

# HACKING THE BRAIN TO WIN MORE SALES



PROPAGANDA

PROOF.  
POSITIONING

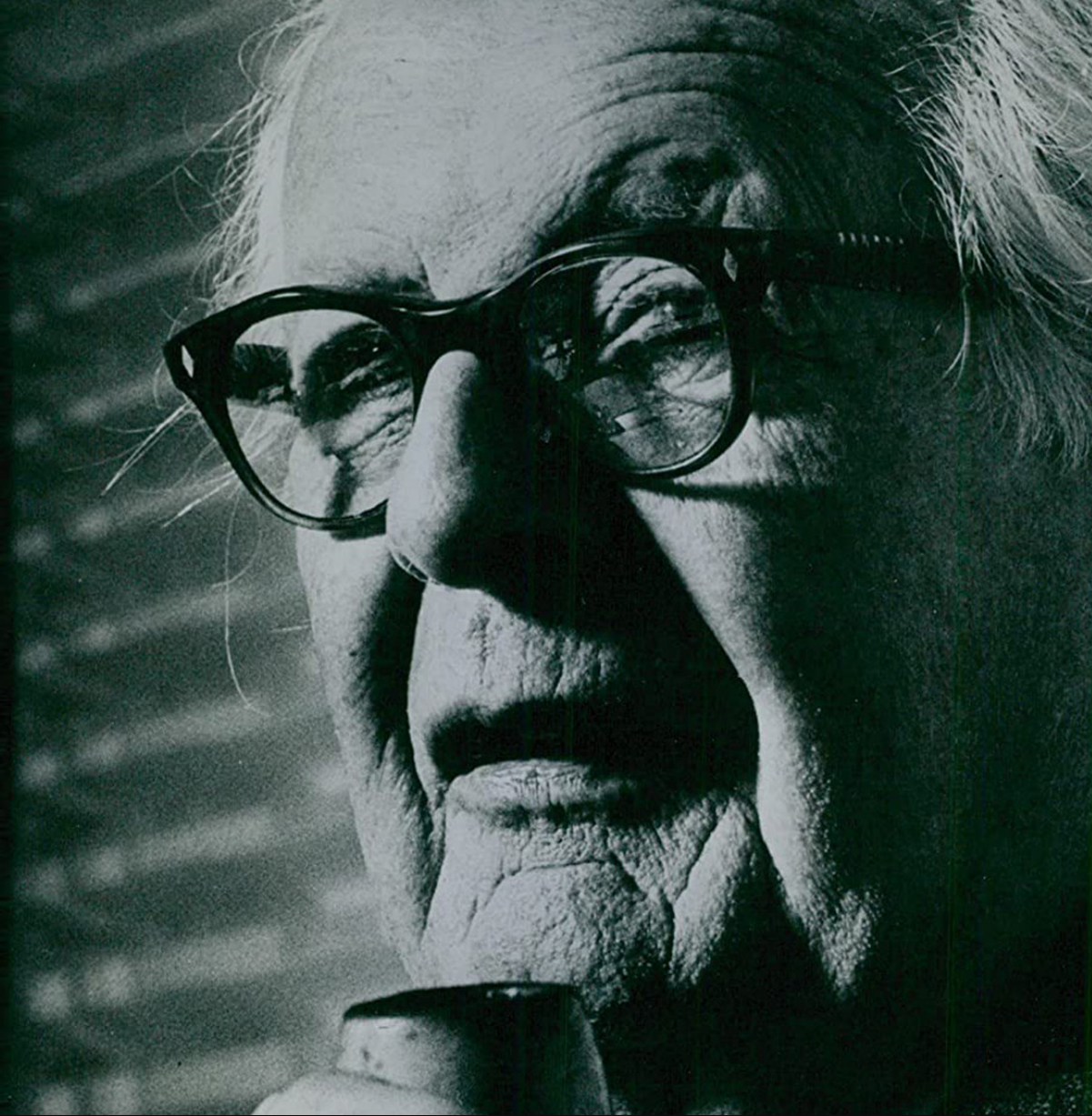
# UNDERSTANDING THE BRAIN'S NATURAL PROCESSES



# JEAN PIAGET

Epistemology

