PAY ATTENTION!

THE FIVE TYPES OF ATTENTION

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SECTION ONE

UNDERSTANDING WHY ATTENTION IS THE KEY TO YOUR BUSINESS SUCCESS

Not all attention is created equal. It can actually be very different, depending on your targeted audience, what they want, and how they get news and information. For that reason, my team and I have defined five types of attention all organizations need to grow. All marketing strategies, plans, and investments need to carefully understand what they have and what they need before determining what to do with their marketing.

Before we get into the types of attention, we should be honest with ourselves about how our customers buy and how we buy, too. Very rarely do we see something and buy it in that instance. Sure, it happens. It just does not happen often and it almost never happens in business-to-business transactions. Even when you are standing in line at the grocery store and pick up a pack of gum, you will likely make the decision on which pack of gum to buy based on your past experience, what you know about the different brands, and what you saw most recently in an advertisement.

In 1898, Elias St. Elmo Lewis came up with the idea of the sales funnel, also known as the marketing funnel. He believed that people who were making decisions about what to buy experienced four phases: awareness, interest, desire, and action. Many executives still believe that is how things work. Many others who study purchasing behavior, including myself, disagree. In the 19th century, there were not many choices or sources of information. Most grocers offered one type of milk,

Aware Attention

Connected Attention

Engaged Attention

Converted Attention

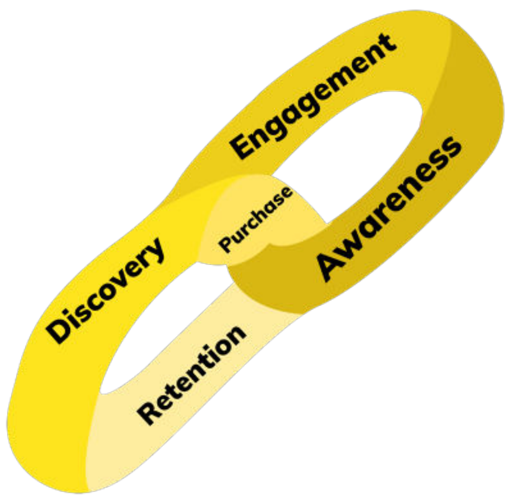
Advocacy

UNDERSTANDING WHY ATTENTION IS THE KEY TO YOUR BUSINESS SUCCESS

maybe two. Today, it's very different. Go into the milk aisle, and you will see what I mean. There are so many different kinds of milk! Most of them do not even come from cows, much to the dairy industry's dismay. Now imagine a world where everyone got their news from a handful of newspapers. There just was not as much information and it moved very slowly. There were not even that many opportunities to advertise. Public relations did not exist.

Instead, I subscribe to those who believe that the sales and marketing process is not a straight line; it is pretzel-shaped. The fact that I am from Philadelphia, a city famous for our pretzels, is not the only reason I believe this. I buy this way, and so do most others. The process starts at the same place as Elias St. Elmo Lewis proffered: awareness. But from there, the road is windy. People hear about you, they check out your website, they see some ads from you on their LinkedIn or Facebook accounts, they sign up for a special offer you are marketing, they check out your website again, they look at reviews or ask other people about you, they run into your brand at an event, they sign up for a coupon or webinar or white paper, they go to your website again, they get an email from you, and they finally decide to make a purchase or get a quote. Perhaps this feels much more authentic than a direct, four-step purchasing journey.

As an aside, Elias St. Elmo Lewis was also a Philadelphian and I believe, if he were still alive today, he would also advocate for



a pretzel-shaped sales and marketing journey.

According to a study of B2B marketing conducted by [Google and Millward Brown Digital], B2B buyers have already completed 12 research steps, including having searched for comparison products, watched videos, and read reviews before contemplating contacting businesses directly. They can move themselves through the buying journey as long as the content they are looking for is available and there are multiple ways to connect and engage with the company from which they will eventually buy. That is why understanding and planning for the five types of attention should be the cornerstone of any marketing strategy.

