

4 STEPS

1. DIAGNOSE THE PAIN



2. DIFFERENTIATE YOUR CLAIMS



3. DEMONSTRATE THE GAIN

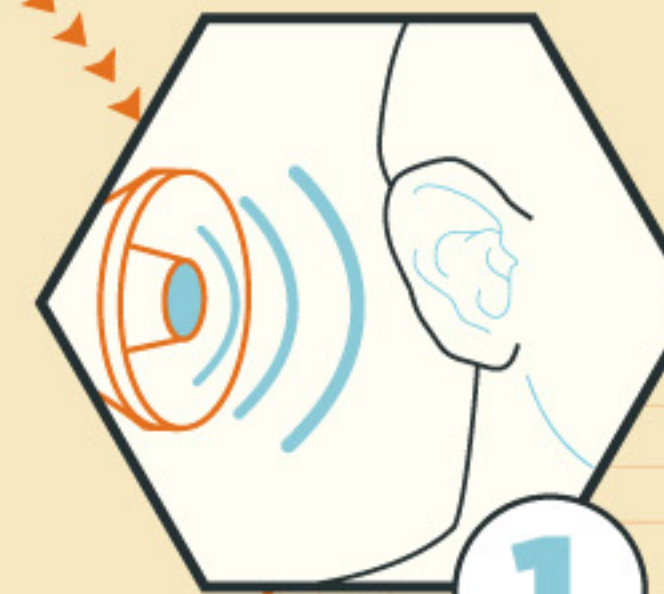


4. DELIVER TO THE REPTILIAN BRAIN

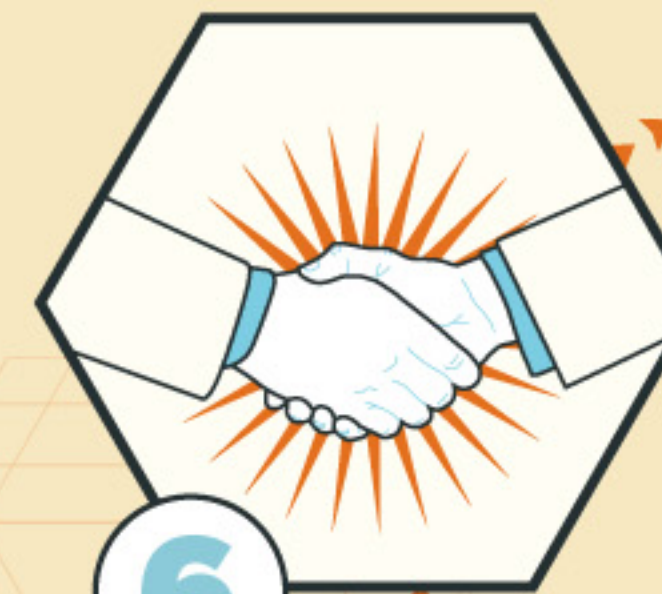


6 MESSAGE BLOCKS

TO DELIVER TO THE REPTILIAN BRAIN



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.



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

1

6



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.

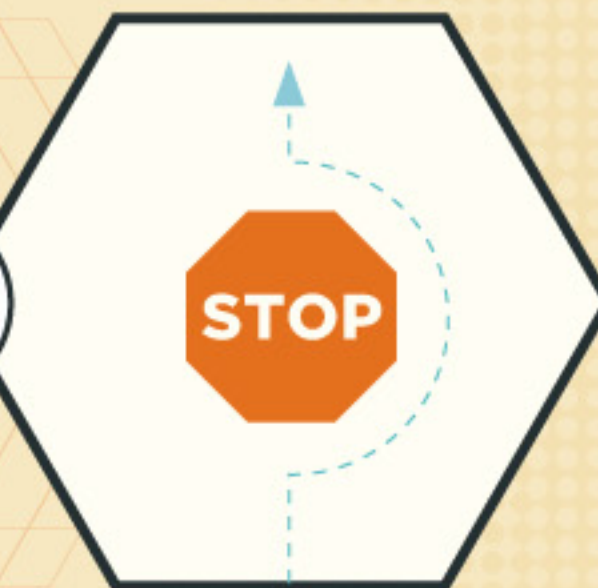


Tell Stories
Because the Reptilian Brain cannot differentiate between reality and a story well told, stories are soft but highly effective influencers.



Aim for Less
Make every second, every object, every word of your message count!

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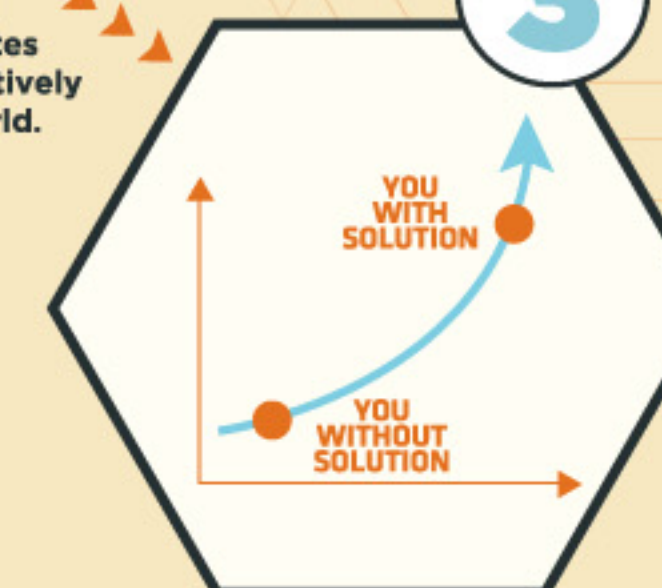
Handling Objections
Reframe the objections by addressing the Reptilian Brain. The simple use of logic won't diffuse an objection.

BIGGER BETTER BEST

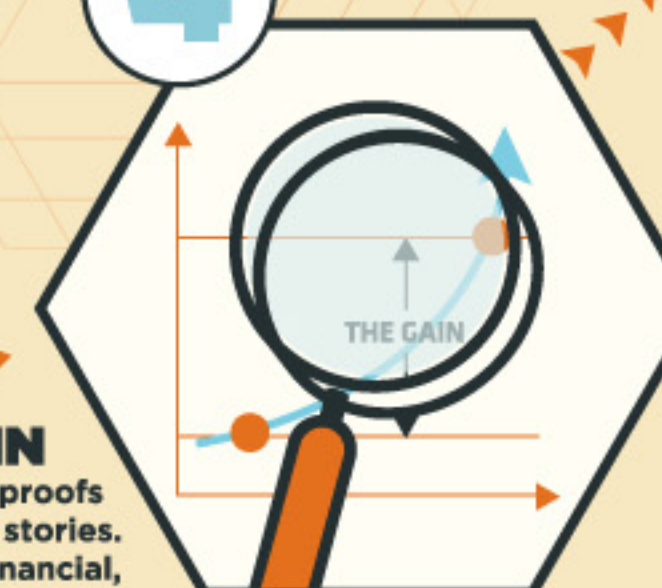
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Big Picture
Present a simple, graphical representation that illustrates how your solution will positively impact your prospect's world.

3



4



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



START

THE 3 BRAINS

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



THE ONLY NEUROMARKETING MAP
STOP CONFUSING. START CONVINCING.

