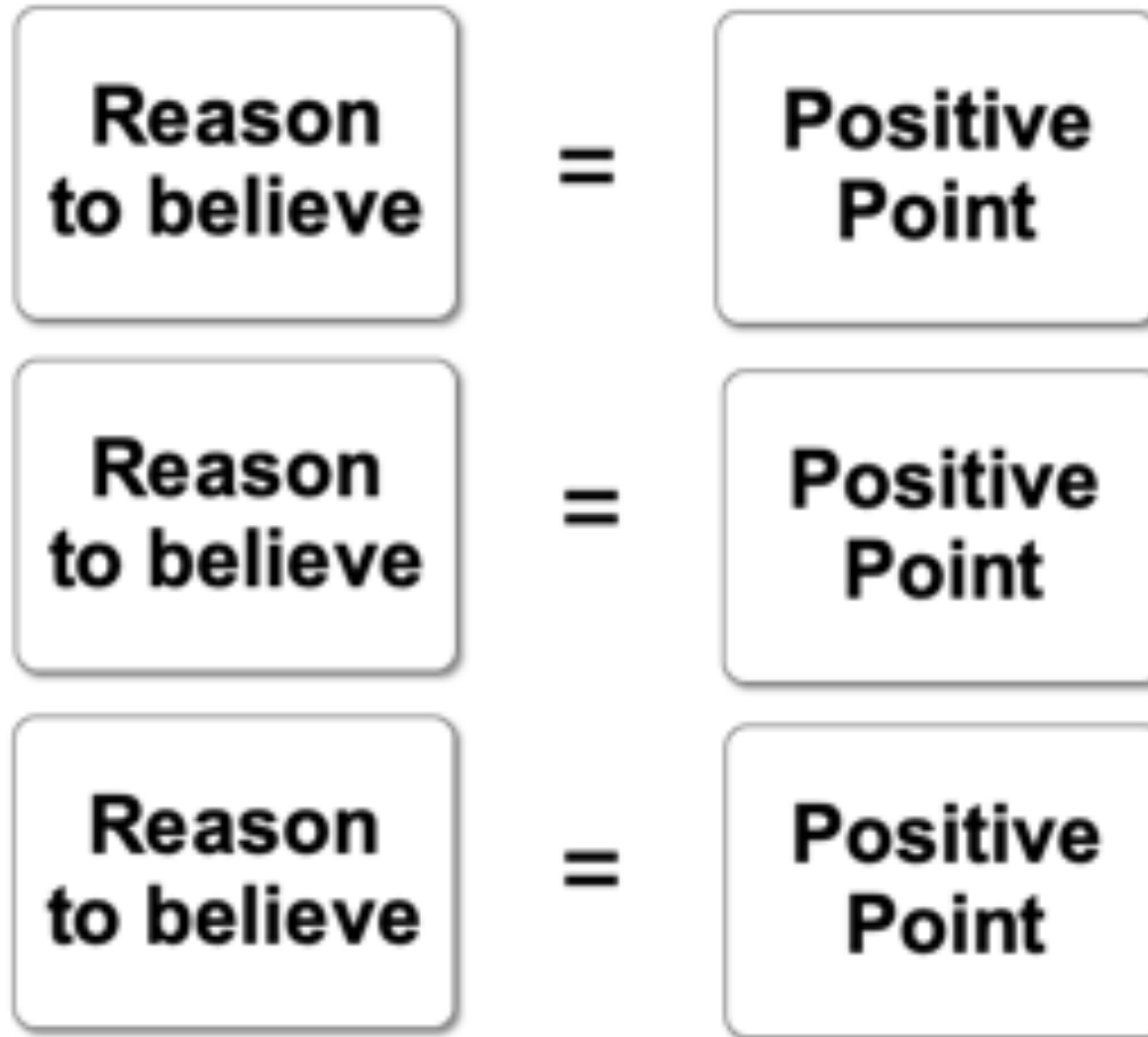
Focus on One Main Message: Home Base



“If you try to say three things, we will hear nothing. Because most of the time, we're hardly listening.”

