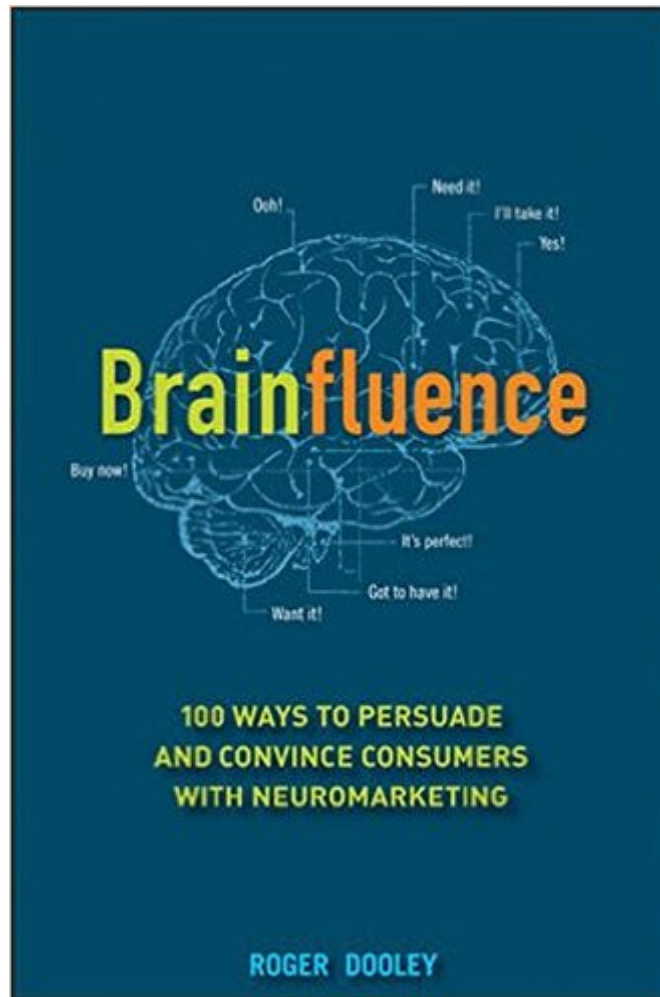


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# Brainfluence: 100 Ways To Persuade And Convince Consumers With Neuromarketing



## Synopsis

Practical techniques for applying neuroscience and behavior research to attract new customers

Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales

Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

## Book Information

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## Customer Reviews

As a psychologist and marketer, I've been a long-time fan of Roger's blog and was excited to see him finally write a book. Brainfluence strikes a great (and rare) balance between being research-based and academic while still being clear and actionable. The market seems to be

flooded with one or the other - academics who can't communicate, or marketers who only have opinions with nothing to back them up. I've read many of the classics, like Cialdini's "Influence", so I was pleasantly surprised to find not only new data in Brainfluence, but new ways of looking at that data. The "100 Ways" approach made for a great collection of real-world examples and I definitely walked away with some ideas for my existing clients.

I'm a fundraiser, not a commercial marketer, but I've found this book to be indispensable. If you're a fundraiser, and you prefer to base your fundraising on facts and science (as opposed to your own hunches and superstition), this is the book for you. It focuses on practical marketing takeaways from neurological research. There are 100 short chapters, each with a neuroscience finding and how it might be used in marketing. I came away from this book with more than a hundred ideas I can test or just put to work in fundraising. If even a small percentage of these ideas improve results, my clients stand to make the price of the book hundreds of times over in the coming months. Like any science, neuroscience research is extremely technical; the findings are hard for us non-scientists to understand, much less put to work. Brainfluence bridges the chasm between the research and the marketplace. It's an easy, quick, enjoyable read, and you'll get ideas you can use.

The great thing about the web is that you can find answers to almost anything online. The problem is there's a lot of mis-information out there. Theoretical advice over what works and what doesn't and a lot of it isn't backed by much proof. Some would be expert tells you, "don't do that, it doesn't sound like a good idea." Here's the thing though, I want to know why. Why isn't it a good idea? What do you recommend? And why? What I love about "Brainfluence" is that it answers the "why." It's a solid book, full of great insight that can be applied to various areas of your business. What's more is it's backed by research. And that's what I love about this book. It's like having my own personal business coach giving me sound advice, backed by research, over the various aspect of my business from pricing strategy to building trust with customers and potential customers. Definitely worth a read!

I feel like I'm reading Predictably Irrational all over again, but less elegantly written. I'm early in the book so far, but eight chapters in and the author is citing the same exact info from Dan Ariely's book. I'm hoping more original info pops up soon.

It's really repetitive. The formula for each lesson is usually theory + anecdote. It ends off making the

book seem shallow, as if it's trying to get each lesson over with. Often times, Dooley references the same examples (especially the wine example), which also makes the book feel rushed. For all of my negative talk, some examples are actually great. The section on selling to cheap(er) people was golden. The steps were: 1. Make the price a bargain. 2. Avoid repeated pain points. (AKA don't make them pay multiple times for every little thing) 3. Create product bundles. (one easy price) 4. Appeal to important needs. 5. Offer instant gratification. (to satisfy their wants) Overall, I think that Dooley tackles way too many things in this book, when he could've approached

Fascinating read on how our brain is influenced by sales and marketing. It tells you the "why" and the "how" of what our brain likes when it comes to being "tricked" into enjoying something. Really great read for anyone who works in sales, marketing, or advertising.

"Absolutely brilliant! A great companion for Robert Cialdini's *Influence*. Absolutely full to the gunnels with researched, practical examples and ways you can strengthen your influencing skills. Written in an easy style. I have read 50 Chapters on my Kindle Cloud Reader, couldn't put it down and will buy the hard copy version as well as consider this essential reading for an Copywriter, Strategic Marketer, Sales People, Retailers. A must have on your book shelf. Frankly the ideas are worth thousands of dollars. This book is like finding the map to the lost treasure. Follow and apply the ideas and your cash flow will surge. Highly Recommended"

I picked up Roger Dooley's *Brainfluence* after hearing him captivate a social media conference with stories of how we humans really tick. Bang, bang, bang his stories and examples came. So getting the book was just good sense. Reading it cover to cover on the flight home was better sense. I counted 37 dog-eared stories to definitely revisit when trying to meet the consumer where she's really standing. Dooley dished up insights large and small, but all money: ¢ When to use a dollar sign in your pricing, when not to ¢ The real reason smart marketers don't use round pricing ¢ The phenomenon of "blindsight" and how to use it socially ¢ Best way to use babies and babes in ads (a shock of ads miss on this) ¢ Which ear to speak into when hoping for a decision (surprised me!) ¢ Warm liquids or cold in a business meeting? (fascinating research) ¢ Why simple products require complex sells and visa-versa Dooley's final story shows why we should forget the old Turing Test - that's provocative advice, or, is it? For Dooley also shares how people are now registering the same 'emotional' connections with their computers as they do with fellow humans!! Only regret: Dooley didn't dig deep on any of his great insights. That was his

plan. But maybe next book?!

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