

**innovate!**  
2018

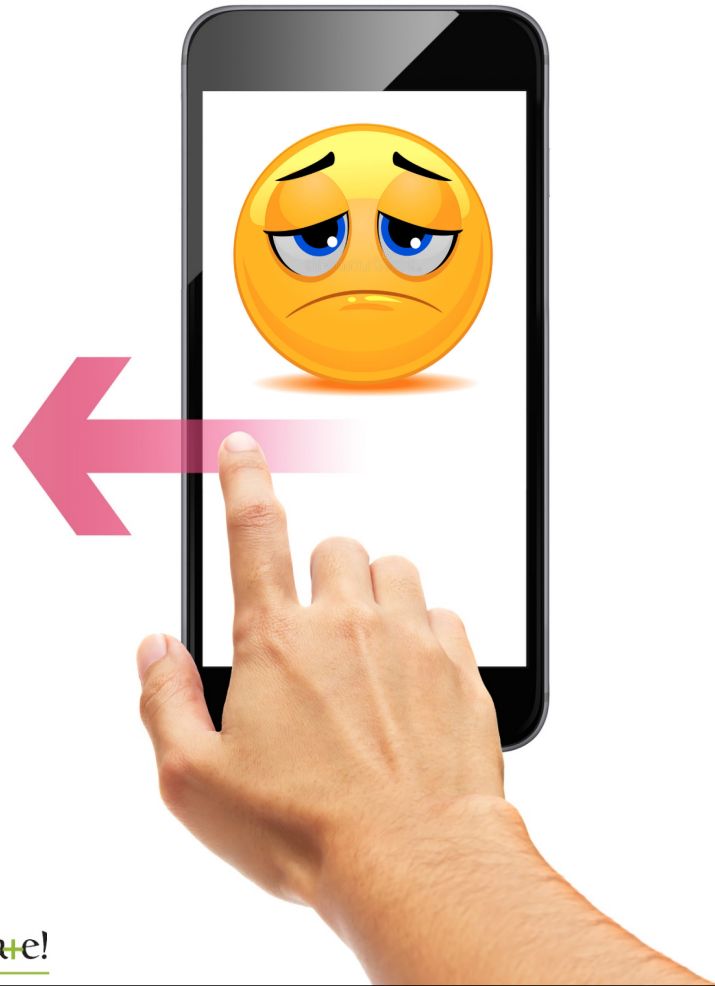
**Swipe  
Left or  
Swipe  
Right?  
Attracting  
the Right  
Kind  
of Online  
Attention**



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Swipe Right  
I like You!

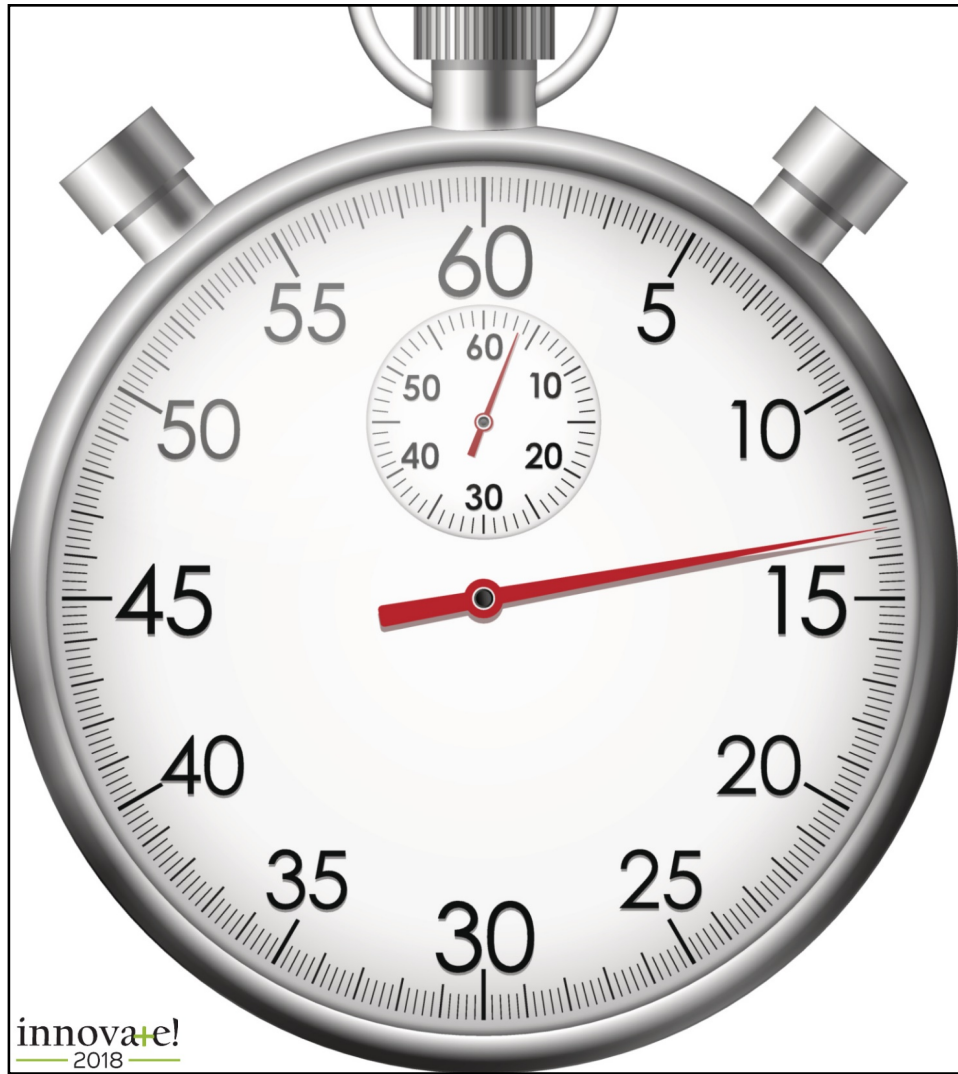
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Swipe Left  
Meh!