- Seth Godin

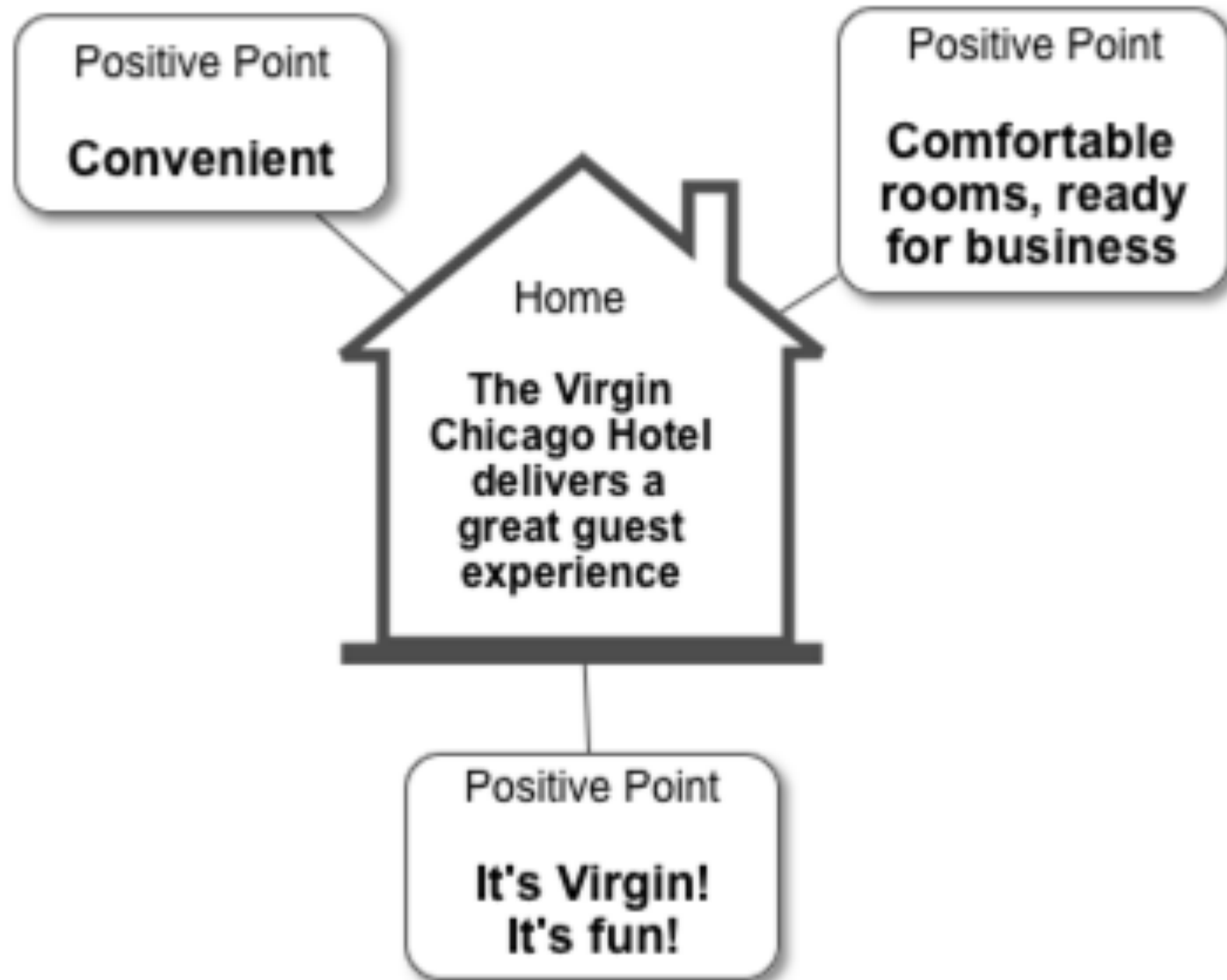
Reasons to Believe Your Message



0:07



Virgin Chicago Hotel in 7 Seconds



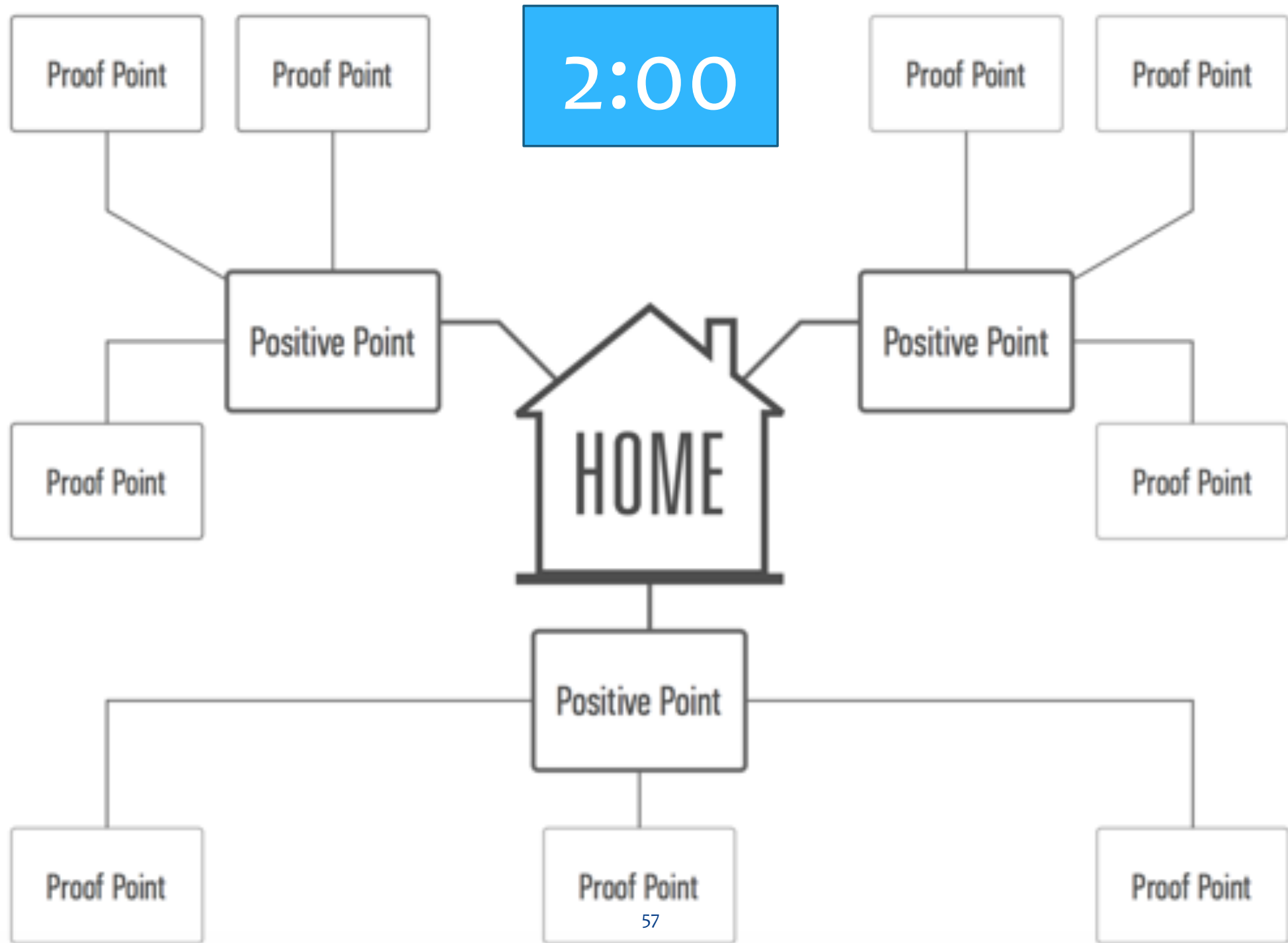
