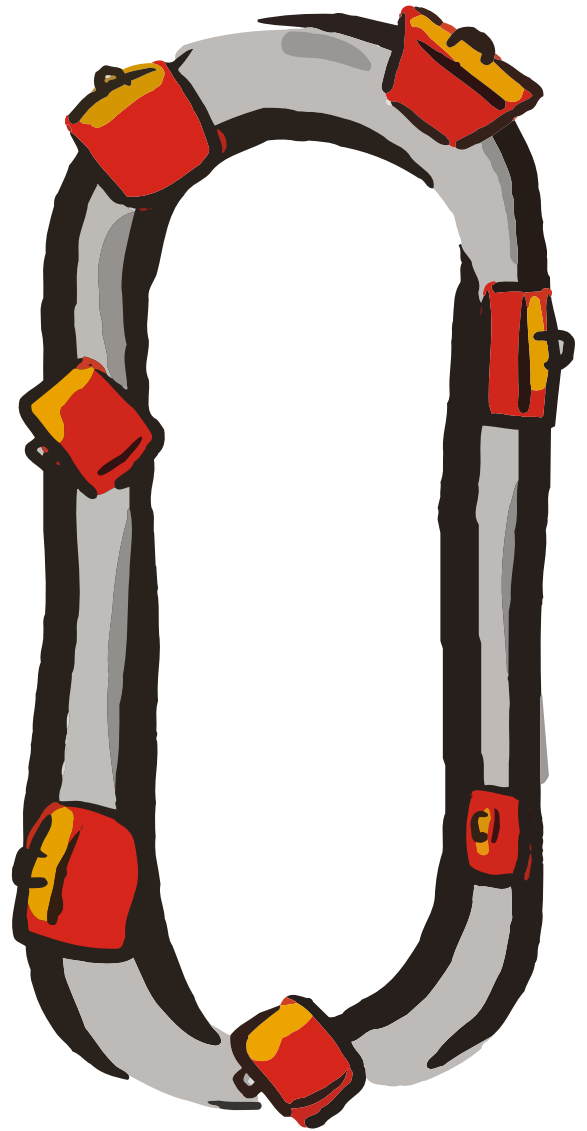


THE Brain Audit



Unlocking the Mystery of the Customer's Brain

The **BRAIN** Audit

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The Brain Audit is available at special quantity discounts to use as premiums and sales promotions, or for use in corporate training programs. This is part of the entire Brain Audit series which includes audio programs, online training etc. For more information, please write to PsychoTactics Ltd., PO Box 36461, Northcote, Auckland, New Zealand or email PsychoTactics at sean@psychotactics.com



Brain Alchemy Press

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Psychotactics™
Unlocking the Mysteries of the Business Brain

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Advance Praise

THE BRAIN AUDIT

"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
Copywriter, Book Author

"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 bestselling book:
Work Yourself Happy

"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, Canada

"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

"I know now how I can craft a headline, subhead and opening paragraph that I am certain will dramatically increase our closing ratios. The concepts in this book are going to make my company an additional \$4 Million this year."

Chris Ellington, CEO
Double Helix
Communications, USA

"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

"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.

"Your material is fantastic! I learned a lot from *The Brain Audit* that I am applying to my customers' web sites.

Interestingly, I was equally impressed with your skill of imparting your knowledge to others. Not only was the book full of new information, the material was easy to understand and very easy to remember.

It's funny that some people have the extra skill of presenting material in an easy-to-remember fashion. You have that skill.

Thank you for writing this book and sharing it with others."

Tricia, Webglow Web Design, Ontario, Canada

"I have to thank you for a sleepless night after reading your books. I could not stop thinking of what I can do and improve."

Thanks the books are great!"
Andrew Bolton, Sydney, Australia

"Believe it! Sean's methods work! I'm thrilled and astounded! By using Sean's methods for an article to get more business, we got 84 responses already! We are

well on our way to meeting our revenue goals. Thanks so much Sean!"

