



# proimpressions

## marketing

# Rule of 20

**The 1st time** people look at ad, they don't see it.

**The 2nd time**, they don't notice it.

**The 3rd time**, they are aware that it is there.

**The 4th time**, they have a fleeting sense that they've seen it before.

**The 5th time**, they actually read the ad.

**The 6th time**, they thumb their nose at it.

**The 7th time**, they get a little irritated with it.

**The 8th time**, they think, "Here's that confounded ad again."

**The 9th time**, they wonder if they're missing out on something.

**The 10th time**, they ask their friends or neighbors if they've tried it.

**The 11th time**, they wonder how the company is paying for all these ads.

**The 12th time**, they start to think that it must be a good product.

**The 13th time**, they start to feel the product has value.

**The 14th time**, they start to feel like they've wanted a product like this for a long time.

**The 15th time**, they start to yearn for it because they can't afford to buy it.

**The 16th time**, they accept the fact that they will buy it sometime in the future.

**The 17th time**, they make a commitment to buy the product.

**The 18th time**, they curse their poverty because they can't buy this terrific product.

**The 19th time**, they count their money very carefully.

**The 20th time** prospects see the ad, they buy what it is offering.