1896-1980



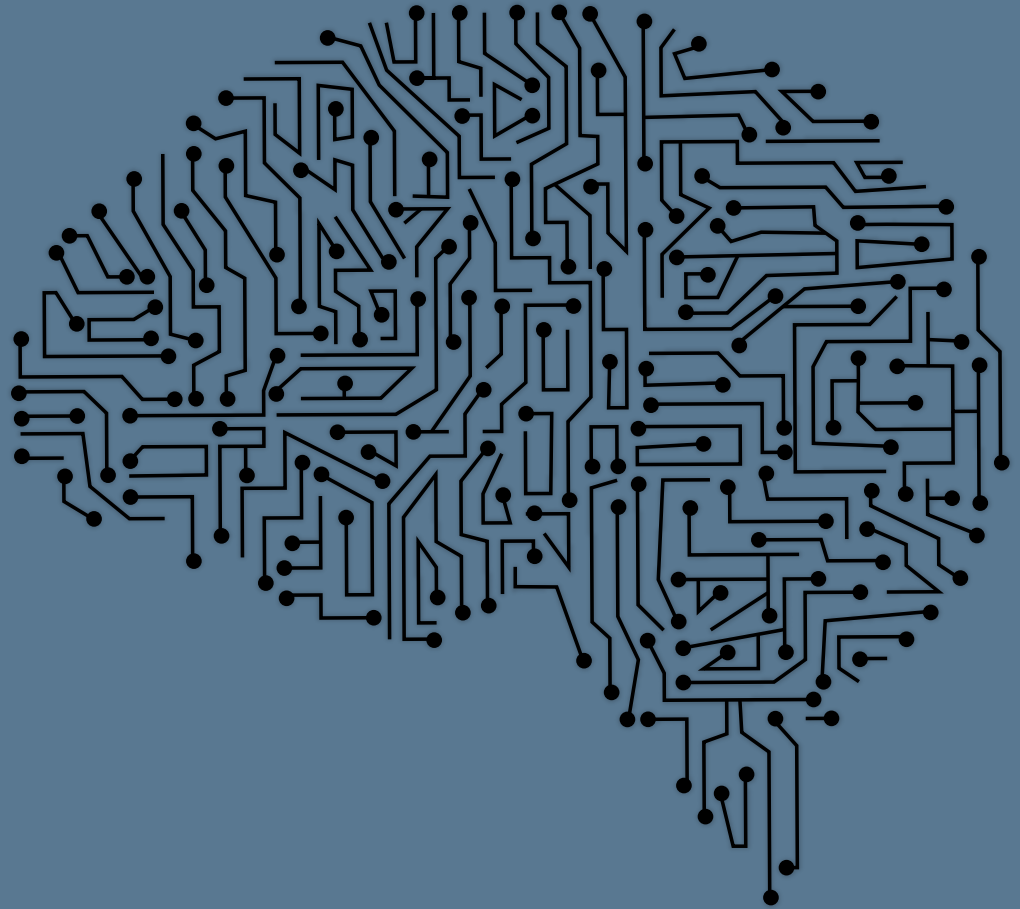
# 2 DEFINITIONS

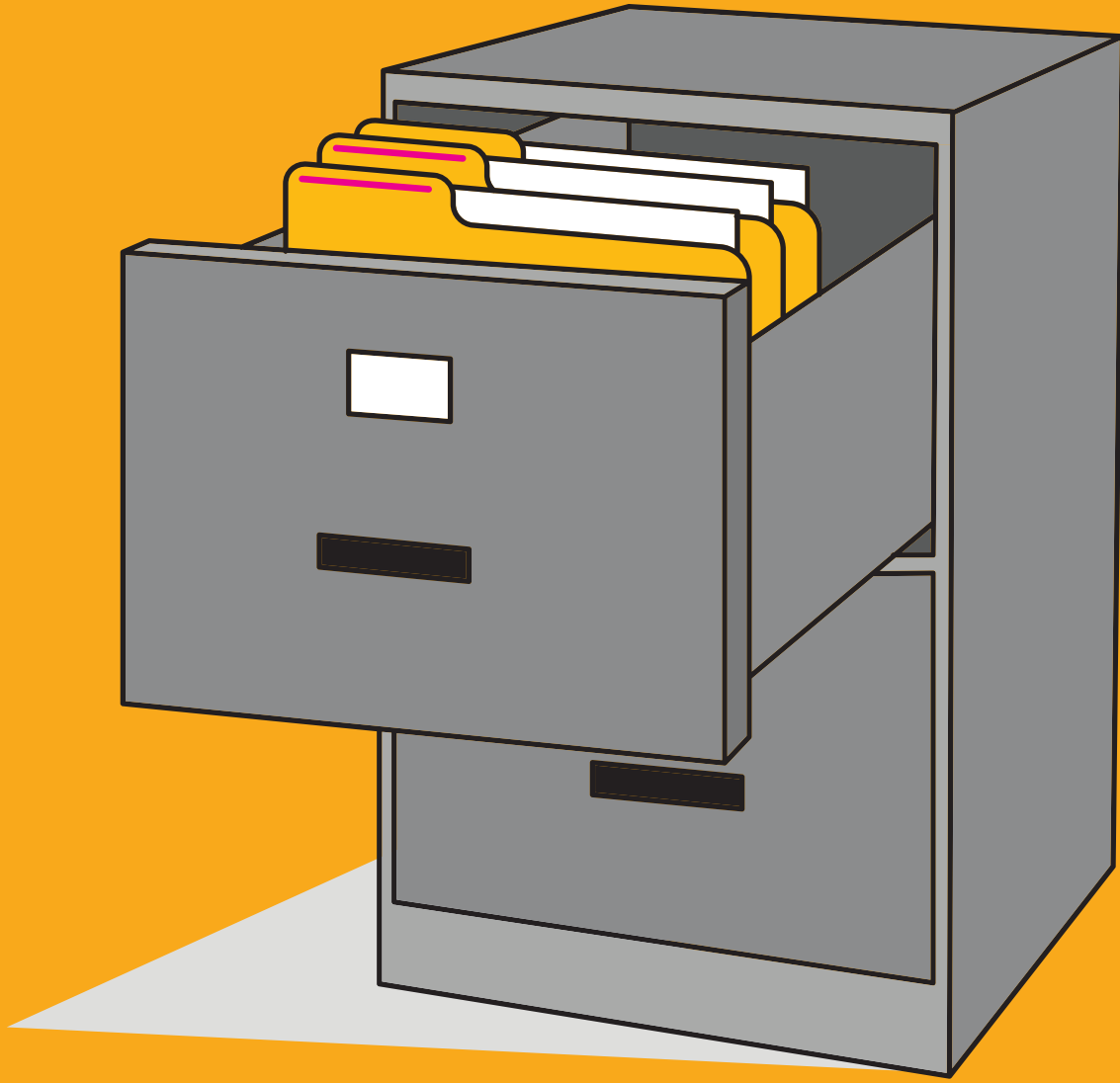
## SCHEMA

A mental structure we use to organize and simplify