Diane Winder, Marketing Manager California, USA

"We were just setting out re-branding our business when you flagged us down with a problem! A quick purchase later you've helped us get going on our re-branding in a most helpful way."

Brendon Smith, New Zealand

"We had already applied some of the problem based marketing messages discussed in *The Brain Audit* and we got those ideas from PsychoTactics anyway, but the books go into even greater depth.

We're already thinking of more effective ways to get our message out. The beauty is we can apply it to every thing. Websites, marketing literature and even simple conversations with clients.

A must have set of books for anyone seriously thinking about improving business to business marketing."

Steve Jackson Web Strategy Director Turku, Finland

"I have bought many books

over the past year, and yours makes the most sense and seems the most effective approach and the easiest to implement. Good work!"

Tim O'Keefe California, USA

"Traditionally lawyers are not very good at selling themselves because they tend to be solution focussed and wait for people to come to them with their problems.

The Brain Audit turns that concept on its head. It enables the lawyer to promote pro-active problem avoidance which benefits both the lawyer, in terms of a regular stream of work, and the client who can rest assured that he or she is less likely to end up in litigation. A must read for all lawyers."

Michael Smyth Lawyer-Sports Counsel New Zealand

"I think you have enough to blow my brain up to bursting point. I now have my hands on practical stuff to go straight in, shake me up, and get my brain focussed without falling asleep after lunch."

Karel Polman Insurance Agent New Zealand

INTRODUCTION

Read Me

History, Geography, Economy...It's all here.

Introduction

What if our competitors get the same information?

Every time someone reads this book, hears a speech or attends a Brain Audit workshop, I usually get the same question. What if our competition gets their hands on this information?

In the room you can almost taste the fear. And the urgency.

Most of them look around to see if anyone in the room has understood as much as they have. Especially if I'm speaking to a whole bunch of similar businesses, you can see the tension in their eyes. They need to rush back to their offices and change everything. The dollar signs going off in their heads as they realise the potential of *the Brain Audit*.

Of course there was Betty, who was more concerned about the repercussions of giving away all the secrets in this combination of the Brain Audit book and the website.

Yet that's hardly a problem

Many of you will take this book and the website as a do-it-yourself project. You will achieve some marvellous results. Others will want me to literally audit their communication. Their websites, brochures, emails, etc. There are do-it-yourselfers and clients who just want it done.

We love you all :)

As I write this, the Brain Audit has sold hundreds of copies from the US to Japan. Businesses as diverse as chalk and cheese, have employed this simple audit process and gotten calculated, specific results. We've had workshops, consulting and teleclasses, all of which have put the Brain Audit to the test.

The good news is, it works. Once you get over the slight feeling of discomfort as you read the concepts.

Why this ebook may make you uncomfortable

Your first glance at these concepts might cause you to think there's nothing new in these pages.

There isn't!

However, on careful scrutiny, you will find tiny tweaks in your thought process that will help you see things in a different light. It doesn't always require a big shift to get dramatic

At first, you'll resist the concept of the Brain Audit, because it's quite the opposite of what you've learned so far.

results. Sometimes a tiny tweak changes the perspective completely.

That's what the Brain Audit is all about. It's about tweaks in your thinking that re-organise and change the way you look at your communication forever. Recognise the way things have always been done, and you'll see why you've struggled to get consistent results. Apply the Brain Audit, and watch how customers magically start to pay attention.

Yet at the start, you might find yourself resisting this tweak in your thinking. That's normal. Our educational system is not perfect and it often teaches us concepts that distract the brain.

The Brain Audit takes you through a logical process of showing you how people think systematically . It also shows you that you've possibly been doing everything in a bit of a mixed up fashion. And it gently leads you back to where you can get maximum mileage from your business dollar.

How the Brain Audit became a takeover giant

When I first wrote the Brain Audit, there weren't quite as many dimensions as there are now. It started out primarily as a tool to get people's attention, when you spoke to them face to face.

