

# 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**



**"Flattery has been shown to make the person you're speaking with or flattering like you more and remember more of what you tell them."**

**ROGER DOOLEY**

# 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 [Thinking, Fast and Slow by Daniel Kahneman](#). Its information about the two types of thinking systems will help you understand how to approach systems.
- Read Robert Cialdini's books [Influence: The Psychology of Persuasion](#) and [PreSuasion: A Revolutionary Way to Influence and Persuade](#) 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 [Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#). 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/>