our knowledge of the world around us.

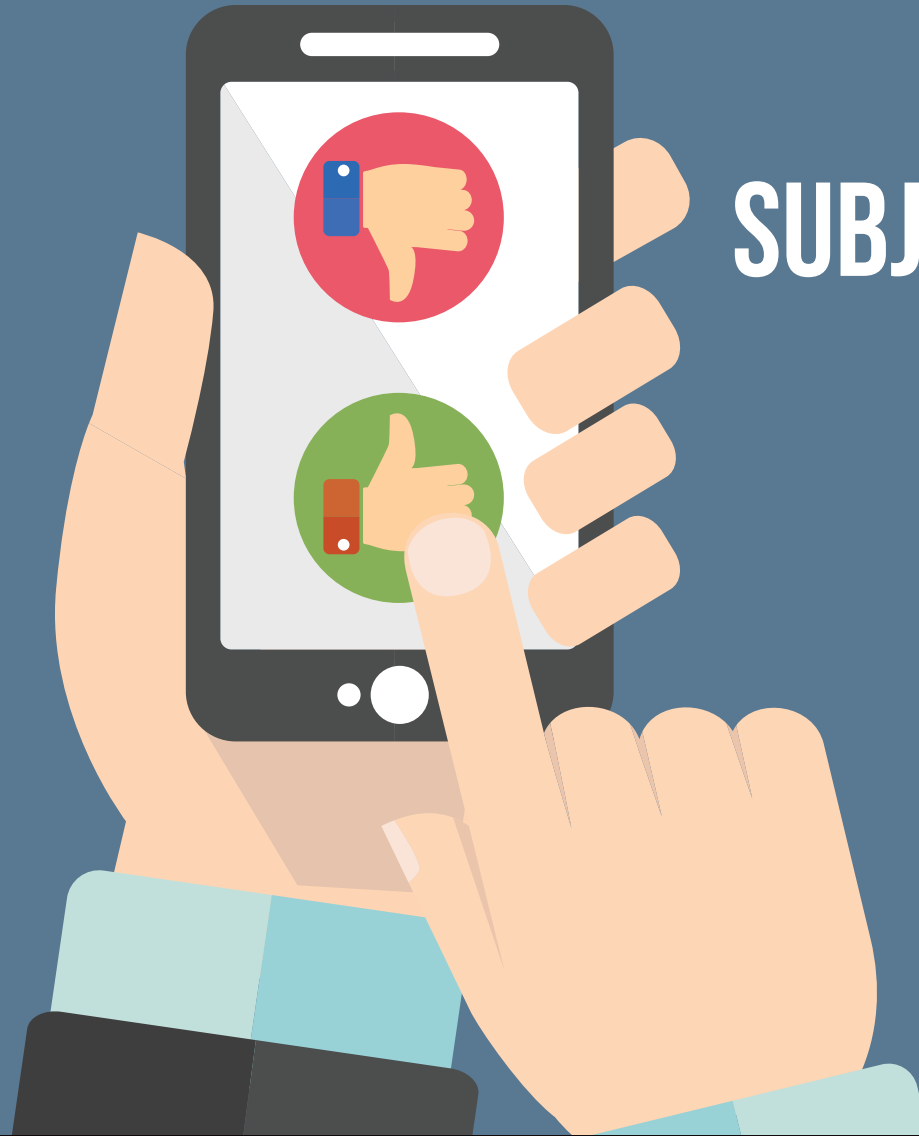
## SCHEMATIC MARKER

A predefined emotion in the brain that is recalled when external factors arise.