7 SECONDS, 23 WORDS



Headline
Email subject line
Social post
Sound bite
Elevator pitch

Scale Up from 7 Seconds

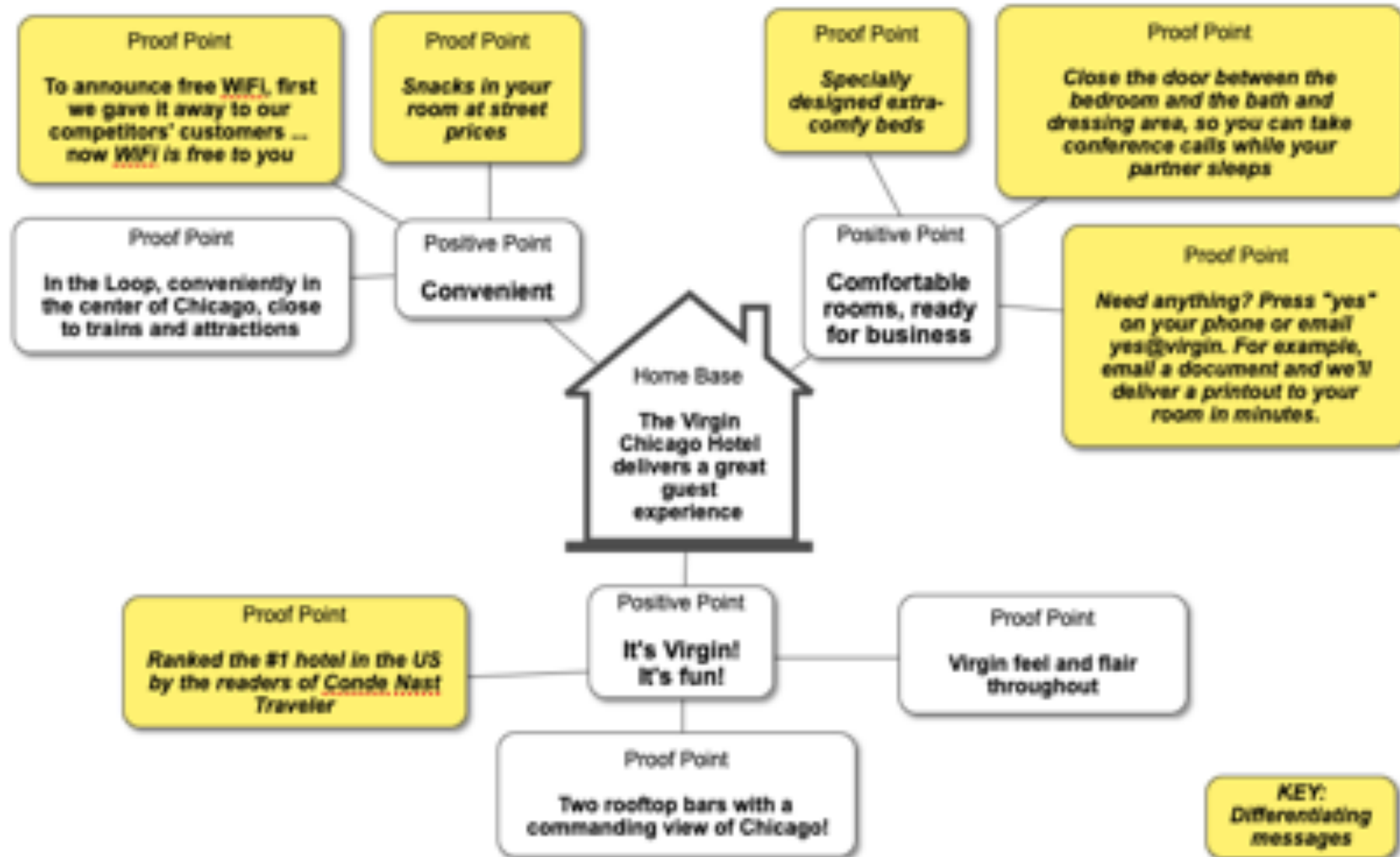




