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The BRAIN AUDIT

A SYSTEMATIC SYSTEM OF ACTIVATING YOUR CUSTOMER'S ATTENTION!

ADVANCE PRAISE

"Outstanding! I rewrote a sales letter I was working on directly because of the insights in this eye-opening new book. I love it!"

Joe Vitale

President, Hypnotic Marketing, Inc.

#1 Best-Selling Author - "Spiritual Marketing"

"I'm still stunned at what The Brain Audit suggests you do with your competitors logo. It will transform your business. My highest recommendation."

Kenrick E. Cleveland

www.maxpersuasion.com

"A wake-up call for relentless positive thinkers with chronically negative bank accounts. If you're wondering why your benefit-driven marketing isn't hitting the mark, Sean knows why and he'll tell you. Then he'll show you what you can do about it so you can be a lot richer, and your customers will be a lot happier!"

I know what I just said may sound like a contradiction to you, but, I assure you, it's an ongoing reality. I had to learn the hard way what Sean will teach you easily in this ebook."

David Garfinkel

co-author, www.ebooksecretsexposed.com

"People buy with their eyes. The Brain Audit is a perfect example why. It's charming to look at ... plus it's a great read. Marketers of all ages will be delighted by the writer's keen insight and enchanting case studies."

Jay. S. Rosenberg

President-JSR Advertising, Chicago

"I loved the content, layout and get down to action approach found in "The Brain Audit". It delivers what it promises - a system to get customer attention! I am recommending this e-book to all my marketing clients as a must read!"

Terri Levine

***Author of the best-selling book, "Work Yourself Happy" and
"Coaching For An Extraordinary Life"***

ADVANCE PRAISE

"Finally! Someone who can clearly articulate how to get attention by directly accessing the prospect's brain, holding that attention with a scientific process to appeal to their self-interest, and ending with powerfully clarifying that which makes my service unique."

***Harry James,
Virginia Beach, USA***

Just worked through your e-book and was able to apply it immediately. It's quick, easy to understand, to the point, and effective. Thanks a lot!

***Rechtsanwalt Harald U. H. Roth
Kanzlei Roth Export Controlling
Germany***

"Much like the web site it comes from, the Brain Audit is a fun read. It teaches through amusement and by keeping things simple. You can always tell when an author knows the subject thoroughly by how simple they can relate their depth of understanding.

Sometime later it will "hit you" just how much information you got from the book without any effort at all."

***Ed Cannell,
Burnaby, Canada***

"I found your ideas very exciting and I must say, a little challenging. After many years in advertising and marketing, you have added a new dimension to my thinking. I sat down and re-read all the literature on my latest venture and decided a great deal of it has to be revised.

I promptly printed 5 new business cards and have already enjoyed good feedback."

***Malcolm Dennis,
Worklinx Systems Ltd, Rotorua, New Zealand***

"You address information that has been written before. HOWEVER, You have introduced the material in your own unique way. You have broken the information down into small *understandable* bites so that it would even make sense to the non-marketer.

I am BIG on Layout and Design....I like your style. The headings and subheadings lead the way....Pleasing to the eyes and easy to follow the thought process. And the examples are a HUGE PLUS.

IT is definitely a study manual for the non-marketer and for the professional marketer or business person who wants to brush upon their marketing and communication skills.

You have done a great job! "

***Nina Barretta,
Dining Tips, San Francisco, USA***

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INTRODUCTION: IS THIS **IMPORTANT?**

“How can I be Miss Universe?”

That’s the question I get all the time. Everyone from small business owners to CEO’s of large companies want to know how they can stand out and get the attention of their clients. And then keep that attention long enough for it to last. Forever, would be nice, they say.

There are lots of ways of getting to a customer. You can scream your lungs out but for that you’d have to have good staying power and deep pockets. The worst thing about communication is that a large advertising budget is no guarantee for success. If you don’t get into the brain of your customer, you’re still sitting outside in the cold.

So is there a way to get to a customer easily and inexpensively?

Yes, there is a way and it’s been known for thousands of years. It’s called human psychology. If you get into the brain from a different angle, the brain pays attention and then stores the information up in front, because it considers it important. This is the goal and the brain audit is the fastest way to get there because it follows the thought process that the brain is comfortable with.

Mr. Brain, are you listening?

Getting the brain to pay attention is the easiest thing in the world, if you know how. This book outlines how you should go about it. Some of the material in this book might be totally opposite to what you’ve been doing so far. That alone should give you a clue that there’s a world out there to discover.

At the very basic level, this book will help you craft a marketing message that gets people’s attention right away. At a deeper level, when you apply these principles to your advertising, your website, e-mails and all your communication, you will have acquired, and put to use an insight, that could make you squillions of bucks.

Mr. Lawn Mower Guy got results

Even a guy who ran a small lawn mower business got results from this enduring psychological tactic (look at the examples in this book). The concepts get results and are practical enough for you to recognise and use just 10 minutes after reading this book. This book is the first in the series of books on the PsychoTactics Journey of understanding yourself and your customer through psychology.

Your first glance at these concepts might cause you to think there’s nothing new in these concepts. There isn’t. However, on careful scrutiny, you will find tiny tweaks in this thinking that will help you see things in a different light. Recognise and use it and you will get results.

Yes, you too can be ‘Miss Universe!’ Just go for it!