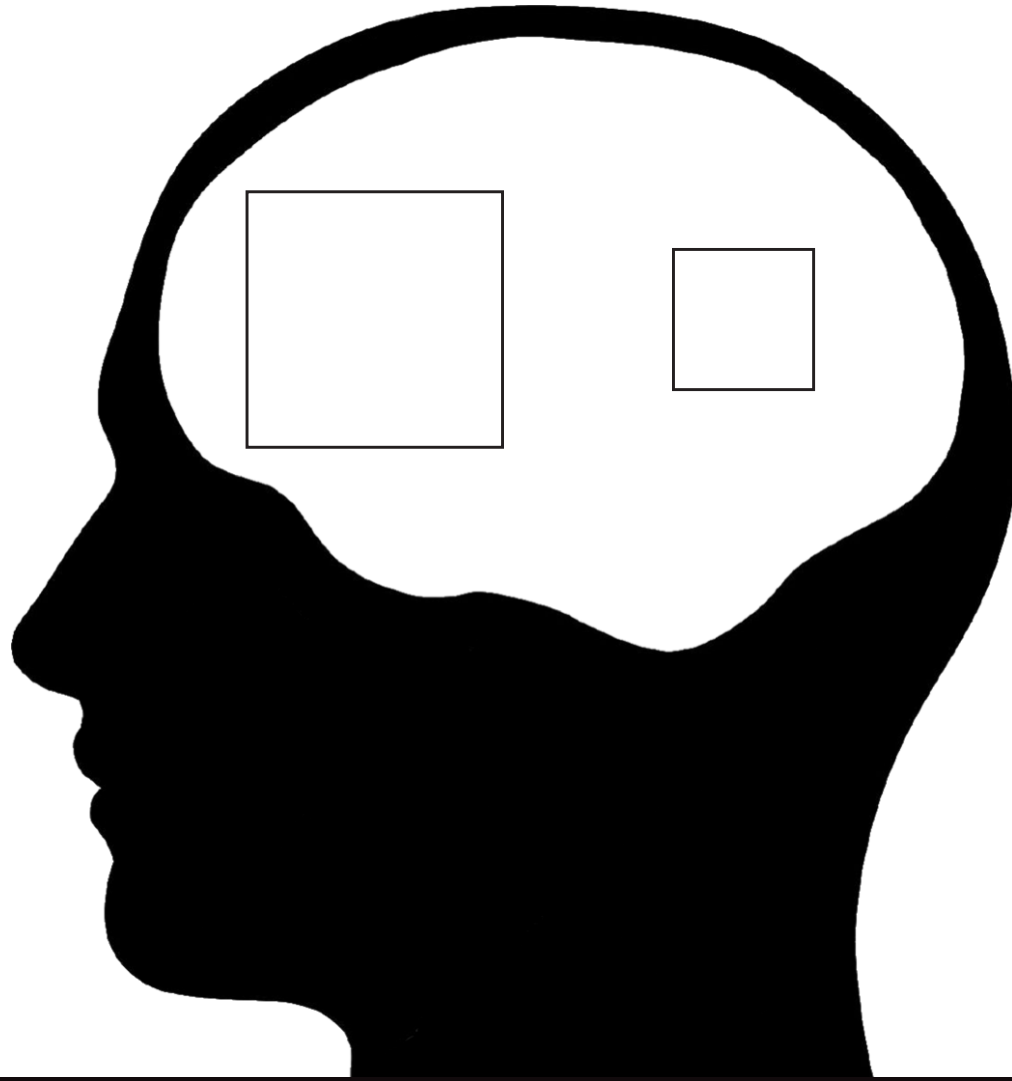


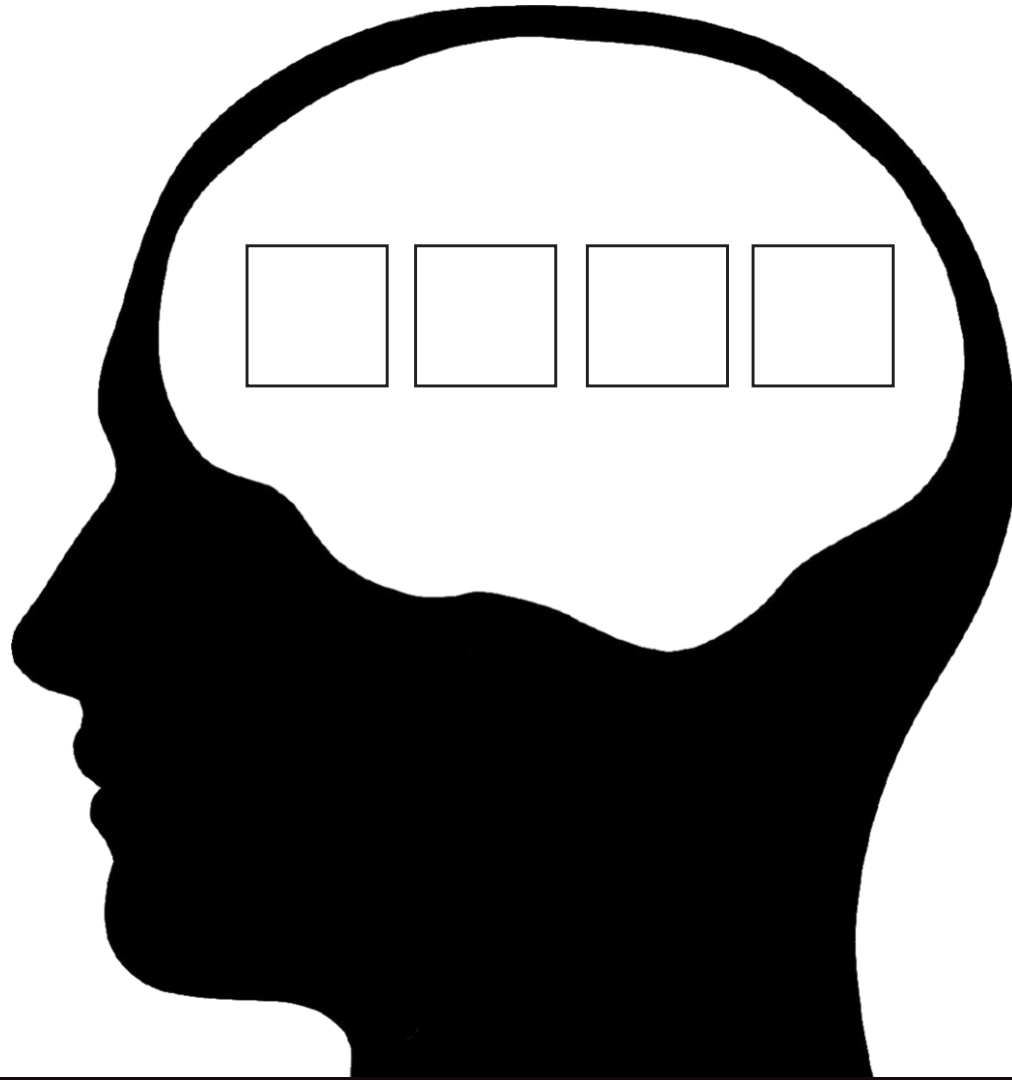


**OBJECTIVE**



**SUBJECTIVE**







# RANDOM REMODELING

**Kitchen Remodels**

Bathroom Remodels

**Decks and Patios**

Finished Basements