Virgin Chicago Hotel in 2 Minutes



Virgin Chicago Hotel in 2 Minutes

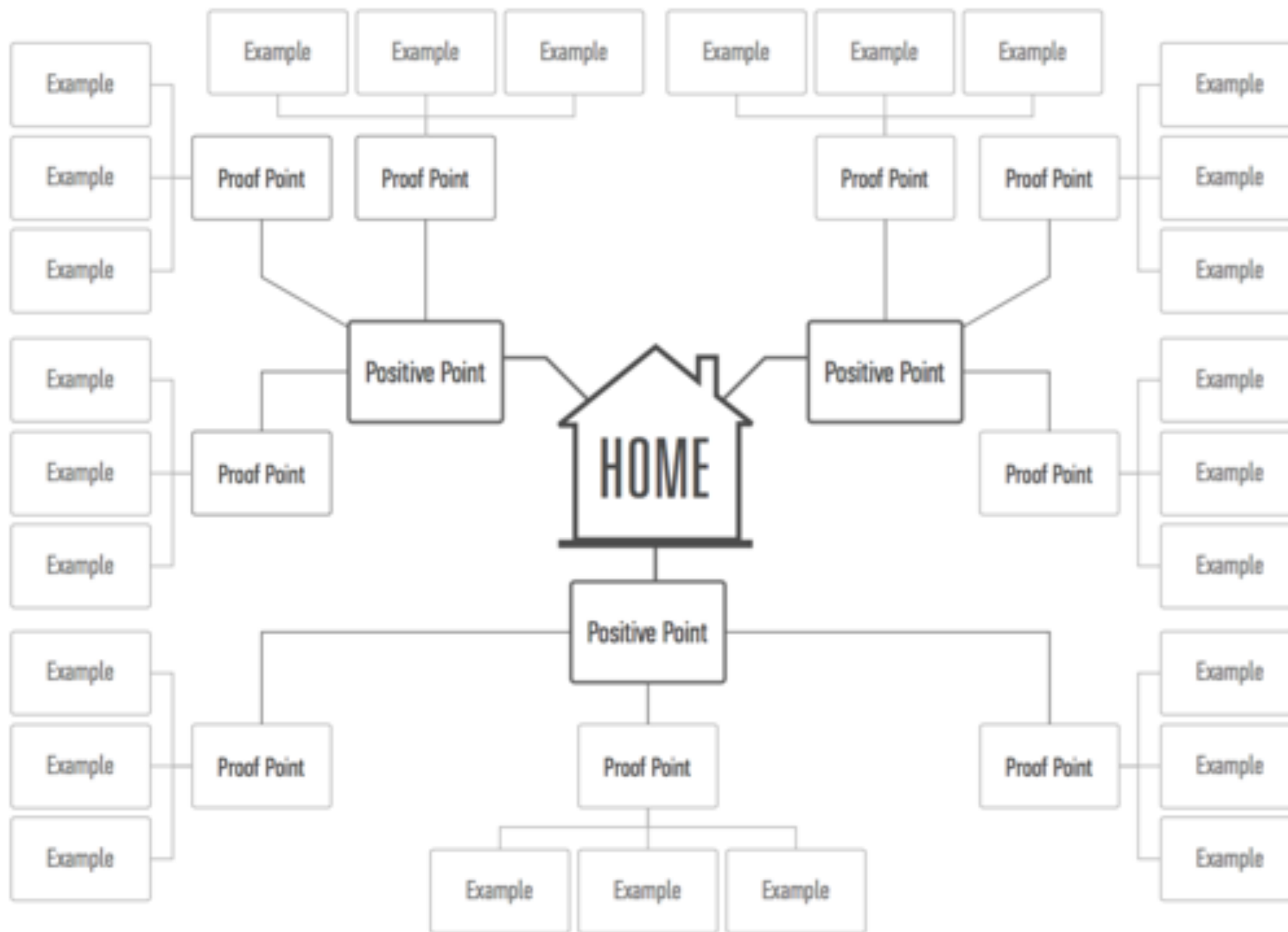


2 MINUTES, 400 WORDS



Web page
News release
Blog
Video
Infographic