SECTION TWO

AWARENESS

Awareness is the first and most important form of attention. Without it, nothing else happens. If people do not know you exist, they cannot do business with you. It is simply impossible. However, many people do not start their marketing here. They try to skip directly to using marketing to generate leads or close deals. This is a mistake. Marketing is not sales. Yes, it can, and should, support sales. They should work together. And there are certain types of direct response marketing that can generate leads once all the other types of attention are earned. But the fundamental truth is that thinking your marketing can skip right to converted attention is foolish, sets the marketing team or agency up for failure, and creates stress within your organization.

Awareness is nothing more than a thought. An impression is made on a brain. An idea is formed about the company, the product, the service, or the concept. In the marketing realm, it typically starts when someone sees or hears something. Most new impressions happen online today, though they can also occur in the car when the driver sees a billboard, hears an ad on the radio or a podcast, or sees a concept in-person at a store or trade show.

So how do you get in front of people who do not know you exist? Getting covered in the news is often the broadest and most widespread way to get awareness. Traditional advertising - newspaper ads, billboards, TV commercials, etc. - are another way. News coverage has the upside of being

Without awareness, nothing else happens.

highly credible because people understand that someone else, like a journalist chose to cover you while they know advertising is self-promotion. But advertising has the benefit of being controllable and certain. Businesses can determine when an ad appears, where it appears, and what it says. Media coverage provides none of that.

Digital marketing and advertising offer new and different ways to create brand awareness. Social media ads let marketers send messages to people who live in New Jersey, have grandchildren, own a dog, fly on Southwest, drink Coors Light, and are thinking about buying a new car. Messages and ads can be sent directly to them on Facebook, Instagram, and their entire ad network to create awareness. Marketers can know exactly how many times people see those ads, what percentage of the audience interacts with them, and what percentage of the audience acts on them. The same is true for LinkedIn, Twitter, Pinterest, and YouTube. The potential to create awareness with people who are in a targeted demographic or who have preferred psychographics is limitless. I will talk more about psychographics in another chapter, but understanding them is often the work that unlocks content that is truly compelling.

SECTION TWO

AWARENESS

The really challenging part of awareness is that it can be lost at any time. Many brands and messages are simply forgettable. Our goal used to be to create seven impressions with a targeted audience in order to create awareness. Now, thanks to an increase in media and competition, that number is somewhere between 11 and 13. Most companies do not realize that and their marketing plans do not account for the related expense of creating so many impressions before getting to awareness.

The other mistake many businesses make is that they give up on brand awareness after a predesignated timeframe. Smart brands, including many of those you buy, never give up. They just keep working on awareness over and over again. They recognize that buyers change, new buyers are born or enter the market every day, and old buyers leave or die. It is a moving target that must get constant investment.

Similarly, the competitive landscape is always changing and new players are constantly trying to get people to pay attention to them and forget you. Recently, I was listening to a podcast and the host was talking about a new brand of sheets. He went on and on about how comfortable they are, how he has them in his house, and how they make his bed his happy place. I recalled the time the previous year when he was also talking about how a totally different brand of sheets did all the same things for him. I had largely forgotten the brand from last year, and it sounded like he did too.

Many years ago, we worked with an electric company that was entering markets in Pennsylvania, New Jersey, and Illinois following energy deregulation in those states. They were greenfields from a marketing perspective since consumers had previously only been able to buy from their public utilities. They did not have any choice, and for the first time, they would.

There was a mad dash by many electric companies to enter these markets and get as many customers to sign up as quickly as possible. People were paying attention to the choices they had for the first time. They knew very little or nothing about any of the new companies offering to help them reduce their home electricity bills.

The company we worked with was not the largest player in the industry and did not have the biggest budget. They had to get creative in order to “punch above their weight” and make customers think they were large, trustworthy, and reliable.

The best way to gain a lot of awareness quickly is to understand the problems your customers are facing and speak to them. That year, gasoline prices were very high. It was putting pressure on household budgets and many were concerned about filling up their tanks and even taking road trips for summer vacations. The energy company we worked with was not in the gasoline business - they only did electricity.

SECTION TWO

AWARENESS

But they had a message about saving money they wanted to make sure people knew.

They agreed to a campaign that helped people where they needed it most in order to create awareness for their brand and their message that they could help people save 10 percent on their home electricity bill compared to the public utility. The campaign was designed around the 10 percent message.