**Hardwood Flooring Install**

Foundation Repair

**Plumbing and Electrical**

Room Additions

**Window and Door Replacement**

Commercial Remodeling

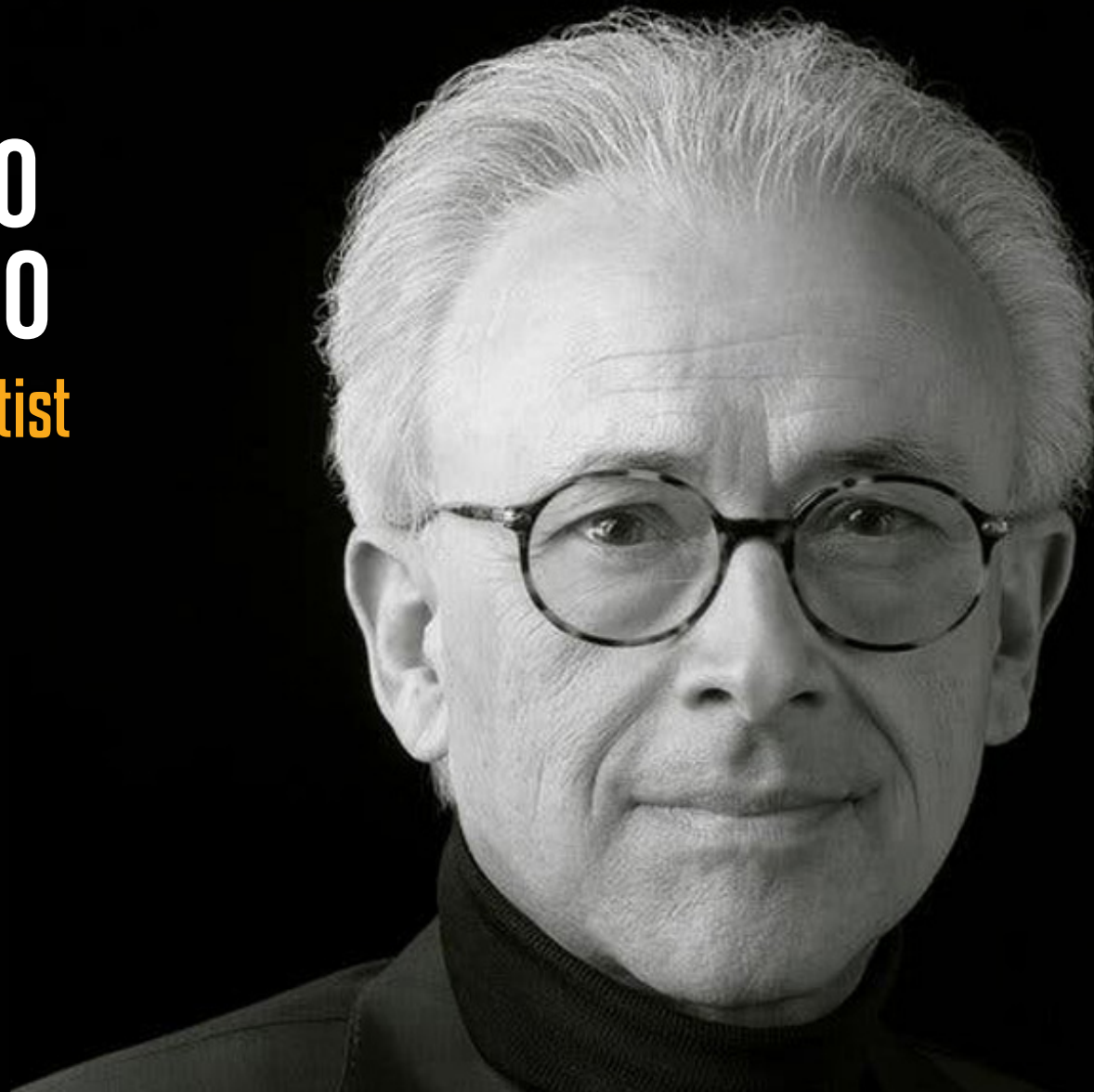


# HOW THE BRAIN USES EMOTIONS TO MAKE