20:00



20 MINUTES, 4000 WORDS

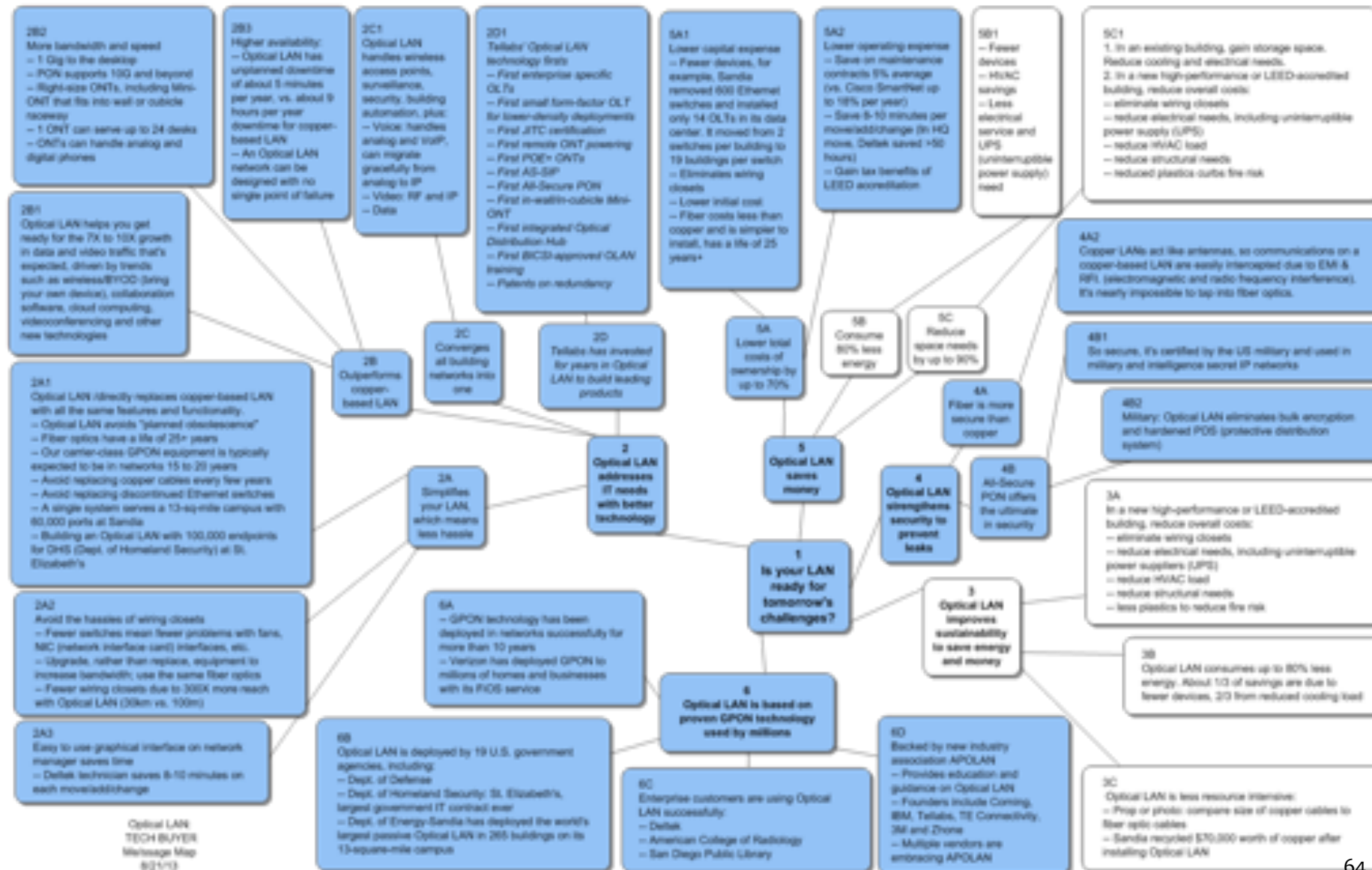


Speech
White paper
E-book
Report
Article
Presentation

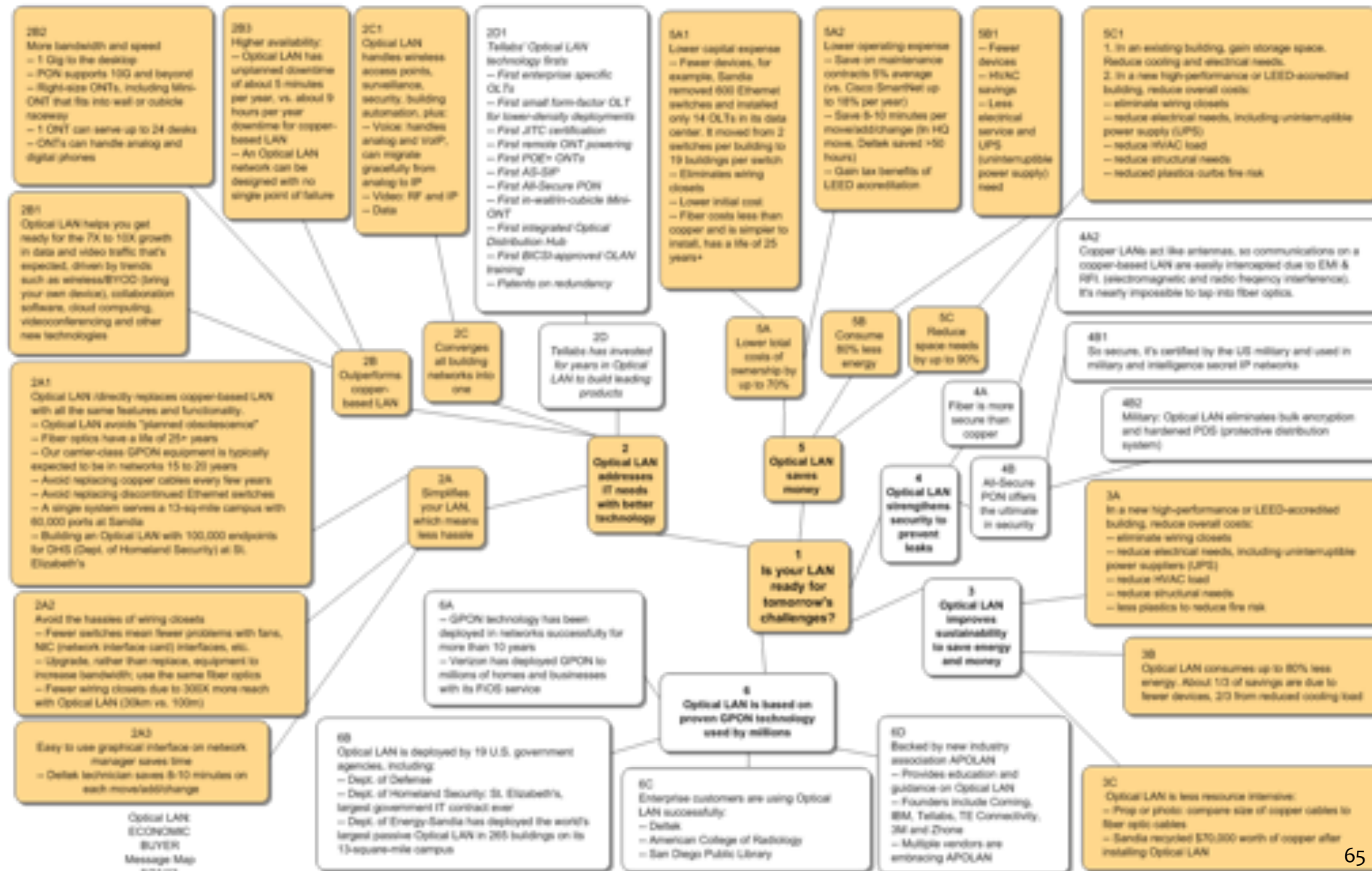
