

Eyepath©

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INTRODUCTION

The mission of Eyepath, its designers and associates is to organize the elements of design in an effort to improve the process of Visual Communications.

WHAT IS EYEPATH DESIGN

Eyepath Design is an initiative that applies evolved principles of visual communications to all mediums of communication (Direct Response Marketing, Advertising and Internet.) Eyepath's formula allows its designs to illustrate key points that •attract prospects, provide •relevant information that is •accepted and •motivates a prospect to react. EyePath uses •Paths of Familiarity and visual aesthetics adhering to the Principles of Design to direct the eye down a path of key points engaging them within the first millisecond of an impression.

WHY EYEPATH WORKS

Eyepath creates a non-intrusive presentation containing information that addresses a prospect's frustrations and desires with an offer that solves their problem, while leading them down a path of value. Eyepath combines the Principles of Design and proven Direct Response Methods with Eyepath's 5 Key Principles.

EYEPATH 5 KEY PRINCIPLES

The following five principles are processed by the human brain in less than 1 second and are used at key points within a presentation, influencing a prospect's decision to continue. Each Eyepath Design adheres to these attributes along with others classified as First Impressions.

PRINCIPLE 1. PATHS OF FAMILIARITY

Paths of Familiarity are controlled paths the eye follows based upon the elements the eye encounters. A Path of Familiarity directs the eye to a key point in the presentation. Attributes include: the use of gradients, white space, color variations, placement and graphic elements. Eyepath has designed thousands of different Paths of Familiarity and archived them for reference. Paths of Familiarity ensure that a prospect will not get lost between key points in a presentation.

PRINCIPLE 2 - ATTRACTION

Attraction is by far the most important as it is the beginning of every presentation. Images are commonly used to attract a prospect. Other attributes of Attraction are dark regions-defined as contrast, graphic elements adhering to Principles of Design or common environments containing an uncommon attribute.

Fundamental attributes of Attraction:

- Movement
- Uniqueness
- Alluring/Inviting
- Non-Intrusive
- Beautiful
- Inspiration
- Excitement
- Impulse

PRINCIPLE 3 - RELEVANCE

Relevance can only be illustrated when you have an in-depth understanding of your prospect's frustration or desire. Communication will be less effective when it lacks Relevance to a prospect's unique situation. Imagery has the ability to strike an emotional response from a prospect. Imagery should be understandable, intriguing, and Relevant to the offer while creating value for the prospect.

Fundamental attributes of Relevance:

- Association
- Understanding
- Increased Desire
- Perceived Benefit
- Intrigue

PRINCIPLE 4 - ACCEPTANCE

Acceptance is achieved when a prospect determines that the offer and the information associated with the offer is valuable. When a prospect's key frustration is addressed by a "smart" presentation, merit is added to a product or service. Effective methods of communication stimulate prospects to seek additional information resulting in a prospect's Acceptance of a product and its benefits. A test campaign is essential in revealing a campaign's Acceptance threshold. Once a prospect accepts the offer and its value, they are motivated to react.

Fundamental attributes of Acceptance:

- Offer Accepted as Valuable
- Confidence in Offer
- Submissive
- Realization
- Motivation

PRINCIPLE 5 - MOTIVATION

The goal of most communication mediums is to stimulate and motivate a desired reaction. Your method of communication should motivate a prospect to learn more about your offer, visit a website, call or visit your store to make a purchase.

Fundamental attributes of Motivation:

Reaction
Inclination
Enthusiasm
Get-up-and-go
A desire to know more
Incentive
Reaction
Desire to make a purchase
Desire to experience the change that a product or service will provide

HOW EYEPATH DESIGN WILL AFFECT YOUR COMMUNICATIONS

EyePath ensures all information is critiqued and organized so your prospect receives the most pertinent information. Eyepath campaigns are more likely to be read from start to finish. Prospects will be attracted to your presentation, and will accept the value of your offer leaving them with a desire to know more about your company. Your campaign ROI will increase and your response may increase up to 2500% depending on the degree of Eyepath principles applied.

WHY EYEPATH DESIGN

Eyepath considers the first 10 milliseconds of a presentation. The human brain processes 80 billion calculations a second and most prospects are subjected to more than 3000 solicitations a day; their attention spans have become compromised. They are looking for the most relevant and inspiring information as quickly as possible.

DELIVERABLES

Eyepath Designs include:

- a presentation with a defined path the prospect will follow
- a professionally designed collateral piece using 5 additional principles of visual communications
- an aesthetic presentation that is attractive and adheres to the Principles of Design
- a presentation adhering to proven Direct Response methodologies

DIAGRAM 1.0, EYEPATH & DIRECT RESPONSE METHODOLOGY.