DECISIONS

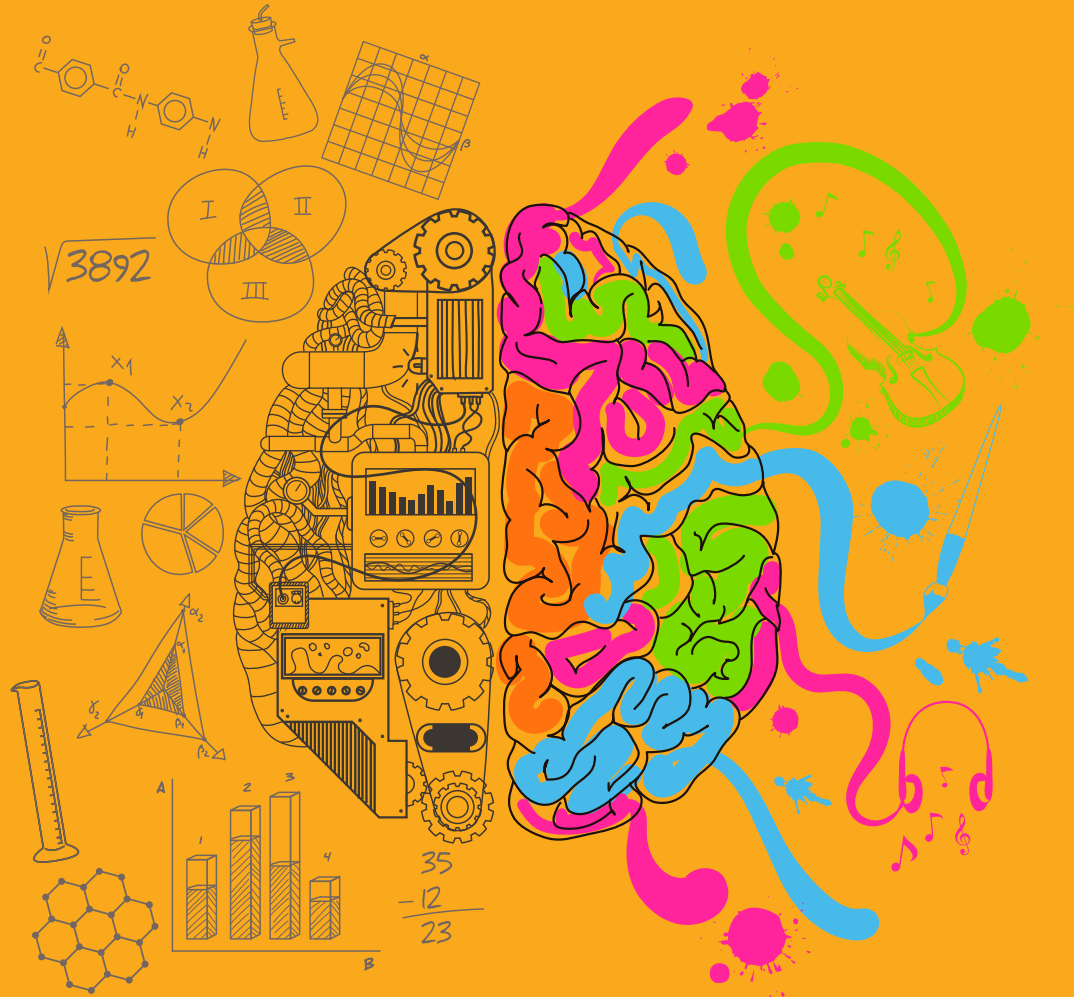


# ANTONIO DAMASIO

Neuroscientist



# LOGIC BRAIN VS. EMOTIVE BRAIN



# THE BRAIN

## FRONTAL LOBE

thinking, organizing  
and problem solving

## HYPOTHALAMUS

controls body  
