

ATTENTION GRABBERS

'Attention grabbers' are techniques that advertisers use to grab or catch a listener's attention or make a person want to listen to you. Listed below are some different types of attention grabbers often used in advertising.

Attention Grabber 1: Give the solution to a problem.

Example 1: "Dinnertime can be busy and stressful for all of us, especially if it's late and the children are hungry.....Well, now there's a solution...."

Attention Grabber 2: Ask a question.

Example 2: "Do you find dinnertime stressful?"

Attention Grabber 3: Tell an anecdote (short story)

Example 3: "Dinnertime was always stressful at my house. I'd run in late from work and search through the fridge for something quick to cook while the children complained...."

Attention Grabber 4: Give a dramatic fact or statistic

Example 4: "In the united States, 70% of families say that dinnertime is stressful."

Note: Techniques can be combined. For example, a question can be followed by an anecdote.

These can also be used to attract the audience attention when you make your presentation.