Sean D’Souza

P.S. If you have any feedback, please feel free to email me at sean@psychotactics.com. Also visit the website at www.psychotactics.com and you will get a lot of free, valuable information that will help you. When you go to the website, **ask me about the red spotted cow!**

How the **BRAIN** THINKS

IS IT A WELCOME MAT? OR IS THE DOOR SLAMMED IN YOUR FACE?

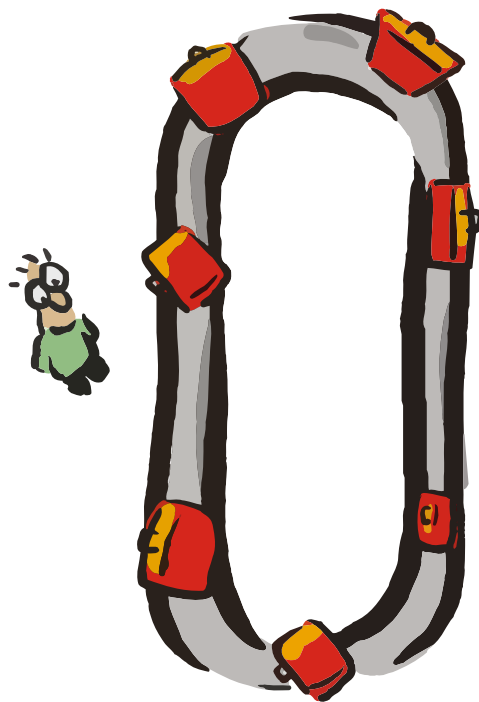
IS THE BRAIN A CONVEYOR BELT?

Is the brain predictable? Or is it random? Is it male or female, or is it neutral? This little introduction will help you understand how the brain processes information. It will show you why a customer decides to buy or to forego the purchase.

Best of all, when you are selling your product or service, you can actually identify at which point you skipped a step that could have made the difference to your bottom line.

How the brain works exactly like a conveyor belt.

What fool would leave the airport before taking all their bags off the conveyor belt? No one I know would. Yet, every day we do exactly that when we are dealing with our customers.



Take those bags off the conveyor belt. If you don't, they will go around in the customer's head forever and reduce the chances of her ever buying your offering.

How many bags do you leave behind?

The customer requires you to take a set of 7 consecutive bags off the conveyor belt in their brain. If you leave any bags behind, that bag or set of bags, go round and round and never get picked up. Often, this is the main reason for indecision and for the customer not going through with the purchase.

In the pages to follow, you will learn which specific *bags* you need to get off the conveyor belt, so that the sale is smooth and quick. However, before we get to that point, we have to understand a concept which makes the brain extremely curious. When this concept is employed, the brain latches on like a bloodhound and refuses to let go till its curiosity has been satisfied.

This concept is called the *Hidden Trigger*.

THE HIDDEN TRIGGER

IS IT REALLY THAT SIMPLE? HAVE WE IGNORED THE OBVIOUS FOR SO LONG?

THE **PROBLEM**: IGNORE IT AT YOUR RISK

The most overlooked psychological trigger of all is the concept of identifying and magnifying the **PROBLEM**. Since time immemorial, the big thing to concentrate on, has been your **SOLUTION**. Just look around you. As you walk down the street all you run into is a consistent barrage of solutions. Here is a brief sample of just what was in today's newspaper.

Enjoy amazing harbour views - Restaurant
Tell everyone about your event -Public Relations
Sleep Sound-Bed Company
Create your own web page- Web Training
Enjoy a career in diving - Dive School

This is normal everyday communication and sitting as it is in a sea of advertising, it entices almost no one. Yet almost 90% of the world's communication uses this system of messaging to sell their product or service.

Can you see the **flashing lights**?

Drive down the highway and look at what catches your attention. You seem to be lost in your own reverie, listening to your radio, till you see flashing lights in the distance. The glitter of the police car lights signals to your brain instantly about a problem dead ahead.



Problems attract people like a moth to a flame. The brain is fascinated with problems because it is always keen to avoid them

At this point, everything you've been doing takes a backseat and you're straining to see what's happening on the side of the road. All your senses are driven by your brain and your curiosity is at its peak. Without realising it, you've subconsciously stumbled on the greatest trigger of the human brain: The Problem!

Where's the **problem**?

Newspapers know it, magazines exploit it and the evening news literally has a party with it. Have you noticed all they focus on is problems? Don't you just die of curiosity to find out which rock star has split up with his wife or partner? Doesn't a forest fire catch your attention more than just nice sweeping montages of the trees? Look at the news headlines today and you will be irresistibly drawn towards the problems.

Yet the business world does exactly the opposite. It focuses on solution. Ah, now why would you do that? If every brain lights up with excitement when they see problems, why doesn't business pick up on this basic nature and use it to their advantage?

WHY FEW USE THE **PROBLEM**

It's a curse **called Benefit**

For too long, we've grown up with a zillion sales training and how-to books telling us to focus on our benefits. So much so, that we've completely forgotten that there is a precursor to that benefit called a **PROBLEM**.

In fact, many self-development gurus want you to totally avoid the term itself. They say, call it a *challenge* or a *situation*. Without doubt, this is right but it only applies to your own self-development. Since we don't fully understand this concept, we swing to the other extreme and start to ignore the issue of problems altogether.

