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# You Only Have 15 Seconds to Capture Attention

In today's digital world, attention is earned in seconds - usually less than 15. This playbook shares ways to capture interest fast and drive action.



# If you don't hook them fast, you'll lose them faster

- Use a bold, benefit-driven message or visual that speaks directly to your audience's pain point or curiosity.
- Avoid fluff - this is not the time for intros.
- Grab attention first, explain later.

Example: "Still waiting on hold to speak to customer service?" performs better than "We help businesses improve support."



# Your audience sees before they read

People process visuals faster than text.

Whether it's an expressive face, product in action, or before-and-after snapshot, the image should instantly signal relevance.

Choose visuals that spark interest, show emotion, or highlight the end result - not generic stock imagery.



# Don't bury the value – lead with it

Lead with impact.

Highlight the offer or outcome upfront – skip the buildup.

Example: “**Cut weekly admin time in half**” beats

“**We’re excited to introduce our new tool.**”



# People act when there's a reason to act now

Use urgency to prompt action - ethically and strategically.

It's not pressure.

It's a nudge while attention's still fresh.

Try:

- “Only 3 days left”
- “Spots are limited”
- “Ends tonight at midnight”



# Logic informs. Emotion converts.

People make decisions emotionally and justify them logically. Use your 15 seconds to spark a feeling: excitement, fear of missing out, relief, pride, belonging.

Micro-stories, expressive visuals, or a simple quote can evoke more response than a feature list.

Prompt: What should your audience feel when they first see your message?



# If it's not mobile-friendly, it's not ready

Most people will experience your content on a small screen - often while multitasking.

- Use large fonts, short sentences, and simple layouts.
- Avoid clutter.
- Test everything on a phone.
- Bold, scannable headlines
- Clickable buttons
- Text readable at a glance



# The moment they pause - guide them forward

Once you've earned their attention, make it count. Be direct about the next step.

Avoid vague phrases like "learn more" unless there's real incentive.

Keep the action simple, specific, and tied to a clear benefit.

Better CTA Examples:

- "Start your free trial"
- "Book a 15-minute demo"
- "See customer results"





# The 15-Second Playbook (Recap)

- ✓ Hook fast with relevance or curiosity
- ✓ Use visuals that instantly connect
- ✓ Say the important thing first
- ✓ Add urgency to drive action
- ✓ Trigger emotion to deepen connection
- ✓ Prioritize mobile-friendly design
- ✓ Make the CTA obvious and frictionless

Save this framework and use it to sharpen your next campaign, landing page, or social post.