As the months and years progressed, the Brain Audit transformed itself in ways I could not imagine. It expanded into dimensions and applications, starting to own the sphere of communication, instead of one tiny niche.

In this book, you will run into not only the core marketing message, but also its applications in posters, emails, websites, etc., all of which use the Brain Audit to get instant attention and consequent results.

How Can I become 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 their attention long enough for it to last. Forever, would be nice, they say.

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.

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 has 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 front and centre because it considers it important.

Converting a prospect into a lifelong customer is the goal of most business people. You'll find the Brain Audit to be the fastest way to attract and convert clients.

Are you ready for a mind shift?

You should be, because your brain certainly is. Once you understand how your customer thinks, you'll enjoy more success than ever before. As a result you'll have more confidence, which inevitably results in even greater success.

I want to thank you very much for making this investment in the Brain Audit. You will join hundreds of others who have profited immensely from this book and have gone on to much higher planes in their business.

Warm regards from Auckland,



Sean D'Souza
Auckland, New Zealand

P.S. This is Version 2.0 of the Brain Audit. I've updated the information in this version to include the learning from the past year. I would recommend you read the entire book again. as it will bring you new insights. Happy reading :)

How to read this book

Writers often forget that businesses are busy

They have little time to go through two hundred pages of material. When faced with daunting prose, they often put it aside, never to see it again.

This information is too important to put aside

Therefore I have kept it as concise as possible, while putting in all the information that's vital to implement the concepts in the book.

It says **Brain Audit**, remember?

As you're reading this book, you'll run into concepts that you'll be able to apply almost instantly in your business. It might help to have your website, brochure, email or any business communication ready while you read it. It will help you audit the communication as you go along. It will make the experience more interactive and the concepts will sink in far better.

And finally...

As simple as the concepts are, I'd recommend you read this book no less than three times. Why? Simply because each reading will bring a new understanding which can then be applied with far greater potency.

CHAPTER ONE

The Brain Audit

Should I? Shouldn't I? Why Customers Do a Cha-Cha-Cha

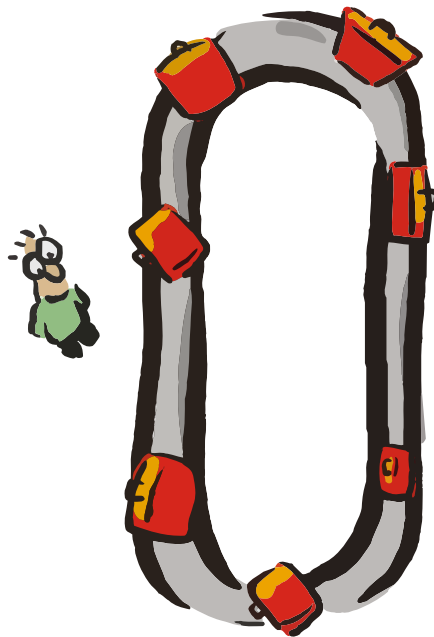
Is The Brain a Conveyor Belt?

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

Imagine you landed at your international airport. You've just landed and you're waiting for your bags to come out on the conveyor belt. When you got on the flight, you loaded seven red bags onto the plane.



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.

As you wait with the other passengers, you see one red bag and then two. Then three, until you have a net total of six red bags.

So when do you leave the airport?

The question is academic and almost pointless. Without doubt, you leave when you have every one of your seven red bags. No matter how late you are or how tired you felt, you wouldn't leave without your seven red bags.

The reason why customers don't buy

It's a good idea to watch customers. Do you notice how they get a little edgy? Have you seen how they mull over paperwork? How they say they'd like to think about it? Fidget, fidget, fidget they go. Then it's mumble something under their breath time and you never see them again.

Welcome, you're now officially in the land of the classic conveyor belt system. You have managed to take off some of the bags in the customer's brain, and the customer is somewhat sold on your offering, but stops just short of purchasing it.