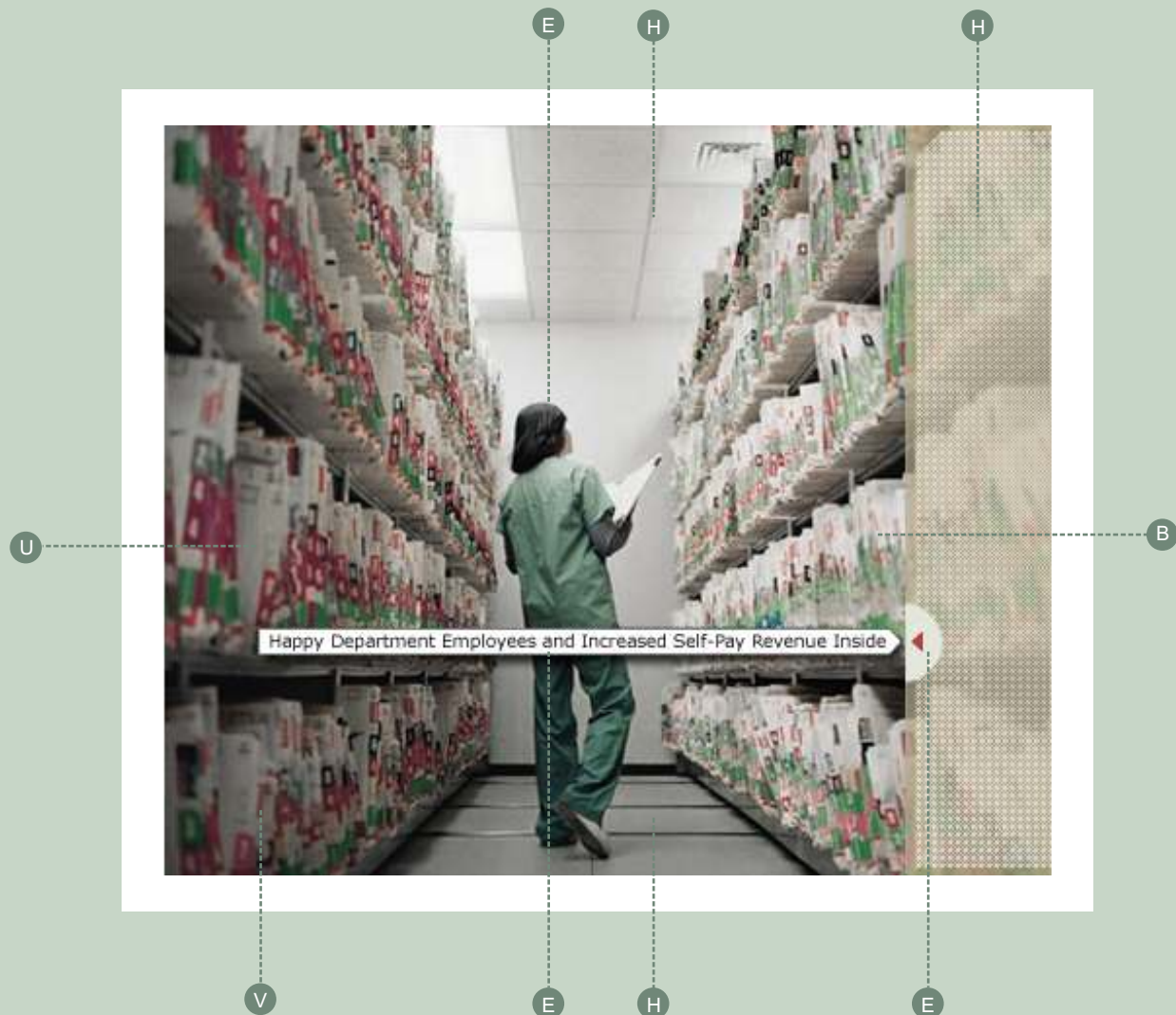
Front Cover Example of a Direct Mail.



- P Problem**, image depicts size and complexity of Accounts Receivable Department in 100-300 bed hospital.
- S Solution**, Happier Employees & optimized Account's Receivable department
- R Result**, Increase Net Revenue
- C Call to Action**, Tape and arrow detailing next step for prospect.

DIAGRAM 1.1, EYEPATH & PRINCIPLES OF DESIGN.

Front Cover Example of a Direct Mail.



- H** **Harmony**, Flooring, Ceiling and Graphic Grid
- E** **Emphasis**, solid green uniform against white background. White break with black text.
- V** **Variety**, consistent file color and size
- B** **Balance**, green in file and uniform
- U** **Unity**, files are consistent on two outer regions of image. Random.

DIAGRAM 1.3, EYEPATH® PRINCIPLES

Front Cover Example of a Direct Mail.



- P Path of Familiarity**, Break between floor, ceiling and files direct eye through the center of the image.
- A Attraction**, Image is non-intrusive due to composition and camera angle. Happy is an attractive word.
- R Relevance**, Image of Accounts Receivable Department. Hospital Employee in accounts receivable department. Files of Patients.
- AS Acceptance**, Happier Department Employees and increased net revenue, the investment of opening the mailer shows little risk for reward. Prospect accepts offer and is motivated to open.
- M Motivation**, in order for prospect to validate offer they are required to open mailer. Prospect opens mailer.

DIAGRAM 1.4, EYEPATH[®]

Front Cover Example of a Direct Mail.