temperature, hunger,  
fatigue, sleep

## AMYGDALA

memory, decision-making  
and emotional responses

## BASAL GANGLIA

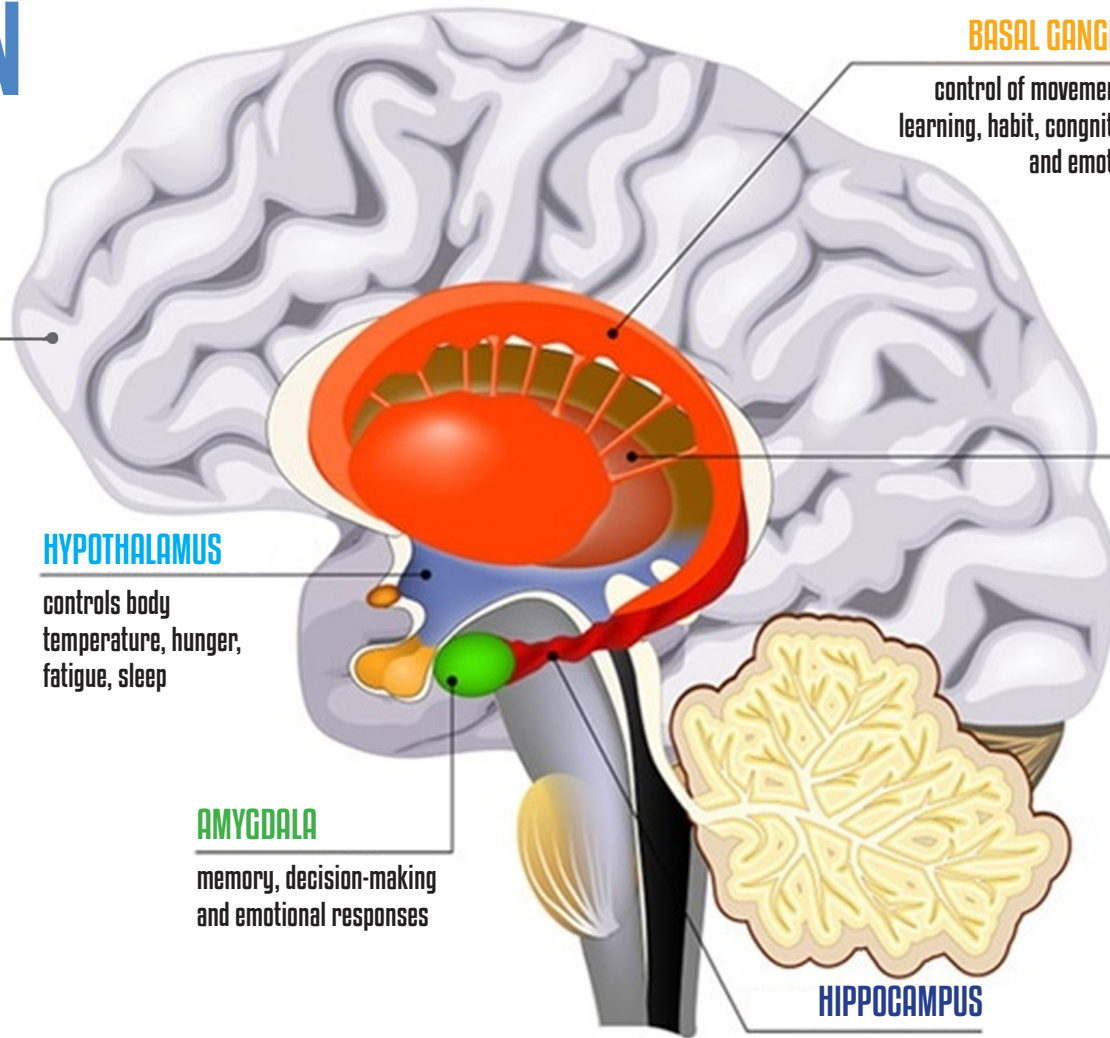
control of movements,  
learning, habit, cognition  
and emotion