The grim part is that it doesn't take a lot to stop your customer. Like you stay around at the airport waiting for just one bag, your customer won't dip into her wallet to pay you. Sadly, your sale could fall through because of one solitary factor.

Losing a sale is bad enough. Not knowing which factor caused you to lose it, will drive you crazy time and time again. If you know exactly which factor was missing, you could fix it. And never lose the customer again...

This is where we get off the menacing randomness of the conveyor belt and get into the realm of science. The science of knowing just what the bags are, and then using them to bazooka your way into the customer's brain.

Identifying the Red Bags

Before we go ahead, let's take a good look at what the Red Bags are, how they play a role in getting a customer's attention, keeping that attention, and then resulting in a sale.

Voila! The whole set of Red Bags:

Bag # 1: The Problem

Bag # 2: The Solution

Bag # 3: The Target Audience

Bag # 4: The Main Objections

Bag # 5: The Case Study

Bag # 6: The Risk Reversal

Bag # 7: The Unique Selling Proposition(USP)

El Problemo. That's the first bag!

The most overlooked bag of all is the PROBLEM. From time immemorial, most communication has focused on the solution or the benefit.

We've been told time and again to focus on what's in it for them. And so we do. We list exactly what's in it for them, and we do it loud and clear with the solution we provide.

Let's do a little exercise, shall we?

Get off this computer and get your hands on today's paper. What catches your eye? Mark it with a red felt marker. Was it the advertising that caught your eye? Or was it the editorial? Let's look at the advertising first.

If your paper is anything like mine, you should find similar headlines for the advertisements. Here are just a few, picked at random from the local newspaper.

Enjoy amazing harbour views - Restaurant

Tell everyone about your event - Public Relations

Sleep Soundly - Bed Company

Create your own web page - Web Training

Enjoy a career in diving - Dive School

What was your reaction when you saw these ads? Did they get you extremely excited? Did they compel you to find out more?

If you're like most people, all of these ads would have been close to invisible. Whoosh, your eyes would have gone past them in a blur.

So what did get your attention in the newspaper?

Editorial perhaps? All that doom and gloom about the cat burglar who was pillaging your neighbourhood. Did you notice how your eye went to the increase in taxes? Or the little child that has gone missing?

What does that tell you? Why did you skip all the nice benefit advertising and go straight to the topics that are so evidently filled with some sort of pain?

Pain and problems are a natural magnet for the brain. And here's an example you can immediately relate to.

Can you see the flashing lights?

Drive down the highway and look at what catches your attention. You are lost in your own reverie, listening to your radio.

Do you notice the cars to the left or right? Chances are, you are pretty much figuring out how to get to work even faster, and don't bother with your peripheral fellow drivers at all.

Then, suddenly you see flashing lights in the distance. The glitter of the police car lights signals your brain instantly about a problem dead ahead. What happens to you? Why has your attention gone from the music on the radio to the cop car ahead?

What's happening here?

Notice how the problem on the road caught your attention? And the problems in the headlines did the same? Have you noticed, when they're advertising for the evening news, how they keep to the problems of the day? Are all of these people inadvertently teaching you something? And if it works so well for them time after time, isn't it time for you to listen?

Look at people as you walk down the street.



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

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.

Let's take the example of Chuck Brown. Chuck's computer isn't quite working as efficiently as it should. It's not a big issue with Chuck. He's got a dozen other things that rank higher in his problem list.

He's on his way to a client meeting, when out of the blue he sees the sign on the street and it says: *Is your computer acting weird? It might be the first signs of an imminent hard disk crash.*

Can you hear the screech of leather against the gravel? See how the problem gets his instant attention? Almost instantly, he can picture the pain. He can see all of his information going up in smoke. He can picture the computer having a heart failure right in the middle of an important presentation preparation. He can see it happening at 2 am, rendering totally incapable of getting any help. He shivers at the thought. That which seemed like a minor nuisance has now been elevated to a raging crisis.