There's also a lot of us out there that don't want to be negative. I can say without doubt, that these are the most misled of the lot. Here in the next few paragraphs, you will see the beauty of 'problems' and the futility of concentrating on the *solution*.



Even on the sunniest day, people generally walk around with a universe of problems.

Why the problem works better

Look at people as you walk down the street. Except for the odd lunatic, do you see excitement and vigour in their eyes and stride? Watch carefully and you'll notice that everyone walks about with some sort of problems on their mind. On a consistent basis all people do is worry, worry, worry.

So if their computer has just crashed (God forbid!) and your sign says, 'Having trouble with your computer?', guess what gets their attention. In one fraction of a second, you've not only hit the perfect target audience, but your message has got their attention as well.

Now try replacing that with a solution situation. A normal *solution statement* would be 'Excellent Computer Services.' Does that let loose fireworks in your brain like the previous statement did?

By flagging down that problem immediately, you are effectively saying, 'Hey! Look at me!' This is the most important part of your message, so put maximum effort into this part. **It also needs to be non-boring and something unusual so it catches their attention.**

To find out how it works for your business, look at your current *solution*. How do you turn that around?

If you say, 'We do graphic design', or 'We fix computer files' those are solutions (and not of so much interest to your customer). What you've got to do on a consistent basis is flag down what hurts them most, because that will get their attention the **fastest**. On the next page, you will find a systematic way to flag your customer down.

Your Core **MARKETING** MESSAGE

YOUR CLIENT THINKS IT'S CONVERSATION. YOU KNOW BETTER...

YOUR **CORE** MARKETING MESSAGE

The key to all communication is to keep it simple and organised in the way the brain thinks. When we try and sell something to someone, they actually follow these steps mentally. If you know in advance what they're thinking, you are prepared and have the answers worked out. Selling your concept then becomes less of a chore and more of a game. A game that you're winning all the time.

The core marketing message does just that. It takes you through the journey of the mind, answering all the questions and queries that a customer might have. It simplifies it so that your customers not only clearly understand the advantage of working with you, but they can also relay your message to another with almost zero loss. By the time the elevator hits the fifth floor, you've got a very excited potential customer-which is exactly what you want. And here's how to go about it.

COMPONENTS OF YOUR CORE MARKETING MESSAGE

The core marketing message consists of 7 systematic steps that the brain automatically follows. Your advantage is in following it in sequence because that's exactly how the brain thinks. Here are the 7 steps (Look on Page 21 to find some real-life examples). Fill in the blanks as you go through the book.

1)Problem: Identify what 'Problem' you are solving as briefly as possible.

2)Solution: How do you solve this problem?

3)Target Audience: Who is your specific target audience?

4)Biggest Objections: There may be one or two, but size up your biggest one!

5)Case Study: This removes risk and must be built into the message.

6)Risk reversal: If you have further risk removers, then state them here.

7)USP: Why should I choose you? Everyone wants to know this answer. You have to have something that NO ONE else has.

FLAGGING DOWN THE CUSTOMER

Step 1

Find one thing that frustrates the heck out of most of your customers.

In this step you find the one thing that the customer finds most frustrating. This has nothing to do with you and everything to do with the customer. To find this *problem*, concentrate on what really hurts the customer. It could be a personal hurt that many customers feel or it could be a grouse with the industry.



*This is your ideal customer. One who already feels the pain. Your job is to find out where it hurts the most. That is the **hot spot**. The one thing he wants solved most of all.*

For example: What hassles the customers of a computer repair shop?

Example of Personal Issues:

The computer on their desk is getting slower and slower every day. When they bought the computer it used to be like the speed of light, but with increasing files and fragmentation, each job becomes a chore.

Example of Industry Issues:

When your computer stops functioning, so does your life (well, mine does anyway). At this point in time all you want is a quick turnaround time. However, it's almost impossible to get a computer fix it person when you need one. This is an industry issue overall.

Creating the Problem Part of your statement:

You have to decide whether you want to tackle a customer's personal grouse or an industry grouse. There is inevitable overlap, but work at it and you will finally get there. Better still, ask your customer what bugs them. When you do this, you will find a hook on which to hang the most important part of your core marketing message.

Here are some more potential issues:

- 1)Speed of computers
- 2)Networking
- 3)Speedy Service

Here are some *attention getting problem statements*.

- 1) Put a V8 back into your Pentium (Where Pentium is the problem)
- 2) Take the messiness out of computer networking (Where cables are the problem)
- 3) Non-Tortoise Computer Repair (Where tortoise is the problem)

*This is the critical part of the brain audit. The **PROBLEM** is one of the most important features and sometimes it takes time to get it right. Don't get frustrated if you can't get it the first time. If you keep at it, you will get a clearer picture as you go along.*

Step 2

The Easy Part: Your Solution

If you've worked out an intriguing problem, this is a snap because most businesses have figured this in advance. Simple words like 'free' as in 'yawn-free' or 'relief' as in 'pain-relief' can be added to your 'problem statement' to make it a solution.