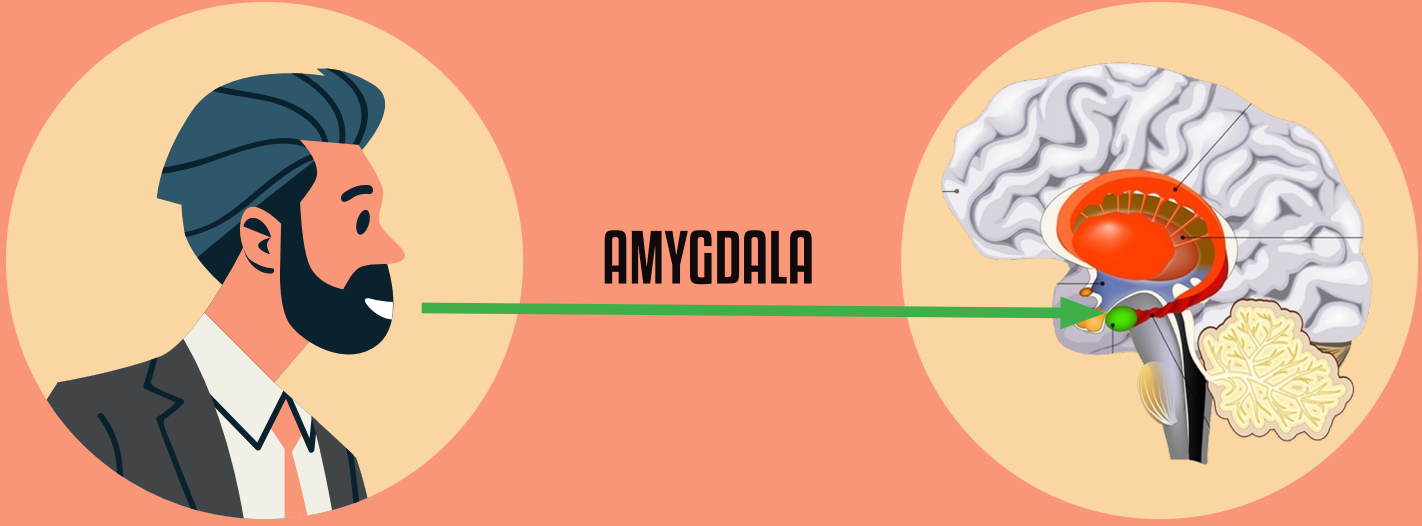
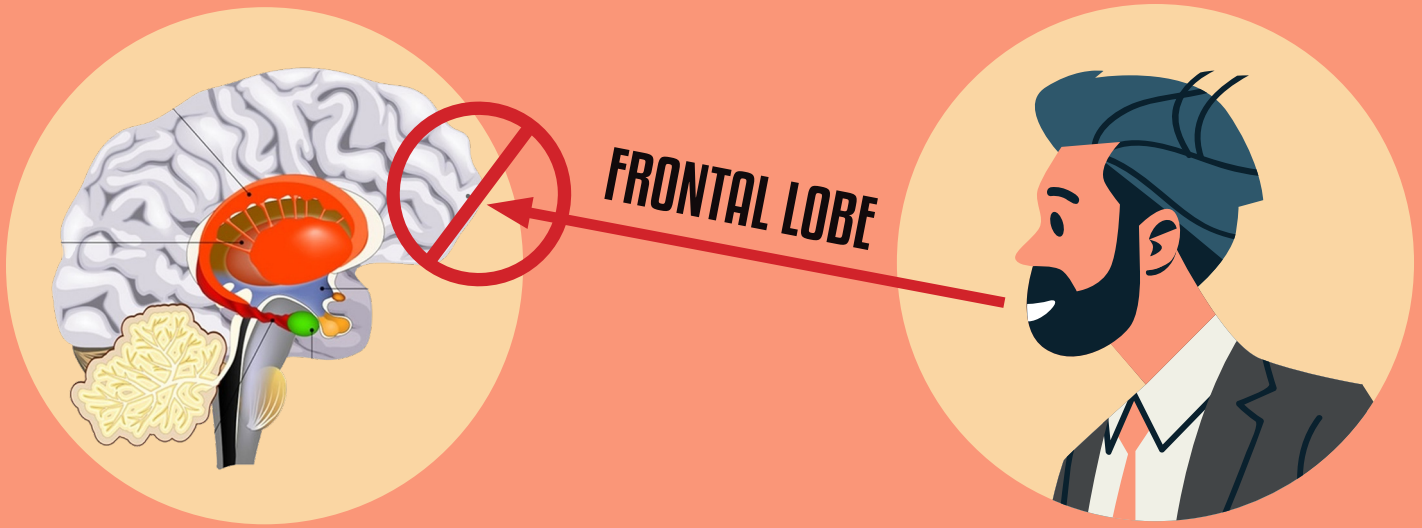
## THALAMUS

regulation of sleep,  
consciousness, and  
alertness

## HIPPOCAMPUS

memory, navigation





# SUMMARY

MESSAGES ARE MOST RESONANT TO THE BRAIN IF THEY ARE:

1. **OBJECTIVE** avoid subjective language
2. **SINGULAR** no lists or feature sets
3. **EMOTIONAL** use emotions, memories and avoid logic
4. **SIMPLE** requires no thinking or problem solving





# WANT PROOF ?

**ARE YOU LEVERAGING HOW THE BRAIN  
WORKS TO YOUR ADVANTAGE?**

**ARE YOU MEASURING HOW YOUR  
CUSTOMERS FEEL ABOUT YOU?**

**ARE YOU RELAYING THE RIGHT MESSAGES  
TO THE RIGHT TARGETS?**

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