

Your Attention Becomes Your Life

Digital Agency: develop the ability to choose where your attention goes.

WHEN YOU NOTICE A HOOK, ASK

What am I here for?

Am I done?

Was it worth it?

HOOKS DO THREE JOBS

Get You There

Social Pull

Keep You There

Default Bias

Bring You Back

Loss Aversion

THE FOUR EFFECTS

TIME

What am I trading for that time?

BELONGING

Is this a choice or an obligation?

MOOD

How did that change my mood?

IDENTITY

Who decides what matters to me?

HOW TO BUILD DIGITAL AGENCY

Notice

Spot the hook.

Name

What is it trying to do?

Choose

YOU decide.
Am I done?

Reset

Pause and ask:
Was it worth it?

Every moment is another chance to choose.

PARENTS: BEFORE, DURING, AFTER

Before: Begin with Intent

"What are you going to do, and when are you done?"

During: Feel the Pull

"Pause. Let's spot the hook."

After: Pad the Landing

"Two-minute landing, then we'll talk."

QUICK TIPS

FOR THE HOOKS

Move tempting apps off home screen.

Turn off Autoplay.

Turn off non-essential notifications.

FOR THE FOUR EFFECTS

Set the stop before screens start.

Ask how they feel afterward.

Make it okay to be offline.

Ask what the score is teaching.

Choose what becomes your life.

The Invisible Playground | garygattis.com