

How do you grab and keep your reader's attention?

A writer's best option may be visual content.



8

Seconds

To grab
a reader's
attention



5

Minutes

To hold
a reader's
attention



21

Times

A person
shifts attention
per hour



90%
of information
transmitted
to the brain
is visual

The brain processes
visual information

60,000
times faster than text



Relevant
image paired
with information

65%

retained after
3 days

VS



Only

10%

retained when
presented
without an
image