For a few hours in a very specific time period, the company offered to fill up people's gas tanks and those people would pay just 10 cents a gallon. The event was promoted in advance using social media ads targeted to people in zip codes near the gas station. It was covered on the radio and the news. While connected attention was not the goal, those who wanted to get the gasoline had to download a coupon in advance and use their email address to do so. This gave the sales team some new contacts for follow up after the event.

The day of the event, the local news came out and did stories about the promotion. The last time gas had been 10 cents a gallon was decades earlier. They interviewed the company CEO. One news station even sent out a helicopter to show the line of cars waiting. Happy people shared photos and videos all over their social media channels, mentioning and tagging the company. The story got picked up by MSNBC.com and got the company national awareness. In one day, the company got 40 million new brand impressions, significantly more than any of the other competitors. They spent $6000 in gasoline to get it and a few hundred dollars in social media ads.

Not everyone was happy. Only 100 people could get the 10 cent gas, and that meant many were not able to take advantage of the giveaway. There were some angry comments on Facebook. We were prepared for it and dealt with it by giving away some gift certificates for local businesses. There are always risks when it comes to increasing awareness exponentially. But if the company had not taken the risk, it would not have had the awareness it did and the market where the promotion was hosted would not have been the most successful new market launch in the company's history.

SECTION THREE

CONNECTED ATTENTION

Connected attention is an indication that an audience is interested in what you are saying or have to offer. They want to know more, though they are not ready for conversation or sales pitch. They are "just looking" if a retail analogy works best for you. Connected attention is the secret to everything else you want to achieve with your marketing. It is the form of attention you can use to start supporting sales. If people want to connect with you, they will want to learn more. If you can give that information as they want it in a way that creates an emotional attachment to the company, the speed and efficiency from connected to converted can increase exponentially.

Getting connected attention usually requires an exchange of value. People want something they deem valuable in order to regularly give an organization their most valuable asset, their attention. For some brands, entertainment is enough. People follow them on Twitter because they are funny or witty. Sometimes deals get their connected attention. People know that every morning, there will be a new discounted or special item shared and the only way to know about it is to follow the company on Facebook. For some, news analysis is the reason to follow. People sign up to get an email newsletter daily because there will be a collection of industry stories and an overview of what they mean. In the B2B world, access to insights or new ideas or thought leadership will compel some people to download a white paper or eBook in exchange for their contact information or some basic information about their role at their companies. At trade shows, people are often more than willing to leave their business cards in exchange for a stress ball shaped like a brain or more recently, a small bottle of hand sanitizer.

The good news is that any form of marketing can be used to create connections. Advertising, public relations, social media, email marketing, event marketing, webinars, SEO, content marketing, you name it. The trick is to identify the perception of value each offers the audience with which you want to connect.

Connected attention is the form of attention you can use to start supporting sales.

The hospital and healthcare industry has become increasingly competitive in recent years. Hospitals need to make money, and the name of the game for most of them is loyalty. Since most patients do not pay for their own care - Medicare, Medicaid, or an insurance company does - they do not make decisions about care based on cost. Instead, they want to go somewhere they feel heard, cared for, and even loved.

SECTION THREE

CONNECTED ATTENTION

A large hospital system came to us looking for connected attention. They had a huge population of patients and high levels of brand awareness, however, they interacted with most of their audiences once a year at most. They wanted to be the emotional choice every time a patient needed to find a new specialist, schedule a surgery, or have a baby. They wanted to be connected with people in all parts of their lives.

There were two primary tactics that worked for getting connected attention. The first was simple and easy to do. We created a weekly health and wellness related quiz on Facebook. Anyone who answered the quiz was eligible to win a gift basket of self-care products. The exchange of perceived value was simple. They had to give us their email address in order to win the basket. The actual cost of the basket to the healthcare company was negligible. In many cases, the basket was full of samples they already had available for patients. In some cases, they added things that were relevant to an upcoming holiday like Christmas or Valentine's Day. The perceived value of the basket to patients, though, was high. They included all sorts of high-end products they could try for themselves - for free!

Similarly, the perceived value of giving their email address to a hospital system they knew and trusted was low. Of course the patients would share it. In their minds, the hospital already had it (though not for marketing purposes), so they did not really think about sharing it again. For the hospital's marketing department, though, the value was incredibly high. They could not use patient email addresses for marketing purposes unless they had consent to do so, and the sweepstakes gave them that. Once they had the email addresses, they could email these people regularly, collect data, identify those most engaged, identify those not at all engaged, and improve their connected marketing efforts.

