

## Smart Brevity

Good morning! Did you know that – today - you're going to check your phone 344 times? That's an average of every 4 minutes. And if anyone asks if you're using too much screen time, you're going to lie about it.

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Eye tracking studies show we spend 26 seconds on general pieces of content. You'll use an average of 10 seconds scanning emails, and around 15 seconds on searched websites. If you're like most people - you're scanning these days – not reading.

You're in what's called "continuous partial attention", and waiting for the next hit of dopamine that results from texts, messages, emails, and subscription notifications. Let's face it: you don't have the ability to pay attention to too many things at once. Maybe, just maybe, you can't pay attention at all.

Congratulations if I still have your interest! You survived the first 131 words I wrote, and studies show in another 69 words I will have lost you completely.

This data comes from Axios, the news organization founded in 2017, and it's based on research from 2021. This is the same outfit that started a consulting arm to help big biz and government shorten and sharpen their messages to improve reach. They charge about \$7000 a day for training, and lots of entities are jumping on.

Here's the message they preach:

- **SHORT, STONG HEADLINE**
- **What's new?**
- **Why does this matter?**
- **The opportunity to go deeper**

Oh look, you're still here! Let me explain. You must grab your audience with your headline. Share news, then quickly point out why the information might matter to them. Instead of writing additional content, allow them to click through to read more if they like. Here's what you'll find: the click-through rates are abysmal. No one is going deeper. So, you'd better make your message count. More than 200 words, and you've potentially lost your audience.

Look at me, talking to you like it's still 1998. You're here scanning this content, and I'm grateful. But more importantly, I had better figure out a way to communicate with you that's a lot sharper, because that's what we're going to have to do with your patients, starting now.

Have you been talking too much? Publishing too much content? Inundating patients with unwanted messages? The time to sharpen your quill is TODAY. Use your 10 seconds of attention wisely!

Warmly,

**Angie**

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"I have been working with Angie and Performance Dental Coaching for about 4years now. Their work ethic and professionalism is extremely impressive and they have helped me with a myriad of issues in the office from staffing to billing to marketing.

Angie is also very skilled in conflict resolution and has helped me immensely by resolving issues between my employees as well as with patients. Myself and my practice are in a much better place today because of their work and due diligence.

I highly recommend them to anyone looking to grow their practice and relieve some of the everyday pressures that are involved with running a dental practice.

*Christopher K.*

General Dentist

Oregon

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Angie Skinner is a nationally recognized Coach, speaker and author, specializing in dental practice profitability. She is a member of the National Speakers Association, and a Continuing Education provider through the AGD's P.A.C.E program. [Email Angie](#) [About Angie](#)

