

# ATTENTION CONTROL CHEAT SHEET

Run demos people can actually follow  
*If people have to guess, you've lost them.*

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## **FOCUS — Show less**

- One screen. One idea
- Collapse everything else
- Zoom into what matters

*If everything is visible, nothing is important*

## **GUIDE — Tell them where to look**

- Say it before you move
- Move slowly and land
- 'This is the key step'

*Movement without intent = confusion*

## **CONTRAST — Make it stand out**

- Pause your cursor
- Highlight key areas
- Remove clutter

*If it blends in, it disappears*

## **FLOW — Move step by step**

- Set the path upfront
- Finish before switching
- Pause between screens

*Random movement breaks trust*

## **Tell → Show → Tell**

- Tell what you'll do
- Show it
- Tell what happened

*Most people skip the last step*

## **Common Mistakes**

- Clicking while talking
- Jumping tabs
- Showing everything
- Moving too fast

*Confusion looks like silence*

## **Before You Start**

- Close tabs
- Turn off notifications
- Pick ONE path
- Decide what NOT to show

## **Quick Fix**

- Slow down
- Pause
- Re-state
- Show one thing

*Reset attention instantly*

## **Framework**

FOCUS → GUIDE → CONTRAST → FLOW