The added benefit of the campaign was that the hospital was actually educating the audiences. They were also able to use social media advertising to target people who were not their patients, but who lived in nearby areas. A little extra awareness never hurts.

The other way we formed connections with their patients was focused on leveraging the expertise of their doctors and making those doctors available online for free. We

CONNECTED ATTENTION

Live chat with Dr. Patel on Chronic Stress

partnered with a local media company who provided journalists and others to interview selected doctors via livestream. The hosts asked the doctors a number of pre-composed questions about their practices, their innovations, and what they wanted patients to know. Patients could also submit questions in advance about conditions or concerns without including any identifying information. The hosts asked a few of the patients' questions to make them feel heard and so people would log on to see the answers. People signed up to get a recording of the live stream - with their name and email address - whether they asked a question or not. This was another way to connect with them. Finally, the recordings were edited and re-used on the website and social media channels to generate even more awareness.

Many companies that are well-known in their industries lack connected attention. Everyone on the trade show floor knows them because they have been around forever as a major sponsor, but then a pandemic ends trade shows for a year. Or they have great foot traffic into their store for years and years. A flood happens and the store closes. Companies that have a strong social media presence with followers or a large email list that is segmented significantly mitigate these and other risks. They can turn to digital communications because they are able to do so. They have done the work; they have the marketing infrastructure they need to be dynamic and adjust to changes.

More importantly, companies that have connected attention are best positioned to get ongoing, repeatable, predictable engaged attention, which is invaluable.

SECTION FOUR

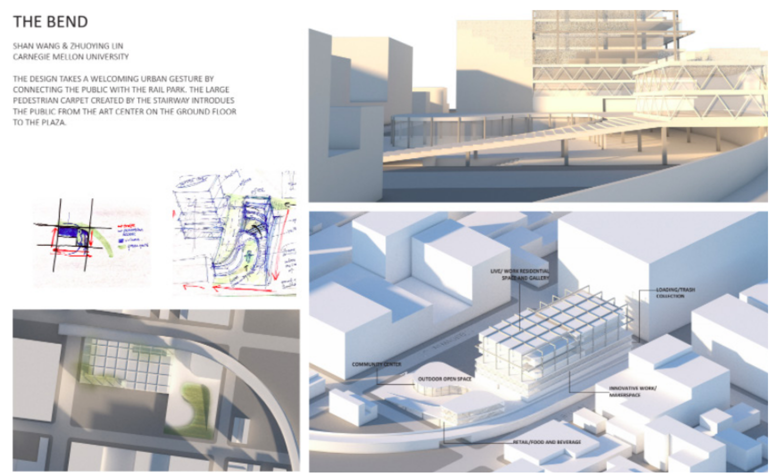
ENGAGED ATTENTION

If awareness is about creating an impression in the brain and connected attention is expressing openness to learn more, then it follows that engaged attention is all about starting a conversation. When people start to talk back, then they have real interest and are getting ready to take actions that could grow your business.

I would like to start with a story, one that may seem better suited to a book about human resources than marketing. One of our clients was an architecture firm celebrating its 50th anniversary. The company was well-known in its market and its industry. It built landmark buildings in New York City, Philadelphia, Atlantic City, and Washington, DC. Its work was respected for its design, its responsiveness to urban environments, and its ability to provide a return on investment for developers.

As architects, the talented people on the team were the most important factors for marketing the firm and selling to its clients. For that reason, we decided to make the 50th anniversary of the firm all about the future, not the past. Yes, there was a big party with clients, partners, centers of influence, and elected officials. But the main focus of the event was not a video or slideshow of biggest hits. It was the announcement of the first winner of the firm's student design competition.

Months prior to the event, we understood that the firm needed fresh talent and wanted to be known for its support of emerging architects. We also learned that architectural students needed paid internships in order to get licensed. The partners in the firm created a challenge. They chose a location for a potential building, put some constraints in place, and defined requirements for success. A deadline was set and an internal team at the firm was chosen to judge the submissions. The prizes were set and for students, they were big: a paid summer internship and $1,000 went to the winner with smaller cash prizes for second and third place.