Examples:

Yawn-Free Powerpoint Presentations (Cartoonist)
 Small Business Pain Relief (Accounts Management)
 Taking the Fat out of Computers (Computer Service)
 Reactivating Dormant Business Clients (Marketing)
 Legitimately Ripping off the Tax Department (Accountant)
 Future-Proofing Business Assets (Lawyers)
 Elusive Employee Search Engine (Employment Agency)
 Fuel-Saving Mapping Device (CD with City Routes)
 Wrinkle-Free Home Gardens (Lawn Mowing Service)



Eureka! Once you've sussed out the problem, the lights go on quite quickly both in your brain as well as the customers!

These are all problem-solution situations. Most of these already belong to businesses but this is a good guide for you to get you started.

When the problem is *different* and *interesting*, it will bring up the solution almost instantly and without too much effort.

Step 3

Figure out your target audience

This is the hardest thing for most businesses to do, but it's also the most rewarding. We all want our target to be everyone, but the sharper you focus here, the better the results.

Some of the largest companies in the world have grown really large because of their single minded focus.

<u>Brand</u>	<u>Target Audience</u>
1)Mercedes	Rich Car Owners
2)Volvo	Safety Conscious Owners
3)McDonald's	Entertainment for Kids
4)Warehouse	Budget Conscious Home Stuff
5)Nokia	Tech. Driven Mobile Fanatics
6)Tabasco	Hot Sauce Lovers
7)Toblerone	Triangular Chocolate
8)Rolex	Expensive Watch Owners
9)Dove	Moisturised Skin for Women
10)Body Shop	Environment Conscious Women



Can I have more than one target audience? Yes you can but you still have to go after a primary audience or your focus will be scattered.

How do you find **your target audience**?

Make a list of everyone you do work with and everyone you would like to do work with. Then, ruthlessly cross out all those that will not bring you increasing cash flow either now or in the future. It's the law of sacrifice. You've got to lose something to get something.

Why this works?

Forget business for a minute. Focus on life. When we want a beer, do we go for any beer? Do we randomly go on holidays or do we specifically pick sunshine or snow as a destination? Would we listen to any music or do we actually tune in to some stations and some kind of musicians? Your customer is always listening in and if you don't flag her down, you will lose her in the mass of advertising and communication.

Some of the best examples are magazines. They target very specific audiences. Can you possibly name the target audience for Men's Health, Women's Weekly, Playboy, New Yorker, PC Magazine(not just computers..but PC Magazine).

See the focus. See how it works for them?

Be a monomaniac!

Peter Drucker once wrote, "When you find a company that is successful, it is because of a monomaniac on a mission." Most companies try to be too many things to too many people. While it works in the short term, it spells pure disaster in the final reckoning.

Focusing on a target audience forces you into a corner. As one famous speaker once said. "We have no money, so we have to THINK!" Always paint yourself into a corner, because it gives you very sharp focus. Here is a little story from history that shows you how a target and a concentration of forces can make all the difference.

Beating Odds of 20:1

In 331 B.C, Alexander the Great, was outnumbered about 20:1 in one of the battles against Darius. Though faced with over a million men, Alexander decided to use the law of focusing on his target audience. There was no way the Greek Army could take on the might of Darius' forces, so Alexander's instructions were clear: Kill Darius!

Every soldier in the Greek army had just one target and they went after that target once the battle had begun. Their strategy and focus took the Persian army so much by surprise that Darius immediately realised what they were up to and fled to save his life. The rest of the generals followed suit and the Greek army took on the might of the Persian army and changed history forever.



You too can change the course of history if you choose. You just have to make sure your company's target is so clear, that the entire troop knows who their 'Darius' is. Just moving in that direction will change the way you do things forever.

Confucius said: 'Man who chases two rabbits gets none.'

Can you have more than one target audience?

For sure! You can have a primary audience and then the secondary audiences. For instance, one could target small business owners. Does that mean you don't attract medium business owners? That never is the case. Other segments figure out what you do and even if they don't, there is more than enough business to go around in your primary target area.

However, if your primary focus is small business owners, that's exactly whom you will attract. If you want bears, put up a sign saying 'HONEY!' (though I'm not sure bears can read).

P.S. Notice all the brands mentioned earlier have secondary audiences too!

What to do

Once you have understood this part and identified the *PROBLEM/ SOLUTION AND TARGET AUDIENCE*, go to the first page and fill in the blanks. Congratulations! You've just completed the hardest part of your Core Marketing Message.

How to find out if your message is working

This is the moment of truth. The only way to know if your message is working, is to string together a statement like, 'Yawn Proof Powerpoint Presentations.' When you run it past your target audience you should instantly get a reaction.

That reaction should be "How do you do that?" or "What do you mean by that?" Yes, the exact same words most of the time. If your audience looks at you blankly, it means one of two things.

- 1) They are not your target audience
- 2) Your statement is not strong enough

Where the science goes wrong

If a sentence contains the *problem*, *solution* and a *target audience* it will always provoke curiosity. However, there are times when the curiosity level will be very low. For example look at these two statements

- 1) Recession Proof Business Principles
- 2) Reactivating Dormant Business Clients

For more reasons than one, the second one got about 10 times the response when compared with the first one. To take the science and blindly apply it is stupid. The only way to get a statement that works for you is to keep testing it. When it works, fine tune it a bit so that it works better. Keep testing. Most of the time, the first thing that pops into your head is not quite the one that will get you the most business. The principle works but like a good dish, it has to be cooked just right.

