

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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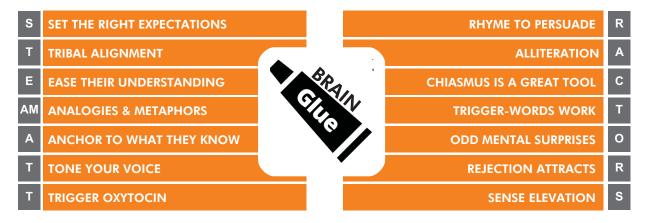
MAIN IDEA

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 | age 2 |
|--|--------------|
| T – Tribal alignment | age 2 |
| E – Ease their understanding | age 3 |
| AM – Analogies & metaphors | age 3 |
| A – Anchor to what they know | age 4 |
| T – Tone your voice | age 4 |
| T – Trigger oxytocin | age 5 |
| R – Rhyme to persuade | age 5 |
| A – Alliteration | age 6 |
| C – Chiasmus is a great tool | age 6 |
| T – Trigger words work | age 7 |
| O – Odd mental surprises | age 7 |
| R – Rejection attracts | age 8 |
| S – Sense elevation | age 8 ss. |