

NeuroMarketing

Bonus Report

5

KEY CONCEPTS



David Krueger, MD



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by David Krueger, MD

This book is part of the NeuroMarketing series by David Krueger, MD and VanBuren Publishing. It is designed to help you increase your business through evidence-based and brain-based strategies and concepts that you can put into practice each day.

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Version 1.0 (First Edition)
Editor: Gail Koffman
Design: Van Buren Publishing
Cover: Van Buren Publishing

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Introduction

Neuromarketing integrates biological and social sciences to understand unconscious choices and the underlying brain activity that determines consumer behavior.

When we engage potential prospects with a product or service in mind, we invite them to part with their resources, including time, attention, and effort. If they do, we will bring value and they will benefit from the engagement. Teachers sell their students that the science lesson they're teaching is interesting and beneficial. In healthcare, the physical therapist helps someone recover from injury to handle resources – time, attention, and effort – because patients can be healthier if they use those resources wisely. To move people effectively and powerfully requires seeing them as a participant and a collaborator.

Here's what happens when you don't do that. When people consult a physician, fewer than 50% who get a prescription from this expert consultant actually fill it. Of those who do fill it, fewer than 50% take it as the doctor directed. So when someone is motivated by fear and pain, inconvenienced by time and travel, and have to pay to consult an expert, less than 25% actually follow that expert advice. It doesn't become their story.

Consider this question for yourself—and write down a specific number as soon as you hear the question. What percent of your real work involves convincing or persuading people to give up something they value for something you have? Something that will bring them great value?

Almost 10,000 professionals around the world were surveyed to address this question. Nearly every one considered this aspect a critical component of their success. Yet while most people believe direct persuasion is crucial for professional success, the time allocated to engaging and directly persuading people was in the low single digits. What we find valuable and what we actually do may significantly differ.

When we work for ourselves, as entrepreneurs we become salespeople as well. What people in sales do is to move people. You can tell the ones who don't do this: their kids get very skinny.

The persuasion industry, now led by neuromarketing, focuses on most everything we buy. What we purchase for emotional reasons and then justify by logic is shaped in ways so subtle that we may have failed to recognize them.

An example of a failure in influence: A cigar manufacturer spent considerable money on an advertisement that depicted a beautiful, smiling woman handing out cigars to her husband and his friends. This was attractively done in an elegant English library setting and widely displayed. The result: a dramatic fall in cigar sales. Why? When men smoke cigars, they unconsciously feel dominant and important. By showing a woman encouraging a man to smoke, and being subservient to her offering, the advertisement psychologically countered the male customers' intent.

What is NeuroMarketing?

NeuroMarketing studies the way the brain responds to various stimuli in order to understand consumer decision patterns. To understand the customer's unconscious mind and choice architecture is so important because neuroscience has shown that 90 to 95% of our operating system is unconscious. Our thoughts, emotions, and even learning occur mostly outside our conscious awareness. So to be effective at anything from breaking habits, to learning new tasks, to marketing, it becomes immensely beneficial to know how our brains work. And, so many of the methods to facilitate change are actually contrary to the way our minds and brains work.

Another example is a study that showed that subjects given a puzzle to solve actually solved it as much as eight seconds before they were consciously aware of having solved it. Neuroeconomists have shown that we make a purchase decision up to 10 seconds before we're even conscious of that.



NeuroMarketing Is Not About Making People Like You

The focus of NeuroMarketing is not you. The focus is the consumer. To understand the consumer's needs and to link authentic and beneficial associations in the consumer's mind to make the best choice possible.

It's really helpful to know the decision neuroscience of how we process information and associations. And since we use decision shortcuts, it's helpful to know how we create those shortcuts. How information is communicated can dramatically affect how it is perceived and acted on.

Scientifically informed approaches to influence, persuasion, and Neuro-Marketing can have powerful impact on marketing decisions.



NeuroMarketing Is About Story Telling...



Consider these questions:

- What initially draws us into a story that we want to read or hear?
- What sustains our engagement as a listener or reader?
- What do we unconsciously respond to when we hear or read a story that captures our attention?

There is one answer to all of these questions, coming from neuroscience, based on how our brains are wired to perceive and process stories.

A story's secret is this: From the first sentence, we must want to know what happens next. When we want to know what happens next, the brain's pleasure system of dopamine fires, and signals that intriguing information is unfolding. We pay attention and keep going.

A story is hardwired in our brains: it is how we strategically make sense of an overwhelming world. When a story meets these hardwired expectations, it engages and becomes successful.

What draws us into a story and keeps us there, the firing of the dopamine system, signals that intriguing information is unfolding. This is what sustains the listener or reader's efforts. This is the neuroscience secret of everything from bestsellers to successful product and service launches.

We are wired for story and connection. We can go 40 days without food, 3 days without water, and about 35 seconds without finding meaning in something. We are always looking for meaning. We look for the why beneath what is happening on the surface. Our curiosity engages our brain's focus. The anticipation of knowledge prompts the pleasurable rush of dopamine. When curiosity is aroused, there is an emotional interest in finding out what happens next.

