

OUTSMARTING YOUR FEAR:

How your brain's natural processes are keeping you from making more money and what to do about it.



PROPAGANDA

PROOF.
POSITIONING

WRITE DOWN 5 THINGS YOU DO AT YOUR ORGANIZATION.

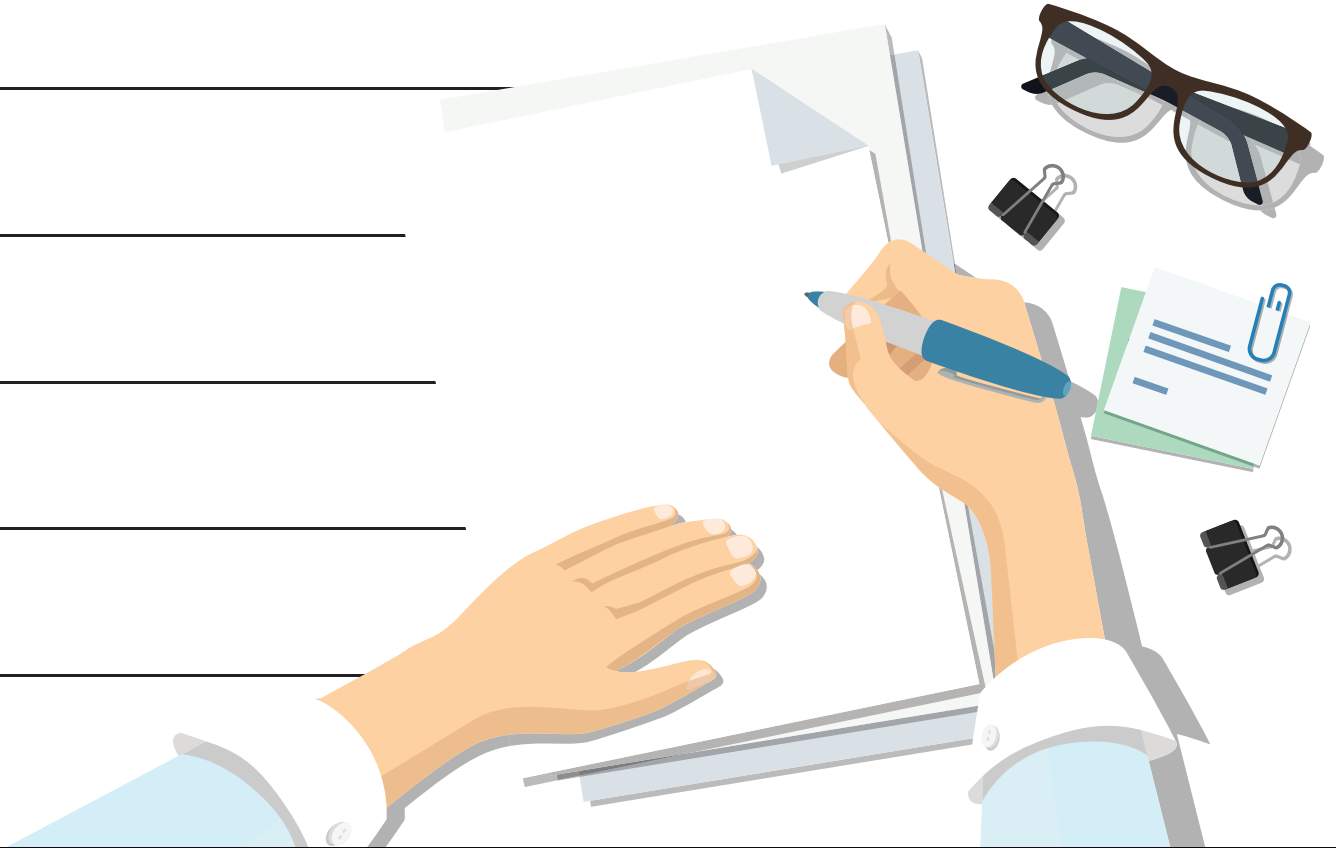
1. _____

2. _____

3. _____

4. _____

5. _____



**CROSS OFF
THE THINGS
THAT YOUR
COMPETITORS
CAN ALSO DO.**



WHAT IS THE BRAIN'S PRIMARY FUNCTION?



