



THE FIRST IMPRESSION FORMULA

MAKING MEMORABLE IMPRESSIONS IN A MODERN WORLD

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Introduction



The Global System for Mobile Communications Association (GSMA) predicts that more than 1.2 billion people worldwide will be accessing the Internet from a mobile device by 2025. This means fewer people making purchases from a brick-and-mortar store. The continued move to mobile web access is another step toward depersonalizing the Internet.

People can't see you online. Unless they check out your YouTube channel or join you on a Zoom call, they don't know what you look like and can't hear your voice. As Internet access and mobile phone usage continue to grow, this impersonal nature of surfing the web means one very important thing.

People are less trustworthy than they were in the past.

If you visit a physical store, you can handle products and sometimes even try them out. You are in the presence of someone who can explain what the product does and how it can help you. People naturally feel more comfortable in the physical presence of others when they're making a purchase.

This means whatever you are selling online, a product or service, or simply your brand and your reputation, to be successful, you will have to make a great first impression and make it quickly. The same is true for personal online connections.

You may have heard that the attention span of most people has dropped dramatically in recent years. Research by WyzOwl, a video marketing company, shows that the average person's attention span was about 12 seconds in 2000.

In 2015, that number had dropped to 8.25 seconds.

Attention spans are shortening. People prefer less personal connections with you, your brand, and your products and services. That means that in our modern, digital world, making a quick and positive first impression is more important than ever.

That's what this e-book can help you do.

We'll define what a first impression is. You'll get a clearer picture of why making great first impressions is important. Making an initial connection was different in the past than in our digital age, and we will look at the similarities and differences that can impact your efforts to send the right message today.

Finally, you'll be given specific methods for putting your best foot forward in different online situations. These are tips you can put into practice immediately to make a better connection with people you meet for the first time in both your personal and professional experiences.