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“When you first encounter someone they make a decision about you in **seven seconds**. Beyond a first impression which is made during the first **three seconds**...”

-Amy Ashmore, PhD

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PROS

CONS



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“What are this person's intentions toward me?”

“How strong and competent is this person?”

-Amy Cuddy





# Expectation versus Reality



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Tuesday, February

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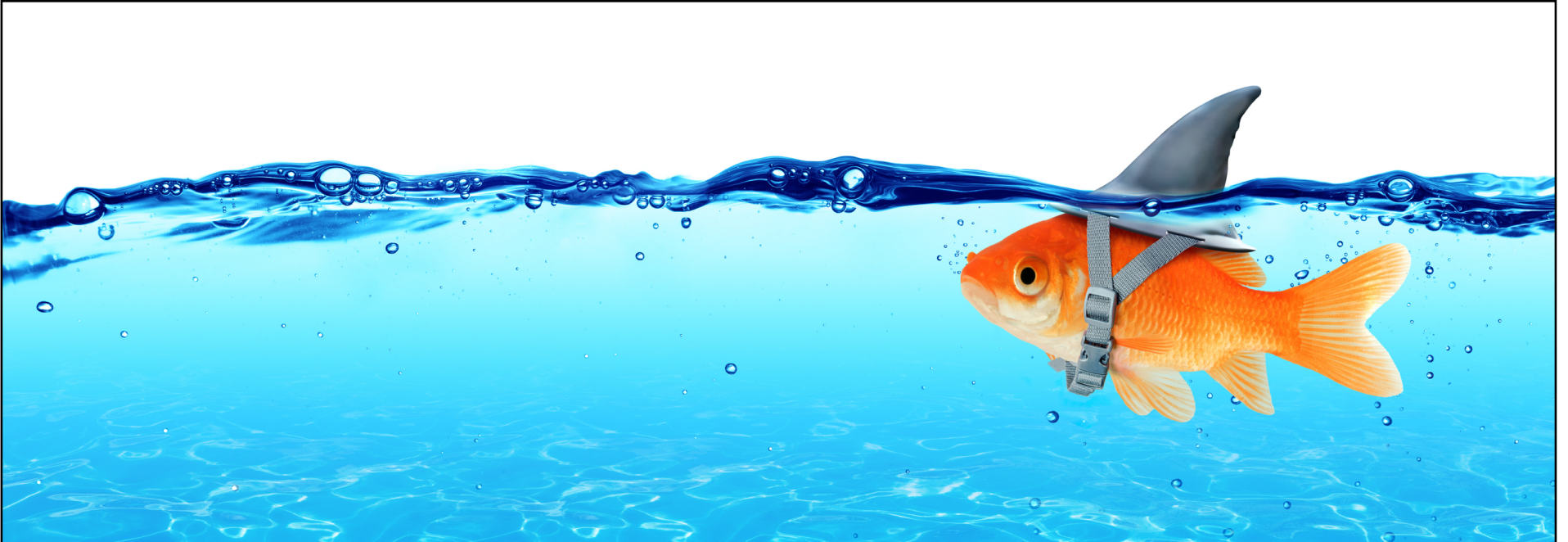
Is your  
website  
up to date?



What is it your  
potential customers see?

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# What should they see?

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Be  
**Colorful?**  
Be Careful!



innova+e!  
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What's over  
there?

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[Kevin@Kevinspeaks.com](mailto:Kevin@Kevinspeaks.com)





innova+e!  
— 2018 —

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Hey Baby,  
Look into my  
eyes!

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[Kevin@Kevinspeaks.com](mailto:Kevin@Kevinspeaks.com)



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We  
Value  
Your  
Feedback!

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Swipe Left  
or  
Swipe  
Right?

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