Now try replacing that with a solution situation

A normal solution based statement would be *Excellent Computer Services* or something to that effect. Can you see Chuck stopping for something like that? Can you see the big IF factor here.

By flagging down your customer's problem immediately, you are stopping them in their tracks and saying, *Hey! Look at me! This is your pain. We can fix it.* And customers in pain will turn to the first source they find, because that supplier has taken the effort and time to identify the customer's problem.



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

Voila! You've now learned the most important part of the Brain Audit. It's also the official ***opening of the sale*** as it were. When you use problems to get the customer's attention, you immediately stop him from focussing on twenty squillion issues that occupy his attention. Your service or product becomes top priority. When you create a downright painful problem, you can drive him over the edge.

Why wait? Let's move on right away to learn how to create THE PROBLEM!

Flagging Down **The Customer**

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.

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 ran at the speed of light, but with increasing files and fragmentation, each job becomes more and more time consuming.

Example of Industry Issues:

When your computer stops functioning, so does your life (well, mine does anyway). At this point 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.

Hunt for the greatest hurt of all...

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 marketing message.

Here are some more potential issues:

- 1) Speed of Computers
- 2) Networking Hassles
- 3) Speedy Fix-It Service
- 4) Genuine Spare Parts
- 5) High Cost of Peripherals



*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**. This is the one thing he wants solved most of all and as quickly as possible.*

Here are some ***attention getting problem statements***.

- 1) Put the turbo boost 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)
- 4) 50% Cheaper Computer Parts=100%Nuisance (Where the wrong spare part is the problem)
- 5) Computer Peripherals not Plumbing (Where plumbing is an expensive problem)

IMPORTANT NOTE: Take into consideration the psychological impact of your statement. If you use the *problem* indiscriminately, it will not yield results. Put yourself in your clients shoes and experience what they would feel when they received your communication.

Examples

Are you struggling with leadership?
Are you a bad first time mother?
How to ruin your marriage.

I know, I know. You think I'm crazy. No one would ever write or say something like that. The truth is, I've had dozens of people who I've personally worked with, who have come up with communication similar to the ones above. Sometimes they get so involved in the concept, they forget the fact that their statement might offend the potential customer. So tread carefully and take people's egos into careful consideration when crafting your problem-based communication.

This is the critical part of the Brain Audit. The PROBLEM is one of the most important factors and sometimes it takes time to get it right. Don't get frustrated if you can't get it right the first time.

At this point, we're taking really elementary steps. As we go along the book, the shades and layers will reveal themselves to you.

Key Points: On Problems

*The customer hesitates from buying not because they don't want to buy. Their hesitation comes from the fact that you haven't got the *bags* off *the conveyor belt*.

*There are seven bags on the conveyor belt. Every bag has a different function. The earlier set of bags get the attention of the customer. The latter set of bags reduce the risk. All seven bags have to be taken off the conveyor belt in the customer's brain. Once this is done, the customer is far more inclined to buy into the service or product.

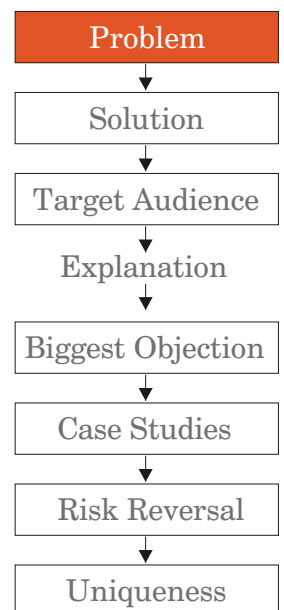
*The most powerful bag of all is the **PROBLEM**. This gets the customer's attention immediately. Magazines, newspapers, radio and TV get your attention by using this factor very skilfully.

*Most advertising is in direct contrast to news. News uses problems to get your attention. Advertising uses solutions. The level of excitement while reading a news item can be several times higher than reading an ad which is solution-based.