HOW DOES IT KEEP YOU ALIVE?



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





**WHAT WOULD HAPPEN IF
YOU STOPPED TALKING
ABOUT THE THINGS YOU
CROSSED OFF?**



WHAT THINGS WOULD YOU PUT IN THEIR PLACE?

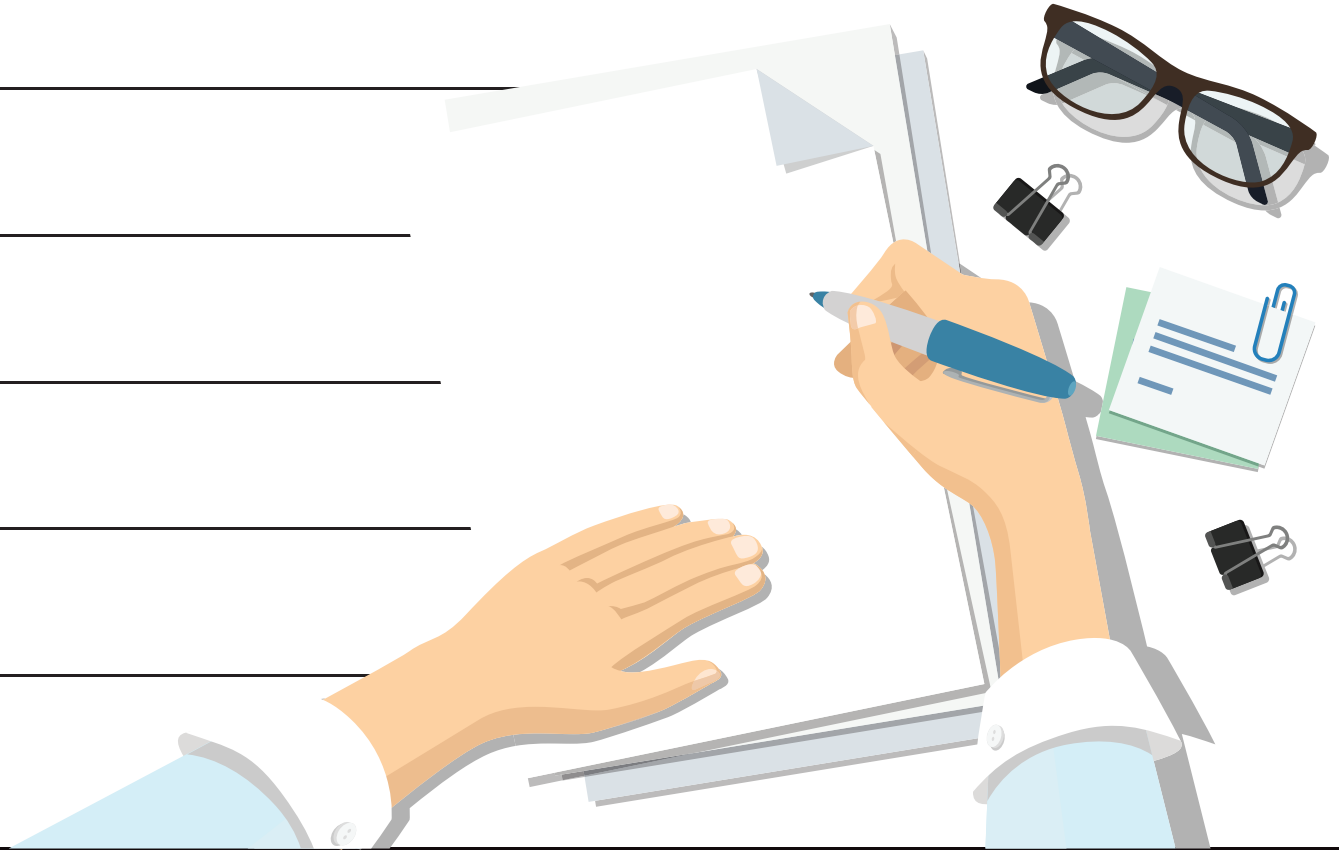
1. _____

2. _____

3. _____

4. _____

5. _____





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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