



## People Don't Read

by Kris Pepper, Finish Line Marketing

Did you ever hang up a sign, have someone walk right past it, and then ask you for the exact information that was boldly stated on the message you spent 45 minutes creating? Sometimes it's just not worth the tape marks and thumbtack holes.

People don't read. Living the life of immediate gratification and instant information tends to be detrimental to one's skills of noticing, reading, and remembering.

One-third of millennial workers are comfortable using emojis to communicate with a direct manager or senior executive.\* Busyness and distraction have resulted in our society's preference for pictures, bullet points, and clear, simple communication.

Part of this is just information overload. Data is so readily available that we are conditioned to avoid paying attention. The GPS voice will tell me where to turn. The computer will "ping" right before I have a meeting, and an email will alert me when my bank account dips below a certain amount.

In the 1930's, film industry executives realized it took a certain amount of advertising to compel someone to see a movie. Thus came about the "Rule of 7." Images, ads, and messages are viewed an average of seven times before they begin to stick. This axiom is probably even more applicable in today's world.

Look critically at your company's website, blogs, newsletters, signage, and promotional materials. Do they contain a catchy headline, a cool logo, compelling copy? Will your potential client return for a second look or a closer read?

Break away from long newsletters and boring images. A play on words, a clever pun—even if it's an eye-roller—will make you more memorable. Most readers will not spend 15 (or even 5) minutes reading lengthy text, so don't waste time on it.

There's a lot of competition out there. Remember, a few bright touches and smart edits can move your company or brand up a little higher on the attention-grabbing scale. Set a computer reminder to get going on that, and [email me](#) if you need a little help!

\*(Adobe, 2015) (Source: <https://www.hubspot.com/marketing-statistics>)