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# BUSINESS TOOLKIT

10-SECOND GRABBER

## YOU'VE GOT 10 SECONDS - GO!

**In today's digital age, your business now has 6-10 seconds to grab a customers' attention.**

*(Forbes.com, 2018)*

With more businesses vying for online attention, standing out requires making a quick and impactful first impression. Every day, consumers are bombarded with e-mails, ads, content, and messages across various digital platforms, leading to shorter attention spans.

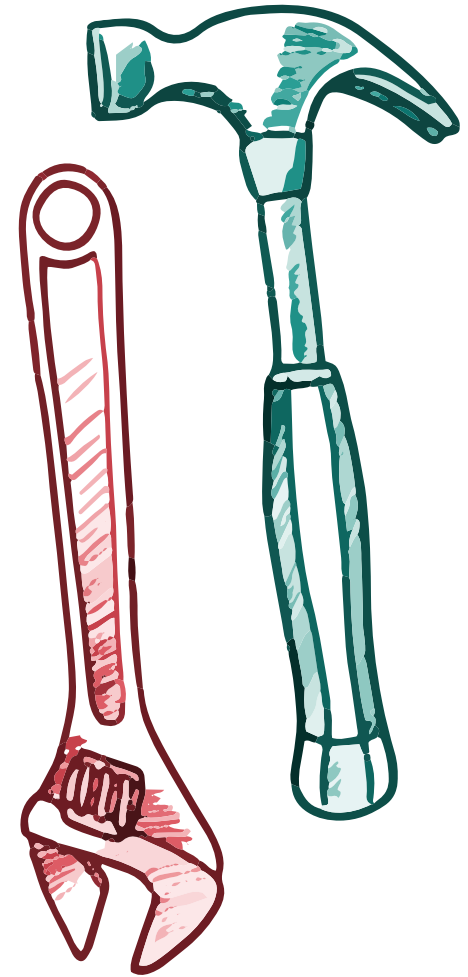
That's where the power of the 10-second attention grabber comes in. It's not just about flashy visuals or catchy slogans; it's about crafting a concise, compelling message that instantly connects with your target audience, ignites their curiosity, and compels them to engage.

**Remember, it's that first impression that counts.**

Having a comprehensive understanding of both your business and your target audience can help craft that 10-second grabber.

## QUESTIONS YOU SHOULD BE ASKING YOURSELF

- What is your customer's challenge?
- Why should they choose you?
- Do you sound different from every other business out there?
- Is there an emotional connection?
- Do you have a call to action?
- Is your call to action easy to follow?



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# 10-second grabber

HOW DO YOU DESCRIBE **YOUR BUSINESS** IN **5 WORDS** OR LESS?

In 5 words or less, how do you describe the definition of your business in a way that gets someone to stop, perk up their ears, and say “tell me more!”

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