Stepping through your **MARKETING** **MESSAGE**

YOUR CLIENT IS ATTENTIVE. NOW CEMENT THIS IN THEIR BRAIN FOREVER!

CLOSING IN FOR THE KILL



*You're the answer to the customer's prayers. Trigger off their problem. Then **WAIT!***

Once you've tackled the heart of the core marketing message, (which has now got your customer's attention) you are now in a position to give them the full dope. This is the section where you systematically step through their brain processes, making it easy for them to buy what you're selling.

Step 3a

Wait for the response "How do you do that?" or "What do you mean by that?"

Wait. Wait. Wait. If you don't get a response, your message needs rework as it doesn't have enough of a problem-solution-target audience trigger in it, or they are not your target audience.

Step 3b

Elaborate the problem and the solution: Don't spare the horses!

Elaborate the problem in all its glory and detail. Now that you've got their attention, you want to keep it and you want them to feel the need all over again.

This is the **VITAL** part of the conversion, and if you don't bring up the pain all over again, you stand to lose the customer. Pain and how to avoid it, is prominent in their minds. The more pain you can bring into the picture, the better are your prospects of selling.

The computer guy could say something like this:

1)When you buy a computer, it's all fast and speedy. Then it slows down until it crawls and mumbles and droops through the day. We put the zip, zap, zoom back into your Pentium making it super fast once more.

2)What's worse than a rat's nest of cables running through your office, ruining the look of the decor. There are wires, more wires and even more wires around the place. We put the 'wonderful' back into your workspace with a wireless computer networking system.



*Or I wonder when I can get delivery? Etc., Etc., If you've aroused enough interest, the client will then move on to the next stage which is the **MAIN OBJECTION**.*

Unlikely Step

Create a problem

Sometimes the problem doesn't exist. Or at least it doesn't exist in the brain of the customer. When 486's were the fastest computer, there wasn't a problem. When the Pentium came along, the 486 became too slow and clunky. There's always a gap in the market. You don't always have to change the way you do things, but you have to change the way you say things.

Don't underestimate the power of the problem. The customer has to feel the pain otherwise your solution means nothing. Remember, your customer is faced with over 3000 messages a day. If yours is a namby-pamby solution like everyone else's, you'll have very little chance of standing out.

Step 4

Here comes the objection!

If a customer is really interested, you will pretty much see her head bobbing up and down like those toy dogs in the back of the car. It means she's now ready for this vital stage: Main Objection

By this point, you now have control of the situation, so don't let go. Having got their interest and having made them feel the pain, launch right into the OBJECTIONS!

How do you find out the Main Objection?

No matter what you sell, the client always seems to have a couple of objections. Here are some examples:

Product or Service

- 1) Diamond
- 2) Cartoons for Business
- 3) Discount Stores
- 4) Speeding up Computers

Main Objection

- Very Expensive
Too frivolous
Cheap, Unreliable goods
Loss of Data



The only thing on your customer's mind at this time is his objection to buying. You've got to shoot down that objection pretty quick!

Depending on what you sell and where you position it, you will always run into objections. For every product or service there are a maximum of just **6 objections**. Your job is to find out your biggest objection and then find a logical answer for the objection. In your core marketing message, it is your job to bring up this objection and then bring up the reason WHY it is not really an objection after all.

Here's an example for the computer guy:

The objection going through the customer's brain at the 'objection point' is "I wonder if my data is safe when all of this speeding up process takes place."



*The Computer Guy doesn't wait for this objection. Instead he launches straight into quashing it. He uses the **FEEL, FELT, FOUND** method. That is: I understand how you **FEEL**. Our first customers **FELT** the same way, but this is what they **FOUND**.*

Computer Guy: "Many customers often worry about their data and the chance of losing it. What they found was that we transfer the data to another hard disk right away so there is no loss of data at all."



*Hey! Hurry up and answer that objection, because it gets bigger and bigger in the client's mind till he cannot concentrate on anything but his **BIGGEST OBJECTION** being satisfactorily answered.*

Do you see your customer nodding vigorously? If that's the case, you've accurately identified their main objection and you are moving ahead to the last few steps. Once you've got past the objection part, it's time to move on to the next section: The CASE STUDY

Step 5

Your Case Study: Tell 'em your story!

This is the easiest of the lot. Simply pick up something you've done for some client before and relate the story. Hang on, though! Not just any ol' tale. Stick to the routine and you will get better results.

Example: XYZ company's computers (**TARGET**) were running too slow (**PROBLEM**). We came in and worked on their computers for just 3 hours and they were zooming around at the speed of light (**SOLUTION**). As a result of that job, their productivity went up by 20% in 2 months.

That's a complete Case Study. Now think up one that's related to the problem you solve and slot it in here. Case Study reduces the risk in a person's mind considerably, as it shows them that others have done it before and hence the risk is much lower. However, that is not quite enough. You still need to push more buttons to complete your sales message. You need to push the biggest button of all: Total Risk Reduction (or as much as you can manage).



It's story time! Be a Picasso. Paint your canvas but don't turn into 'grandma'-Keep the story short and relevant to the problem you are solving for your customer.

Step 6

Out goes the Risk!