4 Your First Words Are Powerful...

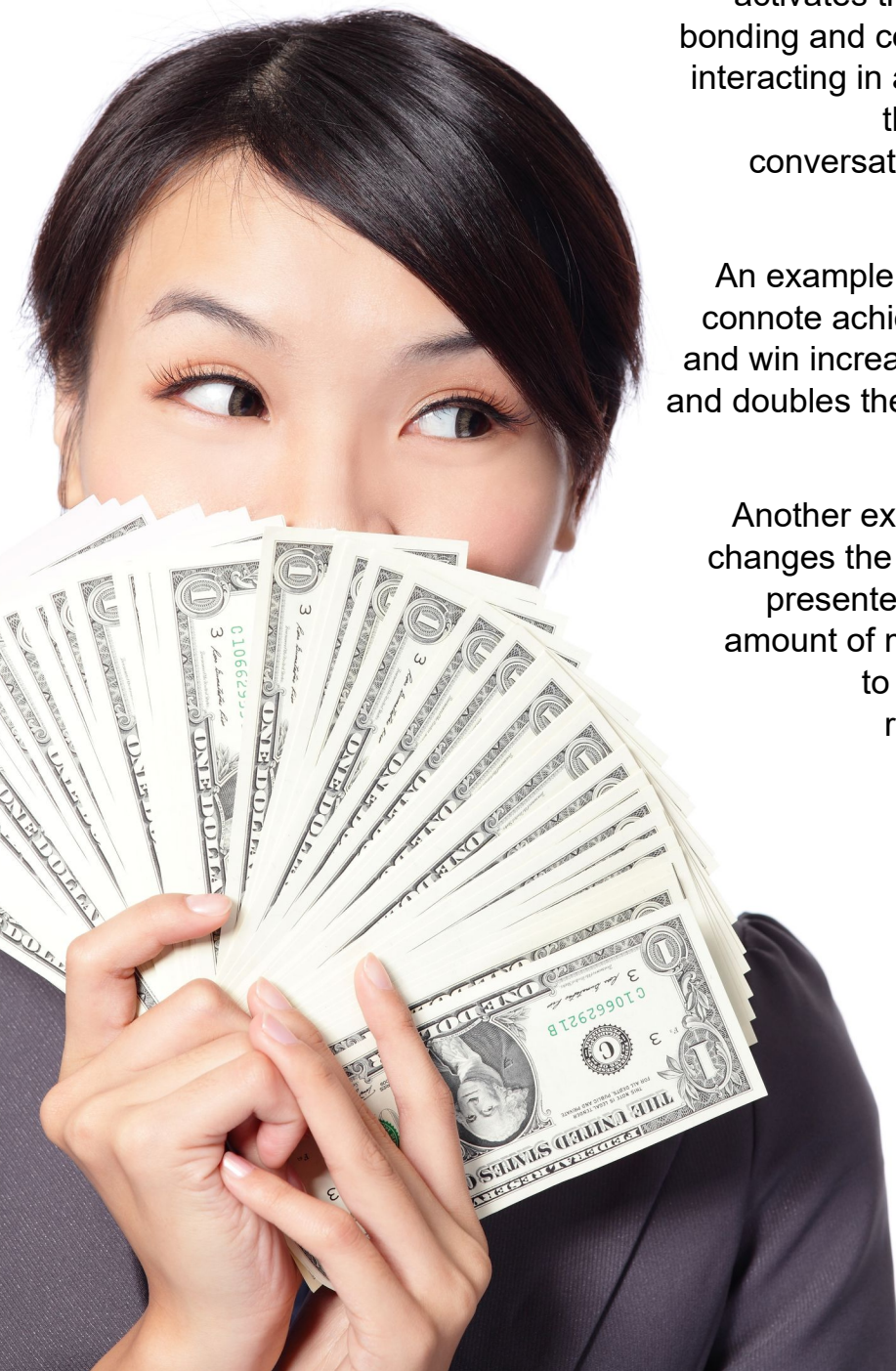
Neuroscientists show us that the first few words of a conversation boots up a particular mindset in the listener or reader to process the remainder of the exchange. A conversation that begins with a perceived authoritative, critical, or adversarial comment activates the brain's circuitry of fight and flight. The listener closes down, or simply gets defensive.

A conversation that begins in a collaborative mode activates the brain's neurochemical system of bonding and connection and frames listening and interacting in a different way for the remainder of the conversation. Awareness of this conversational intelligence can lead to better performance and results.

An example is the anchoring affect. Words that connote achievement such as succeed, master, and win increase performance on assigned tasks and doubles the participant's willingness to persist at the task.

Another example of how what we present first changes the way someone experiences what is presented next. Researchers found that the amount of money people said they'd be willing to spend on dinner went up when the restaurant was named Studio 97 as opposed to Studio 17. The price people said they would pay for a box of Belgian chocolates was greater after they were asked to write down a pair of high (versus low) digits from their social security numbers.

The brain seeks patterns. By understanding the patterns, we can structure favorable responses.



