

NEUROMAP SCORE

Personal



Is your message clearly re-awakening the customer's frustrations or threats solved by the product or service you offer?	10 if yes, 0 if no
Is the copy mostly focusing on the customer ("you") instead of focusing on the company or product?	
Are the consequences of not overcoming the PAIN/frustrations clearly identified? (loss of money, risk, stress, etc.)?	
Is the message stressing the urgency of solving the PAINS?	

Relevance to the PAIN

STEPS TO IMPROVE EACH STIMULUS

--	--

Contrastable



Is the message using at least one CLAIM?	
Is it clear that each CLAIM is going to eliminate or treat a specific PAIN?	
Are the CLAIMS helping you create a sharp contrast as "before and after" or compare you to other competitors?	
Are the benefits/CLAIMS truly unique or original?	

Use of CLAIMS

--	--

Tangible



Is the value of each CLAIM/core benefit demonstrated or proven with credible customer stories, demos, or data?	
Are there analogies or metaphors designed to reduce cognitive effort to believe in the benefit of each CLAIM?	
To which extent is it possible to understand the value of the solution or product in less than 5 seconds?	
Overall, is the message designed to be grasped with limited cognitive load? (more visuals and less text)	

Demonstration of the GAIN

--	--

Memorable



Are the CLAIMS easy to remember?	
Is the message using no more than 3 CLAIMS?	
Are CLAIMS repeated more than once?	
Is there an effort made to simplify and accelerate the decision to choose the product or solution proposed at the end?	

Repetition, storyline

--	--

Visual



Is the message visual salient? (using elements with sharp and clear contour)	
Is there at least one strong visual presenting the value of the solution from the perspective of a customer?	
Is the ad more than 70% visual?	
Overall, can the overall value of the solution be understood without reading any text?	

Saliency

--	--

Emotional



Is the message seeking first to attract attention from the PRIMAL BRAIN rather than explain features (Bottom-up effect)?	
Is there a clear call to action to move towards closing a transaction?	
Is there a big emotional lift from the threat/frustration (PAIN) to the liberation of such PAIN?	
Does the final part of the message create anticipation or excitement?	

Arousal, Approach/Avoidance

--	--

NEUROMAP SCORE	Scoring Points	Persuasive Impact
A	200-240	Your message is very persuasive
B	160-199	Your message is moderately persuasive
C	120-159	Your message is neutral
F	<120	Your message does not persuade

