



12- WORKSHEET - The 5.1 Second Ad Exercise

from page 193

There are not many chances to get the public to remember your name. *“So you have to be especially clear about what you want your potential clients to know about you.”* In this ad, Steve Jobs channels his inner Jack Kerouac as Apple challenges its potential clients to raise themselves to a higher level of thinking differently.



The key to successful branding funnels down to your core values — what you truly believe in and stand for in life. This is known as ‘your why.’ **Explain to me what your ‘why’ is — the real reason you are in business.** _____

from page 198

Reread the sections *“Get to the Point”* and *“One thousand one, one thousand two, one thousand three ...”* located in Chapter 12 of Marketing Theory versus Scientific Practice.



Think about your behavior while waiting for a video to load on YouTube. As the Pre-Roll advertisement is playing, chances are you’re hovering the cursor over the **SKIP AD** box impatiently counting down the seconds so you can opt out of the message.

Skip Ad ▶

Complete the exercise prompted in the book text on page 198;

“Create a poignant and effective message selling your brand in less than 5.1 seconds.” Consider any of your previous ad messages. Focus on your most important selling points of what should be seen and/or heard during these crucial first **five seconds**.

Write down your top 3 selling points: **1.** _____ **2.** _____ **3.** _____

Did you include your brand name as one of these selling points? It is who you’re selling.

You may want to attempt multiple drafts and rework several of your existing messages. Feel free to print multiple copies of this sheet. And never forget these precious **five-four-three-two-one seconds**.



Create three different versions of this 5-second exercise following each prompt.

Intrigue me so I’ll remember you. (5 seconds)

Ask a question where the answer becomes your brand. (5 seconds)

Make the listener feel something other than you just pushing some product. (5 seconds)