Don't Try to Become Someone You're Not...

Neuroeconomic research has shown that we make a purchase decision when a part of our brain that is associated with identity becomes activated.

Purpose and identity are tied into what we do and why we do it. When someone purchases a product or service, it is intricately tied with identity. This means that identity and sense of purpose can tell us a great deal about how decisions are made and what factors influence them. This means that we decide emotionally and justify logically.

For example, it is not what you say to someone that is remembered, it is what they say to themselves as a response to what you say that they remember. You are the catalyst; the remembered response is the self-statement informed by the personal story and identity of the recipient.



About the Author

David Krueger, M.D. is an Executive Mentor Coach, and CEO of MentorPath®, an executive coaching, training, publishing, and wellness firm. His work integrates psychology and neuroscience with strategic coaching to help executives and professionals write the next chapter of their life or business stories.

Author of 24 trade and professional books on success, wellness, money, and self-development, and 75 scientific papers, his last two books released in 2019:

- *Engaging the Ineffable: Toward Mindfulness and Meaning* (Paragon House)
- *Your New Money Story: The Beliefs, Behaviors, and Brain Science to Rewire for Wealth* (Rowman & Littlefield, New York/London)
- *The Secret Language of Money* (McGraw Hill) is a Business Bestseller translated into 10 languages.

Founder and Director of his own Licensed, Specialty-Certified New Life Story® Wellness Coaching, and New Money Story® Mentor Training, he has trained professionals worldwide, and develops internal mentor programs for corporations.

David believes that Stories are how we understand, how we remember. And how we learn...that our experiences are always consistent with our assumptions. He teaches that each moment we actively construct what we think, feel, and experience. As a Mentor Coach for you, David Krueger is a valuable source of knowledge and experience to help you succeed.

More information at www.MentorPath.com



Dr. David Krueger Presents...

NeuroMarketing

Ask Yourself These Questions...

Do you have significant expertise and credentials but not enough clients?

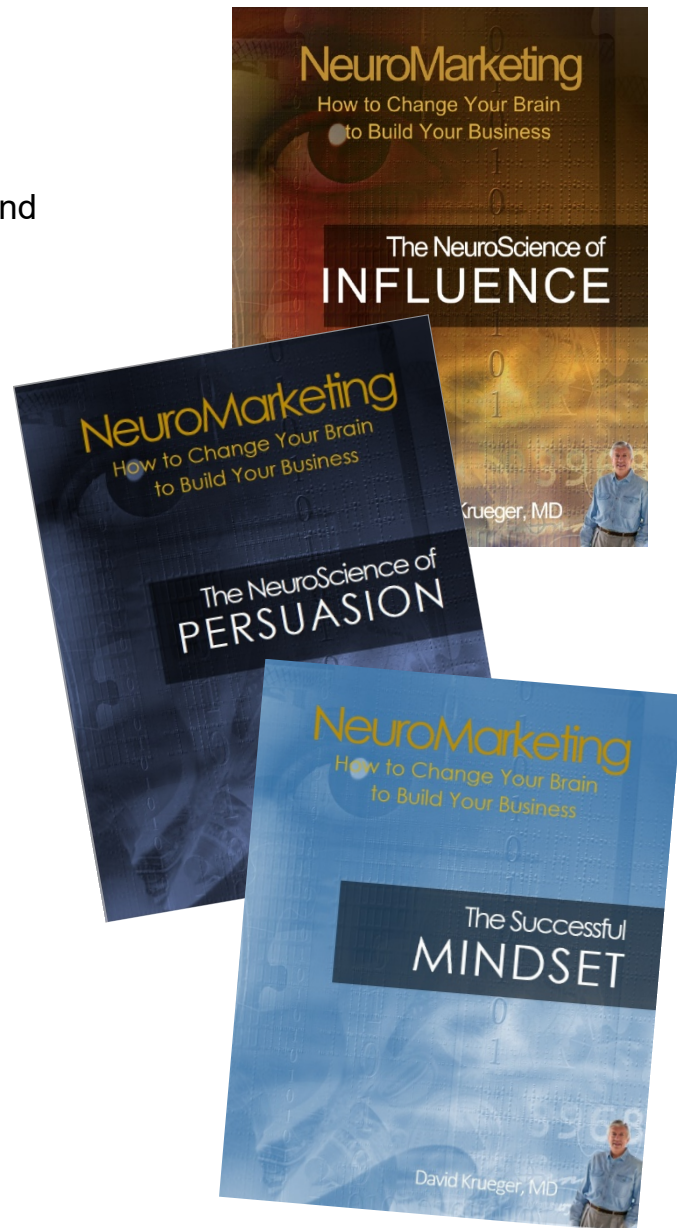
Do you have difficulty converting people who need your services into paying clients?

Do you need a system that consistently brings in more clients to your professional practice?

Do you know the neuroscience behind successful selling? And closing?

Do you know the #1 reason people buy products or services?

David Krueger will guide you to immensely increase your business success in elegantly professional ways (non-salesy selling) that will enhance your executive presence.



Get the entire NeuroMarketing series:

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