20-Minute Message that's Addressable



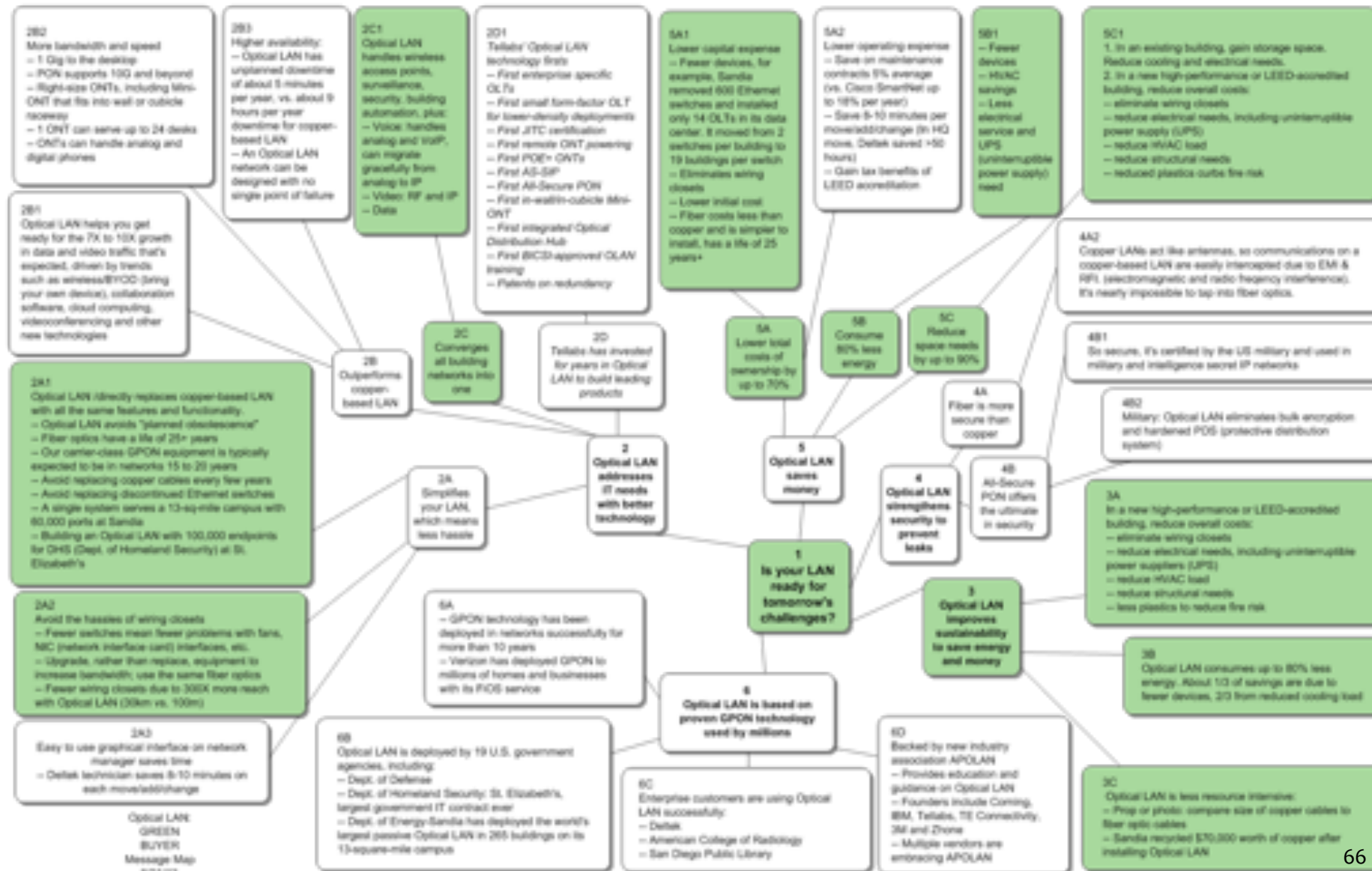
Technical Buyer Message



Economic Buyer Message



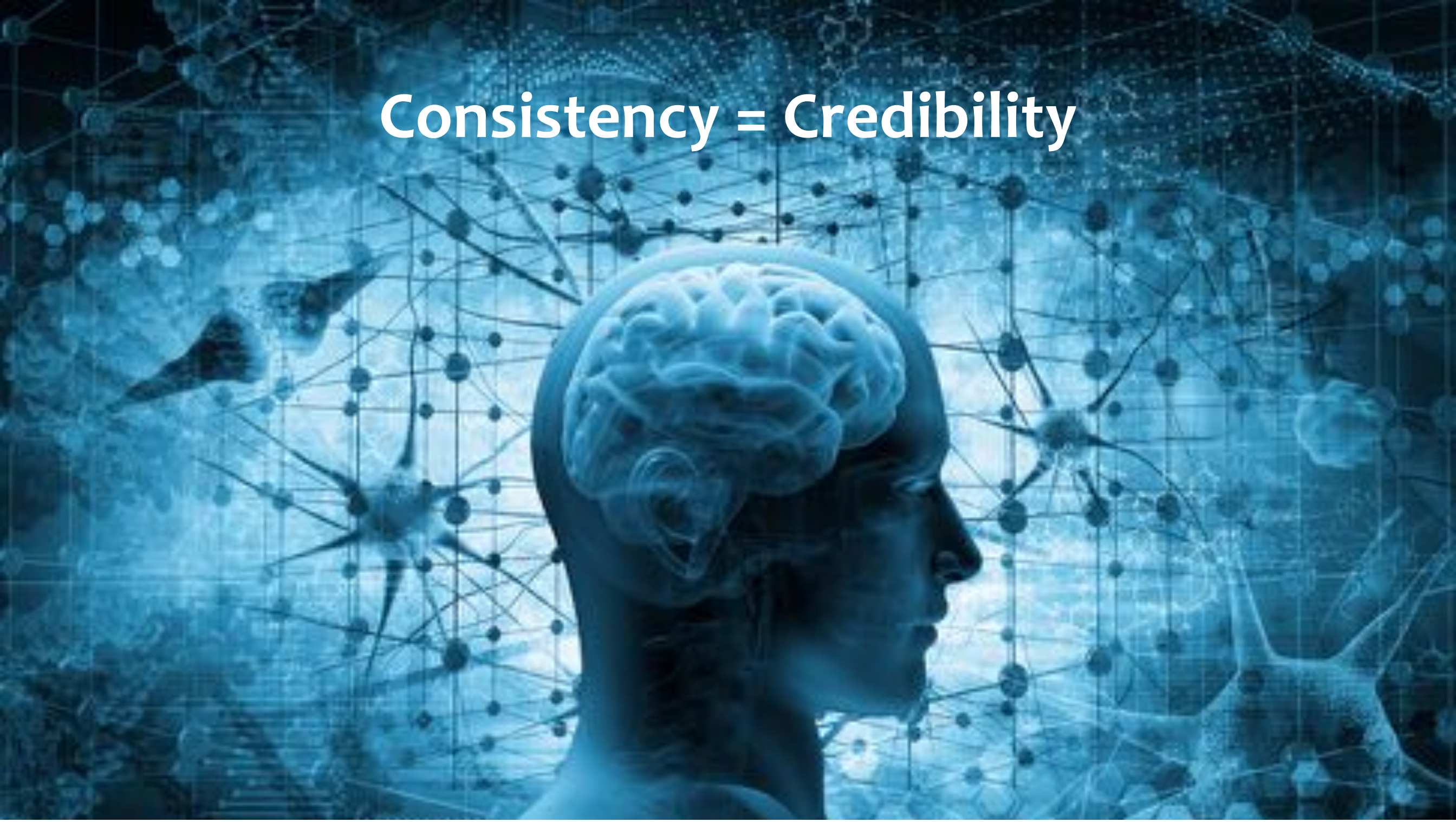