By this time in the marketing message, your client is ready to buy into your message. Yet one little thing stops them. It's called **RISK**: And it's your job to see how low you can go (yeah, like limbo rock!) The more risk you leave on the table, the more the client feels the fear and anxiety. Here are some examples of how you can reduce risk

- * Money Back Guarantee
- * Test Drive
- * Take it Home and Bring it Back
- * Delivery in 30 minutes-Or it's Free



Risk! It's on every customer's mind. Go in and take that stupid fear out of their brain. Make it reeeeeeeaaallly easy to buy your product or service!

There are several ways to reduce risk. You've got to find out what is the biggest fear or risk with regard to your customers.

What we fear most of all is that people will take advantage of us. Well here's the news, even when you give a 100% money back guarantee, less than 5% ever come back for their money.

On the other hand, by reducing your risk you actually increase your potential business by 100-300%. You are the one making the offer. If you don't take the risk, why should they buy? Reduce the customer's risk and watch your business grow exponentially!

Step 7

Your USP (Unique Selling Proposition): Only You...

If you've gone through all the steps so far, all you've done is set up a case that applies to both you and your competition as well. Why? Because now that your customer knows what you can do, he or she is assuming your competition can do the same.

Let me elaborate. Let's take an example of a bed. If you sell your customer this amazing bed and explain all the details, it still sets them up to buy this very same bed from someone else. If yours is a pretty identical product, and has identical risk reduction, you don't really stand out from the crowd. This is where your USP comes into play.



USP makes you different. Here are some examples

- * Real Estate Agent with a marketing degree
- * Specialist that teaches you how to sell in a recession

Why should I choose you? It's what customers are asking all the time. It's what allows you to choose a partner in life just as it allows you to pick the clothes you wear. Answer this question, or you're doomed to be no different from your competition!

Your USP is your thumb print. It's what makes you totally unique compared with anyone else. **The best way to test your USP is to use it with your competitor's logo.** If it works for them just as easily as it works for you, it's not really a USP.

However, a USP can be made to look different if you're the first one to say it and proclaim it to the world. Federal Express did it with their line, 'When it absolutely, positively has to be there overnight.' No one said that before, even though they might have been doing it. If you're the first one to say it and have the clout to publicise it, then that's what you gotta do-and do quickly!

NOTE: If you're thinking of putting words like QUALITY, SERVICE etc in your USP, please wash your brains with soap. No one believes in those words anymore because they don't mean a whit. So save yourself the trouble and find something that really marks you out as different!

Voila! You're done! This is your complete core marketing message. On the next page you will find 2-3 core marketing messages, that will help you understand how it all looks when it has been put together. Use the science: It works! Put the art in it, and it'll be sheer magic!

PRACTICAL EXAMPLES

HOW DO I APPLY THIS TO MY BUSINESS? HERE'S HOW OTHERS DID IT!

Core Marketing Message No.1

Service: Hard to open data files

Company Name: Convertmedia (www.convertmedia.com)

Core Marketing Message:

Q:Hi, Mr. P, what do you do?

A: We're a can-opener for hard to open data files.

Q:What do you mean by that?

A: You know how you get files in a floppy, CD or even via email that you try to open but it keeps coming up with an error. And for the next hour, you're frustrated as you try to open it. That's pretty much like trying to open a can without a can opener. We're that can-opener for hard to open data files.

Stifling Main Objection:

Most people say that they finally get down to opening the files-which is true.

However, that time frame can be anywhere from 20 minutes to 2 hours. This leaves you feeling frustrated, but even worse, it actually throws your time table totally out of schedule putting even more pressure on your deadlines. However, this is easily solved by simply sending it to us, and for a mutually agreed rate, we open it for you, relieving you of the bother.

Case Study:

For example, A recent example of problem solving involved two 36-page full colour brochures that a client could not open. The files had been sent from Japan on a CD-Rom. Convert Media accessed the CD-Rom, and delivered press ready files to the client. The client was a printer, who was able to salvage a \$16,000 print job.

Risk Reduction:

Besides the client has zero-risk. They only pay after we open the file, and we're aware of deadlines, so we work very quickly to get the file back to the client in a format they can use.

The Uniqueness:

The difference between Convert Media and anyone else is that Convert Media understands the underlying principles of how computers work. This enables us to be independent of platform or application restrictions.



Core Marketing Message No.2

Service: Cartoon Company

Company Name: www.cartoonz.co.nz (Communicatoonz Ltd)

Core Marketing Message:

Q:Hi, Mr.S, what do you do?

A:Yawn-free Powerpoint Presentations!

Q:How do you do that?

A: Don't you just hate presentations that are so boring that they put you to sleep? We put the zip, zap and kaboom back into a Powerpoint Presentation. And we do that by using the power of cartoons! The humour and the clarity of visual communication keeps the audience wide awake!

Countering the Biggest Objection:

But most companies wonder if it suits their corporate image as cartoons are often seen as frivolous.

