

# [BE FOUNDATIONS] SIGHT vs. VISION



While sight is a function of the eyes - vision happens in the brain.  
Use this worksheet to understand the SENSE OF SIGHT.

## 1) PICK A PIECE AND ITS ONE (1) GOAL

For example: A direct mail piece, Facebook ad, lead magnet, email, etc.

If the viewer would only know or do ONE thing, what would it be? Call? Click?

PIECE:

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GOAL/ACTION:

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## 2) STRONG VISUAL

How can you communicate this with an image? (Consider color, emotion, etc.)

List out at least 5 approaches for the visual, then look around for great images.

PRO TIP: Find high quality free/affordable images at Unsplash, Canva, Pexels, iStockPhoto

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## 3) PLAN YOUR TEXT (LESS IS MORE)

Visuals do the talking, text supports. The brain makes leaps and fills small gaps.

As a guide, you get a header (<5 words) subhead (<10) and call to action (<5)

HEADER:

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SUBHEAD:

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CTA:

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HELP?**

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