Green Buyer Message

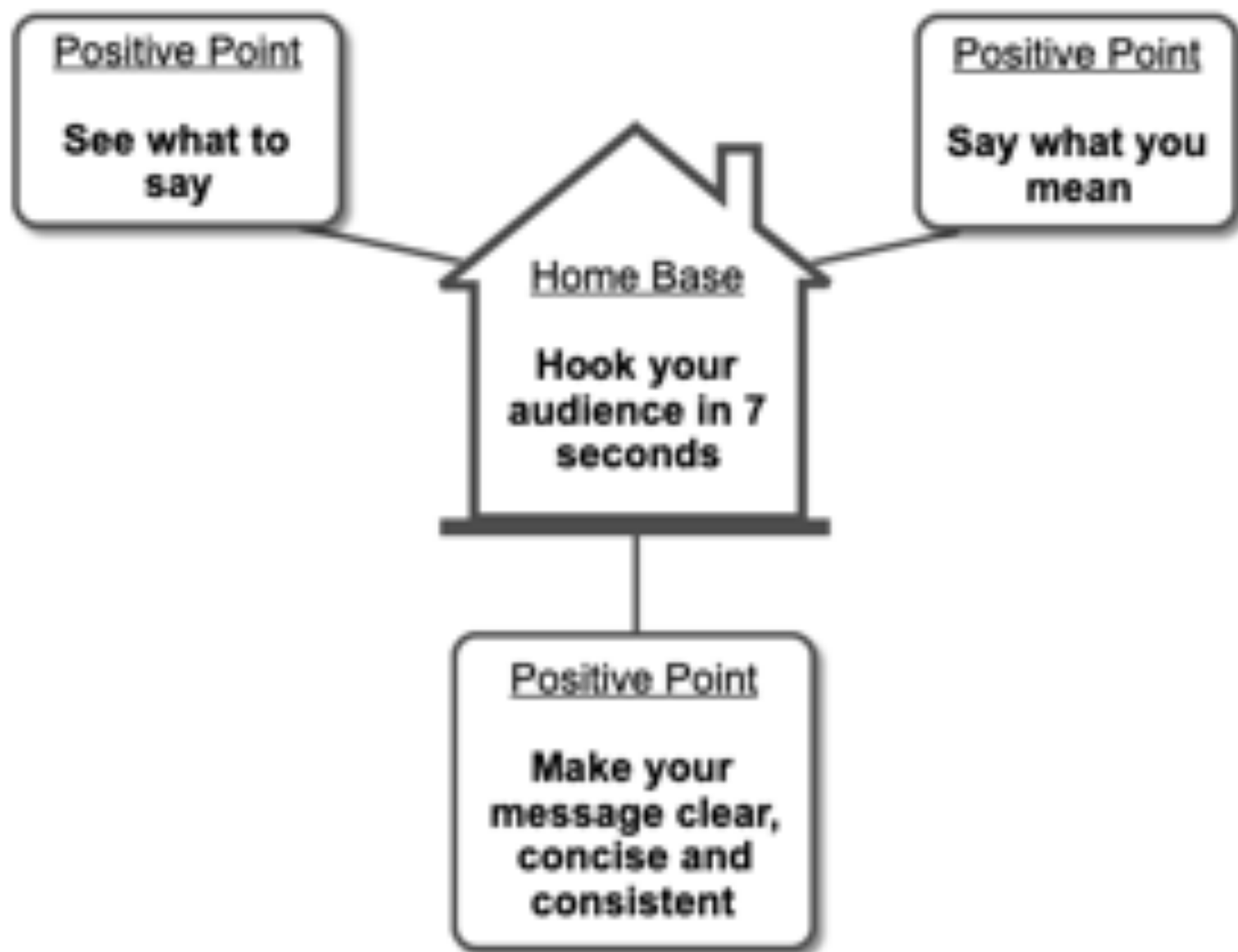


Everyone Sings the Same Song



Consistency = Credibility





Is Your Message Ready?



Take A Free Message Assessment

[https://crystalclearcomms.com/
messaging-quiz/](https://crystalclearcomms.com/messaging-quiz/)



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