Case Study:

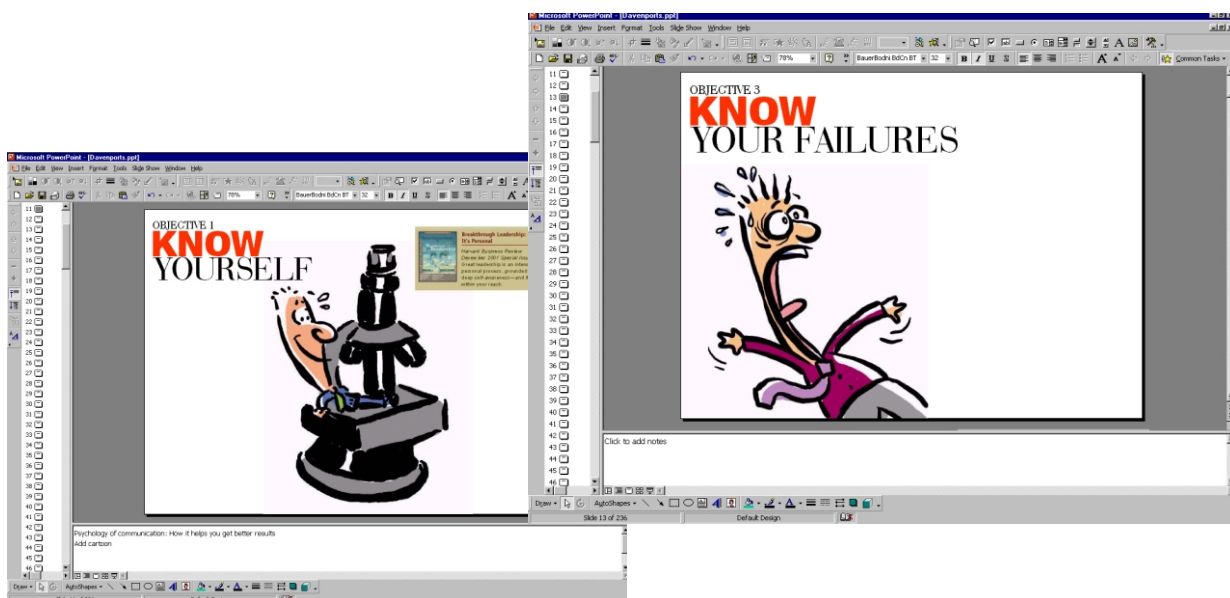
Well, we've done presentations for National Bank, which as you know is very conservative. We've also done work for Procter and Gamble, again a very conservative company. These companies too were a bit reluctant, but when they saw how it works in presentations, they not only used it but asked for more. Of course, their presentations were a big success and we get lots of repeat business.

Risk reversal:

The biggest risk is knowing how to fit the cartoons within the existing presentation. Because of our background in advertising, we can help you craft your presentation so that it's WOW!

USP:

What makes us different from anyone else is speed. No matter what your deadline, we will meet it and you'll have a presentation that will get you superb results.



Core Marketing Message No.3

Service: Lawn Mowing Service

Company Name: Green Grass Mowing Service

Core Marketing Message:

Q:Hi, Mr.X, what do you do?

A: Wrinkle free home gardens!

Q:What do you mean by that?

A: Lawns are like people. You keep them out in the sun too long, they get wrinkly and messy. What we do is, we come in and give the lawn a facelift. No more wrinkles.

Countering the Biggest Objection:

And most people say, “Oh, I’ve got a lawn mower already”. Everyone has a lawn mower but not everyone has the time. Why would you want to spend a wonderful weekend in the grass when you can be at the beach? We give you time to spend with your kids and family which is more important to most people.

Case Study:

For instance, the Smiths across the road have a family. Mr.Smith was always mowing the lawn and he hated it. He’d rather spend time with his kids and this always got him in a bad mood. He called Green Grass and now he’s got all that extra time to spend with the kids and his mood stays good!

Risk Reversal and USP:

Best of all, there’s no shoddy work. Like neurosurgeons that can’t leave anything to chance, we do the little things that make your lawn look like it’s off to the Oscars. And if you don’t like the work, you pay us nothing. That’s what makes us different from every one else.



EVERYDAY USES

YOU'VE GOT THE GREEN LIGHT. USE IT!

JUST AS IMPORTANT **USES**

Don't stop at the Core Marketing Message!

When the word *every day* is used, you might think these are run of the mill uses. Nothing could be further from the truth. Everything that you do from now on will require you to use this system and the more you adopt it in your business, the more effective your communication will be.

No doubt the core marketing message will be your biggest tool because this message will help you clear up what you say to customers. However the Brain Audit has extremely powerful possibilities.

Its an Audit, remember?

That means this can be used for several purposes. You can use it to check the structure of your brochures, website, advertising and even your emails.

If your problem, solution and target audience are not up front and doing their job, you can pretty much bet that your advertising money is going down the drain. No amount of marketing and advertising will make up for this waste.

This learning can not only turn you into a mini marketing genius, but it will also help you to look over the shoulders of your advertising agency, if you have one. This explains WHY people buy and once you know this, the world is your oyster.



Which sign gets more response?

Which one gets your attention?

You can use the brain audit principles in simple as well as complex situations and always get results.

INSTANT SUMMARY

HOO BOY! YOU DON'T WANT TO MISS THE STUFF ON THE NEXT PAGE!

INSIGHTS TO LEARN FROM: New v/s Old

Here it is, a complete summary of the important concepts in this book. Though I recommend you stick to the sequence of the brain, I have purposely inverted them here starting from last to first. It forces you to think through the process just a bit differently and may trigger off something that you missed earlier. I'll also point out what is the conventional way of thinking v/s the PsychoTactics way. Ok, here goes.

