



CHECKLIST: HOW TO CAPTURE CUSTOMER ATTENTION IN 15 SECONDS

GRAB ATTENTION IMMEDIATELY

- ☐ Start with a bold statement or engaging question
- ☐ Spark curiosity with intriguing phrasing or visuals
- ☐ Keep it short, clear, and relevant to your audience
- ☐ Use emotion to connect - excitement, empathy, or urgency

MAKE IT VISUALLY ENGAGING

- ☐ Use high-quality, vibrant images or short videos
- ☐ Align visuals with your message and brand tone
- ☐ Optimize for mobile: large fonts, tappable buttons, simple layout
- ☐ Keep key info and visuals above the fold

DELIVER A CLEAR, ACTIONABLE MESSAGE

- ☐ Focus on your core value proposition - fast
- ☐ Highlight key benefits, not just features
- ☐ Avoid jargon or fluff - be direct and understandable
- ☐ Add urgency with phrases like “limited time” or “only a few left”
- ☐ Include a clear CTA - “Get Started,” “Shop Now,” “Book Today”

TEST AND IMPROVE

- ☐ A/B test different hooks, visuals, and CTAs
- ☐ Track metrics like click-through and engagement rates
- ☐ Use feedback to refine and adapt your content regularly