While most students studying architecture east of the Mississippi knew the firm and some of its buildings, there were few connections and no engagement with this important audience. We crafted a promotional email we sent to heads of architecture departments and careers offices at selected universities. A social media advertising campaign was put into action solely targeted at current students studying architecture. A landing page was set inside Facebook to make it easy for students to submit their sketches in response to the challenge.

At the firm's 50th anniversary party, they introduced the future of urban architecture to their clients, partners, and friends. The first prize winner went on to intern with the company, and when he graduated, he was offered a full-time job. In a surprise move, the second place student was also offered a paid internship and joined the firm for the summer. Both worked on signature projects for the company and became advocates for other students to join. Many promotional posts were created on social media about the winners, emails were sent to the firm's many different contact lists, and reporters even wrote stories about the winner.

The student design competition became an annual event. It changed over time from being an online event to being in-person, and over the years the interest grew both among the internal team at the firm and with students. Clients, partners, and centers of influence were excited to see the designs each year from talented new architects, and the firm benefited from all the engagement it received. It was possibly the best marketing campaign the company has ever done.

Engaged attention can come in many different forms and from many different audiences. The trick is to figure out what your business needs. For many in the B2B industries, engagement is a measure of many people of connection. Think back to the sales pretzel. Engaged audiences are the ones who have clicked on many emails, downloaded many white papers, signed up for many webinars, liked many LinkedIn posts, responded to surveys, or attended many events. They are people who stay connected over time and have signaled more than once that they are open to conversations.

For B2C customers, engagement shows up slightly differently. Often it is in the form of someone asking a question online about a product, commenting on a social media post, clicking on an email to visit a landing page, downloading a coupon, ordering a sample, or even putting something in a shopping cart. Of course, all these things are applicable to some B2B or nonprofit companies as well.

The hard truth about engaged attention is that companies in long sales cycles can spend years engaging with their customers before they ever move into the converted attention phase. For them, marketing is very different and it must be resourced differently. I will talk more about top-of-mind marketing in the audience section, but it must be the priority for companies where buying takes months or years. Top-of-marketing is a specific approach where the whole goal is to be there whenever someone is thinking about the products or services you sell. Those who are steady win. Those who find many creative ways to talk about the same thing excel.

There are many other businesses - both B2B and B2C - for which targeted audiences are constantly sliding back and forth between engaged and converted attention. Someone buys something. That is great. But the future growth of the organization requires that they buy again and again and again. For certain marketing professionals, this is where the majority of their time and money should be spent: increasing the total lifetime value of a customer by achieving loyalty. Engagement is the only thing that matters in that situation.

I once hosted an event where the CEO of a major convenience store chain spoke. The company had high levels of awareness in most of its markets, it had a huge social media presence, a lot of media coverage, and an enthusiastic employee base. He mentioned that the average customer visited his stores two and a half times per day. They stopped in the morning for coffee, grabbed sandwiches for lunch or dinner, and filled up their gas tanks. While he was pursuing new geographic markets, his priority was to increase that number and get more wallet share. He knew that was the company's biggest growth potential, second to none. He just needed to keep their attention engaged.

SECTION FIVE

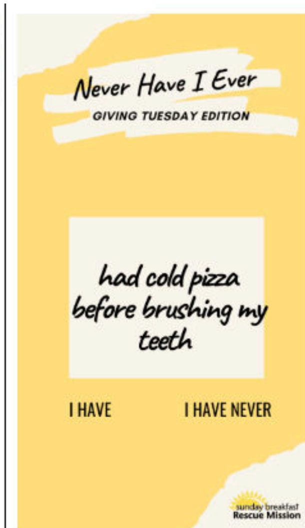
CONVERTED ATTENTION

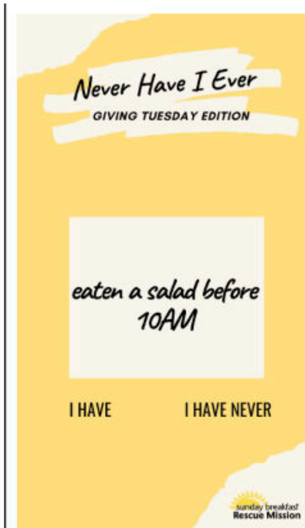
Giving Tuesday is the day every year that follows the biggest online shopping day of the year, Cyber Monday, which is only a few short days after Black Friday, a day best defined by people trampling each other to get a TV at a big-box store. A few years ago, some very smart nonprofit leaders decided to speak to the philanthropist in all of us and ask us to spend a little of our money helping others instead of buying yet another video game for our nephew who does not really like us anyway. That is not from personal experience; my nephew is a great kid.

