NEUROMAP™

THE WORLD'S FIRST NEUROMARKETING MODEL

STOP CONFUSING. START CONVINCING.

4 STEPS

1. DIAGNOSE THE PAIN
2. DIFFERENTIATE YOUR CLAIMS
3. DEMONSTRATE THE GAIN (VALUE, COST)
4. DELIVER TO THE REPTILIAN BRAIN

6 STIMULI

- TANGIBLE
- BEGINNING & END
- CONTRAST
- VISUAL
- SELF-CENTERED
- EMOTION

THE 3 BRAINS

- THE REPTILIAN BRAIN — INSTINCTUAL
- THE MIDDLE BRAIN — EMOTIONAL
- THE NEW BRAIN — RATIONAL

START

6 MESSAGE BLOCKS

TO DELIVER TO THE REPTILIAN BRAIN

1 Grabber
Capture the attention of your audience early so they will want to hear more. Use a mini drama, a word play, rhetorical questions, a prop or story.

2 BIGGER BETTER BEST

CLAIMS: 1, 2, 3
A mnemonic spelling of the 3 (or fewer) unique or compelling reasons for your prospect to buy from you. By repeating them, your CLAIMS will become memorable takeaways.

3 Big Picture
Present a simple, graphical representation that illustrates how your solution will positively impact your prospect's world.

4 Proofs of GAIN
For each CLAIM, give proofs like customer success stories. The GAIN should be financial, strategic and/or personal.

5 Handling Objections
Reframe the objections by addressing the Reptilian Brain. The simple use of logic won't diffuse an objection.

6 Close
Repeat your CLAIMS one more time. Ask: "What do you think?" and "Where do we go from here?" Let your prospects comment and commit freely.

END

7 MESSAGE BOOSTERS

TO INCREASE THE IMPACT OF EACH BLOCK

- **Use "You"** — Using the word "You" makes your prospects take ownership of your solution.
- **Be Credible** — Your passion, energy and conviction can be sensed by the Reptilian brain of your audience.
- **Show Contrast** — Create a sharp difference between the PAIN your prospects experience before your solution, and the relief of that PAIN with your solution.
- **Trigger Emotion** — Prospects forget how painful their problems really are. Reenact their PAIN and make it personal.
- **Vary Learning Styles** — Most messages are only Auditory. Use the two other learning styles, Visual and Kinesthetic, to keep your audience engaged.
- **Tell Stories** — Because the Reptilian Brain cannot differentiate between reality and a story well told, stories are soft but highly effective influencers.
- **Aim for Less** — Make every second, every object, every word of your message count!

SALES BRAIN

THE WORLD'S FIRST NEUROMARKETING COACHING COMPANY

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