

SELL MORE WITH A RIGHT-BRAIN MARKETING STRATEGY

**Learn How a Simple Change to Your Product
Name and Sales Pitch Can Multiply Your Income**

JAMES I. BOND

JAMES I. BOND is not a fictional MI5 spy. He is one of America's leading behavioral management and business marketing specialists. He ran one of Southern California's leading behavioral management firms for thirteen years, working with clients like Amgen Biotech, Gannett Media, Litton Industries, and British GE. He also previously ran an ad agency in Canada. James I. Bond is a graduate of Concordia University.

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MAIN IDEA

To amplify the stickiness of your marketing strategies and vehicles, use "BRAIN GLUE". This is a right-brain marketing approach, which has been used successfully by some of the world's leading behavioral gurus, marketers, attorneys, and politicians.



BRAIN GLUE is generated by slight and subtle changes in the way you market your product or service, and can lead to dramatic increases in the number and quality of people who say YES to your products and ideas. If you want to persuade and influence more people, increase the amount of BRAIN GLUE you're generating.

"Our brains are already programmed to recognize specific phrases and patterns. So, anchoring our product or idea to something already 'stuck' inside our listener's brain will also trigger an additional part of their brain – the same region where images are processed, and decisions are made. BRAIN GLUE simplifies your ability to sell and persuade just about anyone by amplifying your message so it 'sticks in your listener's brain like glue.' BRAIN GLUE makes your listener DESIRE and then REMEMBER what you are selling by triggering the brain's emotion centers, where decision-making happens. So, even if they don't immediately say yes, it implants your message into their memory, so it's remembered when they are finally ready to buy or take action. Because persuasion is one of the most essential skills you will ever use, learning and understanding how BRAIN GLUE works could be one of the most valuable skills you ever develop."

– James I. Bond

S	SET THE RIGHT EXPECTATIONS	RHYME TO PERSUADE	R
T	TRIBAL ALIGNMENT	ALLITERATION	A
E	EASE THEIR UNDERSTANDING	CHIASMUS IS A GREAT TOOL	C
AM	ANALOGIES & METAPHORS	TRIGGER-WORDS WORK	T
A	ANCHOR TO WHAT THEY KNOW	ODD MENTAL SURPRISES	O
T	tone your voice	REJECTION ATTRACTS	R
T	TRIGGER OXYTOCIN	SENSE ELEVATION	S

S – Set the right expectations Page 2
Always tell people right up front what to expect, and they will usually see what you tell them to see.

T – Tribal alignment Page 2
Telling people you're one of them is powerful. It can enhance your ability to persuade.

E – Ease their understanding Page 3
Simplify what's complicated. The easier you make it for people to understand, the easier it becomes to buy.

AM – Analogies & metaphors Page 3
The right analogy or metaphor can be a genuine game-changer. Use them for names and blurbs.

A – Anchor to what they know. Page 4
Anchoring your offering to something people know creates cognitive bias. They are more inclined to like it.

T – Tone your voice Page 4
The way you speak can and does send a strong signal. Always aim to speak with "calm confidence".

T – Trigger oxytocin. Page 5
When you make people laugh, they get the brain chemical oxytocin. Laughers are buyers.

R – Rhyme to persuade. Page 5
People love rhymes. If you want to convince and persuade, build rhymes right into your crusade.

A – Alliteration Page 6
Alliteration is the repetition of sounds. Funnily enough, silly sounding syllables sell.

C – Chiasmus is a great tool. Page 6
Chiasmus is where a two-part phrase is reversed in the second part. It can be highly effective.

T – Trigger words work. Page 7
Learn how to trigger reflexive responses in your audience. It's all just a matter of the words you choose.

O – Odd mental surprises Page 7
The human brain always notices a odd and unexpected phrases. Use that to generate brain glue.

R – Rejection attracts Page 8
Sometimes, stating clearly who should not buy your product will strengthen your pitch. Try it.

S – Sense elevation Page 8
Injecting one of the five senses into your explanation might make it unforgettable. It can boost receptiveness.