Recently, we were asked by a nonprofit organization that serves people experiencing homelessness to help them achieve their fundraising goal for Giving Tuesday. The first thing we realized was that it was the one day of the year when there would be the most competition from other nonprofits asking for money. Working with them, we extended the window of opportunity and began the campaign prior to Thanksgiving. The organization provided meals to many who have otherwise gone hungry. For weeks leading up to the holiday, we promoted a chance for people to sponsor a meal for another person. We pushed the effort through stories on social media and specific asks via email. The local media covered the effort and let people know there was a small thing they could do to help others. Two days before Thanksgiving, the organization had achieved its fundraising goal.

A few days later was Giving Tuesday. We used some of the photos, videos, and stories from Thanksgiving to build on the momentum from that campaign. We also added in some new tactics, including a "never have I ever" prompt for interaction on Instagram. By the afternoon, the nonprofit had exceeded its fundraising goal for the day. Most of the donors donated for the first time. However, it was not the first time they had heard of the nonprofit. We had been working for more than six months to get awareness and connected attention before asking for donations.

There are very few situations where marketing can generate converted attention on its own. Online transactions are the most common way it can be done. In most cases, salespeople are involved in the process as well. That is not to say that marketing has a role.





SECTION FIVE

CONVERTED ATTENTION

I had the opportunity to sit on a panel at an event for inside salespeople. A large debate ensued about how to define a sales qualified lead as opposed to a marketing qualified lead. The truth of the matter is that it will change from company to company. The most important thing is that marketing and sales leaders within the company agree.

In cases where salespeople are responsible for converted attention, marketing must provide support. More specifically, they must help sales create a through-line from awareness to converted attention. Materials - including sales presentations, proposals, and case studies - must be provided to the sales team with messages and images that are consistent with a person's initial impression.

When an engaged prospect stalls in moving toward converted attention, marketing must also provide support to keep the communication moving. The public relations team should provide recent news coverage of the company that can be sent to the prospect. The social media team should ensure that the prospect is getting paid ads on all social media channels. The email marketing professionals should put the person on a segmented list of interested prospects to get messages about products, services, case studies, and events. I will talk more about this when we get to the chapter on surround sound, but getting converted attention is hard, and everyone must contribute.

SECTION SIX

ADVOCACY

Congratulations! Your targeted audience bought your service, accepted your job offer, donated to your annual fund, referred you a client, or bought your company. That is amazing! Now what?

Advocacy is the highest level of attention because it feeds all the other kinds. It is the kind of attention you get from people who are invested in your success and redirect attention they are getting to you. Or at least some of it.

There are two ways to generate advocacy: you can earn it or you can pay for it.

Influencer marketing has become all the rage in recent years. That is because some people have been able to get enough attention for themselves - mostly through social media - that brands are willing to pay to get some of it. For companies, this can be very efficient and effective. There are also some common pitfalls.

The best way to use paid influencers is to set a goal of getting awareness for your brand. That is achievable. The mistake many marketers make is thinking they can get influencers to sell their products. Just because lots of people "love" what an Instagram influencer wears or thinks a shirt is "fire" does not mean they will buy that shirt. However, you can certainly create an impression of your brand. You may even be able to co-create content with an influencer that gets your brand in front of large audiences. If you run a contest or giveaway with that person, you may even be able to collect some email addresses and get connected attention. That is about the extent of what you can expect and it is important to plan your budget based on those realistic expectations.

That said, it is possible for you to find and get advocate attention from micro influencers. These are people who have small, but very supportive and engaged followers. These people can convince others to support a cause, try a product, or eat at a restaurant. They will share information about your company for a free meal or an invitation to an exclusive event. For quite a few businesses and nonprofits, micro influencers are the best return on investment.

