071: Forging Connections and Influencing People with Neuromarketing Techniques

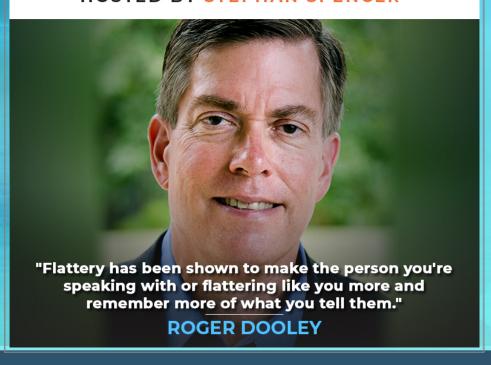
10 Point Checklist

Roger Dooley

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get YOURSELF OPTIMIZED

HOSTED BY STEPHAN SPENCER



10 STEPS YOU CAN TAKE TODAY

Want to take charge of your health, wellness, and success? Here are 10 steps that can move you closer to your goals – today.

Buy and read <u>Thinking</u> , <u>Fast and Slow by Daniel Kahneman</u> . Its information about the two types of thinking systems will help you understand how to approach systems.
Read Robert Cialdini's books <u>Influence: The Psychology of Persuasion</u> and <u>PreSuasion:</u> <u>A Revolutionary Way to Influence and Persuade</u> to learn the seven principles of persuasion.
☐ Flattery makes you more persuasive — even if it's insincere. To get used to thinking on your feet, compliment two strangers a day for the next week
If you have a website, reevaluate it. Does it adequately express your social proof and authority in a way that will persuade viewers? If not, revise it so that it does.
Roger explains how much more powerful stories can be than simple testimonial statements. If your website incorporates testimonials, transform several of them into stories.
Incorporate the strategies you've learned into your professional contact attempts. Work on using two or three of these techniques each time you reach out to a new contact.
"Free" can be an incredibly powerful word. If you have a business, incorporate some kind of free element into your business model to persuade potential customers.
Emphasize the scarcity of your products or create a reason for there to be some urgency around ordering. Pay attention to whether this increases your customers' interest.
Implement a rewards program as part of your business. These can build the invaluable traits of trust and confidence in your customers, and encourage repeat business.
Read Roger's book <u>Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing</u> . In it, you'll find more of the types of tips and wisdom he's shared with us.
To view the transcript, resource links and listen to the podcast, visit:

https://www.getyourselfoptimized.com/forging-connections-influencing-people-

neuromarketing-techniques-roger-dooley/