USP: Traditionally the USP is simply formulated and advertised to the customers. I would advise you to create your USP with a benchmark in mind. Take your specific USP and put your competitor's logo over it. If it works, go back to square one and start again. Keep doing this exercise till you find there is something that is so unique about you that it's timeless and cannot be adopted by a competitor.

Eg: Volvo's USP is *Safety*. Subway Sandwiches' is *Less than 6 grams of fat*.

Risk Reversal: Let the buyer beware is the general statement. If you want to dramatically improve profits, there are few things better than removing the buyer's risk. You don't have to be dramatically different. In the case of PsychoTactics, each of our workshops are not just guaranteed, but guaranteed by the *hour*. This gives a corporate or business the confidence to work with us. Find your risk and reverse it! It's worth it.

Case Study: Case studies are generally just statements of what you did for whom. That's a mistake. A case study has more power than that. When structured right, it has a superb conversion rate. A case study must include the problem, target audience, biggest objection of that client as well as the risk that was removed. Only once you cover all this ground, should you consider telling them about the results you achieved for the client mentioned in the case study.

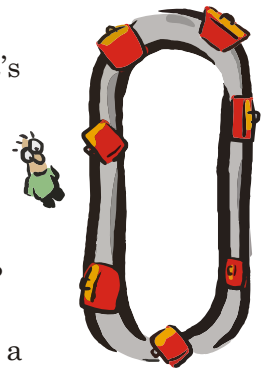
Biggest Objection: Conventional thinking will tell you not to emphasise the negatives. Why not? Your client is going to think of it anyway, because that's the way his brain is wired. Your job is to put him out of his misery quickly and get him into agreement mode, rather than have *the bag* go around in his head. Don't wait for a prompt. Bring up the objection as part of the sales process and then squash it!

Target Audience: Didn't mom tell you never to put all your eggs in one basket? But did you know that *single basket thinking* allows you tremendous focus? Only when your back is to the wall, do you start to look up to the ceiling for a possible escape route. Select your target audience down to very clear specifics. If you don't, all of this thought process will be of limited use.

Solutions: Solutions are secondary to problems but no less important. They just sit at one level lower in the brain. A problem and solution are like yin and yang, but yin comes first. Recognise that fact and put solution in its place: Right after the big hairy, painful *problem*.

Problems: Problems are driving forces! When faced with pleasure v/s pain, people choose the removal of pain. Use that knowledge to your advantage. Your headline and opening lines should do everything to paint that pain. If you have photos or illustrations, they can be happy, smiley people because you are showing that the pain has been removed. A solution is the fishing line. The problem is the hook and bait.

Get your customer's attention instantly. Bring their problems to the fore and you will notice a marked change in the response factor!

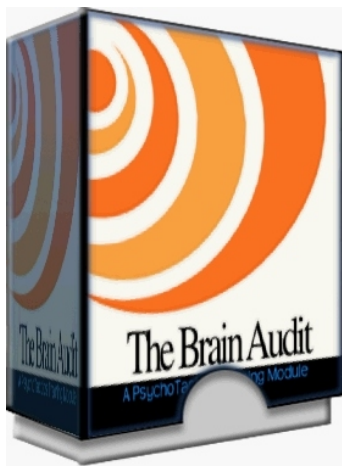


OTHER RESOURCES

Ask for the **Spotted Red Cow!**

The website at www.psychotactics.com is a huge resource of information. Don't miss out on learning how the human brain thinks. Go to the website and read the articles that will give you a quick update and put a powerful psychological structure into your business.

While you're at the website, sign up for the Psychotactics newsletter, and ask me about the mysterious spotted red cow!



Don't stop at the Brain Audit

This is just the first in the series of the Psychotactics Training Module. Other topics covered are Psychological Branding, The Power of 3, Your Real Competition, Psychological Conversion Steps from Prospect to Sale and several other topics that will make your business a powerhouse of knowledge. There are a series of ebooks in this Psychotactics module. Look for preferential prices on www.psychotactics.com for the entire collection.

Psychotactics Workshops & Speaking

While I have done my best to explain the concepts within this book, the real power of learning and application comes from working on it in a more or less interactive environment. There are several types of workshops dedicated to make you WORK so that you don't just read and forget, but actually apply these powerful techniques to your business.

I read a lot every year, but I find almost no replacement for audio, visual and hands-on learning. Interactivity helps tremendously. There are several options as you will find online at the website. Go there and choose the one that fits your budget and time schedule.

Next in the Psychotactics Series!

Harness the Power of the Brain and Increase your Profits with Minimal Effort!

Psychological Branding: The Key to Brand Recognition

- 1) What is Psychological Branding?
- 2) The secret that Multinationals use for their branding
- 3) How to create a brand at a fraction of the cost
- 4) How to create a permanent hook in people's brains
- 5) Which mistakes are you making in branding and what to avoid?

PLUS MUCH MORE! Order your copy today at www.psychotactics.com



ABOUT THE AUTHOR

It all started with a guy called **Leo Burnett**

12 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From **Copywriting to Cartoons**

This skill of working with one of the best advertising agencies of the world took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

Are you a **psychologist?**

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

Up at **4**

It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.

The fountain of knowledge flows freely. Take a deep drink!

Feedback

If you have any feedback or any questions please email or call Psychotactics. No matter is too small.

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Full Throttle Books

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Psychotactics™
Unlocking the Mysteries of the Business Brain