**Draft letter**

Subject**:**No attention, no influence, no impact

Dear …… ,

*“No attention, no influence, no impact”* is one of the most important aspects of successful communication. *‘Attention’* is needed to effect any change through communication. All change start with getting the attention from the consumer. *‘Attention’* is like water, it flows. It’s liquid so you create channels to divert *‘Attention’* and you hope that it flows the right way.

Paying attention aims to put a spotlight onto something. *‘Attention’* takes possession of the mind of the consumer in a clear and vivid form. The essence is to create concentration of consciousness. Attempting to withdraw people from something else.

Right after *‘Attention’* comes *‘Persuasion’*, trying to effect change to manage mass opinions. Which means in the broadest sense: *‘One mind may affect another’*. Humans have a desire to spread their ideas. The result: *‘Communication value increases as the number of people increases.*

The ‘funnel’ model has become outdated. The rise of the ‘funnel’ was created by media constructs, with a dominanceof advertising, to harvest the most attention. This model has begun to be outdated.

‘Attention’, must be earned, not by pushing interrupting messages. Ask yourself the question: *‘Are people paying attention to paid attention?’* Paid attention – how much is it worth?

Traditional media planning has become outdated. New media formats must be created, by understanding people’s relationship with content and how they consume this content. Realize that Brands are at war with consumers. Interruption marketing is slowly ending. The internet has changed the way people think about all media.

The attention markets, understanding how attention is being allocated. We must track, understand, and predict the allocation of attention. This data has value. It is the commercial engine behind Google, Facebook, in fact, all platforms. This is live, to get into the consumer’s media streams offering free content in exchange for watching, listening, or reading.

‘*Attention is the scarcest resource of the 21st century’*. And is consequently of significant value. In the connected age brands need to deliver value, as well as messaging, to balance the value exchange. This will produce empathy for the brand.

The author Faris Jakob continues to explain the importance of creative idea development and how strategists play a big role how to develop new non-obvious insights, based on creating new combinations. Insights resulting in awesome Big Ideas, never seen before.

Here is the link of the book *Paid Attention,* which takes you to the Global Reading Club website.

<https://globalreadingclub.com/books/paid-attention>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book Paid Attention.