All influencers we have worked with all agree on some common best practices:
- *Trust that they know their audience better than you do; ask questions before sharing your plan*
- *Do not dictate content; be open to their ideas and suggestions because they will likely come up with something better than your initial pitch*
- *Support their efforts; cross-promote their content on your social media channels*
- *Avoid the single post; try to create a plan with them that includes multiple posts, email, landing pages, or other marketing materials*
- *Give them something different or new; they are leaders and will not respond well to doing the same thing as everyone else online*

SECTION SIX

ADVOCACY

For many organizations, earned advocacy is the most important and effective way to get awareness, connections, engagement, and conversions.

I lead a certified, woman-owned company and as part of that community, I attend conferences with other women-owned and minority-owned small and medium businesses. Over the course of many years, I have asked other business owners how they get new clients. Most of them tell me, "word of mouth." What does that really mean? It means that someone they know told someone else to consider doing business with the owner. Those middle people - those referral makers - have influence. People listen when they talk. They follow their advice. They do what they say. They are trusted. They are respected. And they are often overlooked.

If you rely on referrals, you have the attention of advocates. But I would bet that you have no plan to get more value out of those advocates or to create more of them. This is a mistake.

Most companies that rely on word of mouth referrals to grow their businesses invest most of their marketing time and money into reaching customers. Why? I have no idea.

Getting and keeping referral sources engaged can be remarkably easy and rewarding, regardless of industry. They want to help you because they like you. They also want to be seen as smart, connected, and authoritative by people they know. Help them do both. Give them information, insights, early access to new products and services, samples they can try, the ability to partner with you on an event for your shared audiences, case studies of work you have done, or even a gift. A year-round plan to help these people help you may be the only kind of marketing you need to do if you do it well.

Generating advocacy from your actual clients and customers is the final way to get this type of attention. Testimonials, unboxing videos, and other forms of marketing content created by people who love you carry great weight with other customers. They have the added benefit of often being produced with great excitement and passion.

Generating customer content is harder and easier than it seems. For many organizations, customers are creating and posting content every day. Marketers just are not listening or looking for it. Early in the 2020 COVID-19 pandemic, I hosted a webinar with leaders of arts organizations, including concert venues, theater production companies, and music producers. We were talking about engaging with their communities and their biggest fans without putting on live performances. I asked how many of them had collected Instagram photos and videos posted by others over the course of the previous year that they could use. None. None of them had done it. And yet, when we looked at Instagram, there were dozens or hundreds or thousands of photos, depending on the size of the organization. It was so easy! They were all already out there on the Internet.

ADVOCACY

They were not organized. They were not connected with an important message or call-to-action. They were not part of a marketing campaign. But they were there. More than they could ever possibly need were available. They just had to ask. And guess what? The people who posted them wanted to help. No one connected the dots that helping could be so easy. Permission was all that was needed.

Companies that try to get user-generated content without a plan, and often without an exchange of value, often fail. In the previous story, helping an organization you love is the value you receive. For influencers, they get the value of money or free stuff. But what about everyone else? Why would a regular person take a photo of our product in their home? Or a video for that matter? Before you create a user-generated content campaign to get advocacy, be sure to answer these questions. Very few people will do it out of the kindness of their hearts.

At the end of the day, successful businesses need all sorts of attention, but they do not need all the same types of attention at the same level at the same time. Focus on the types where you are lacking and you will find you get better results from the rest of your marketing efforts as well.

SECTION SEVEN

WHAT TYPE OF ATTENTION DO YOU NEED?

Now that you know more about the types of attention that can grow your business, spend a few minutes completing this exercise. Ask others in your organization to do the same.

1. How much awareness do you have:

1 2 3 4
least most

2. How much connected attention do you have:

1 2 3 4
least most

3. How much engaged attention do you have:

1 2 3 4
least most

4. How much connected attention do you have:

1 2 3 4
least most

5. How much advocacy are you getting:

1 2 3 4
least most

In the next 12-18 months, what kind of attention will move the needle for your organization (pick one):

- Awareness
- Connected Attention
- Engaged Attention
- Converted Attention
- Advocacy

6. If you chose a type of attention further down the path, have you created enough awareness to support your priority type of attention? Yes or No?

7. If no, how are you going to create the other types of attention to get the one you prioritized?