*We are naturally attracted to problems. People are more interested in watching a building burn down than a building being constructed. A police patrol car draws more attention than traffic passing by.

*Customers are swamped in a deluge of information each day. To get their attention, your communication must address their specific problem. This problem-based communication stops them in their tracks and forces them to think. Often the thought process takes them into the future, where it's likely the problem may occur. They may not experience the problem currently, but bringing it up highlights it in their brain. It creates a sense of urgency.

*Your customer's biggest frustration is what you need to discover. Then create greater pain on their brain by highlighting the message even further. This causes them to instantly be interested in your message, so they can get rid of their pain.



*Problems have a definite edge over solutions.

Here are some examples:

Solution based: Get fit for the summer in just 8 weeks?

Problem based: Aren't you determined to get rid of those unwanted kilos fat? Here's how you can get fit for the summer in just 8 weeks.

Solution based: Attract clients like magic.

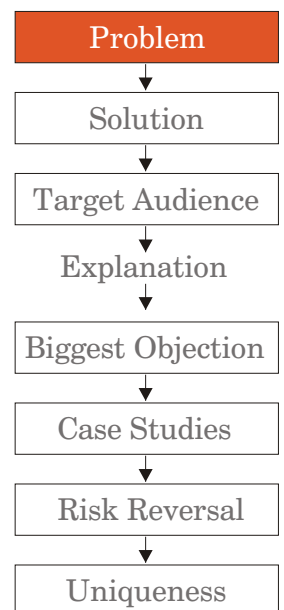
Problem based: Are some potential clients slipping through your net? Here's how you can attract them like magic.

*Always consider egos. If your problem based communication offends the reader's ego in some way, all your efforts will be in vain. Put yourself in their shoes and you will get their attention without any problem.

Example:

Not so good: Are you struggling with leadership?

Much better: Can your leadership take your company to even greater heights? Find out what makes great leaders.



CHAPTER TWO

Eureka! Eureka!

Getting Solutions to do some hard work for a change

Bag No.2: **The Solution**

How important is the solution?

We've placed so much emphasis on the problem that you may get the feeling that solutions aren't quite that important.

That's not true.

Problems drive up the heart rate of your customer. When the customer sees you identifying their unique problem, their brain goes into a frenzy. They are instantly attracted and want to know more.

The purpose of the solution is to lower that heart rate. It serves as the anchor for the customer. At one glance, the customer realises that there is salvation close at hand.

When **problem** and **solution** work in tandem with each other, they create a roller coaster effect. One takes you up and the other brings you gently down.

Therefore, you need to craft the solution as carefully as the problem. For example, before we go to the more complex examples (you will find them later on in this book), let's take some very basic statements that you could use with your business card.

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 solution words like 'free' as in 'yawn-free' or 'relief' as in 'pain-relief' can be added to your 'problem statement'.

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)

These are all problem-solution situations. Most of these already belong to businesses, and may also be trademarked, 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.*

Note: Your teacher, mum, uncle, dad, cousin all told you to pay attention to the solution. Give them the benefit, you were told. Yes indeedy! Give it to them, but do so in sequence. Don't jump the gun. The solution has its role to play and that role is right behind the problem.

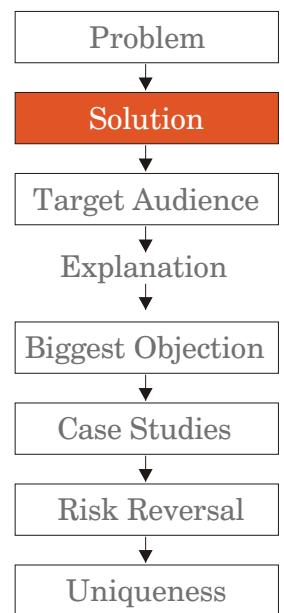
Now when you sit down to write some copy for your website or just an email, think of the solution. Don't dump it just yet. Put it aside and think of the problem.

You'll soon find you're going nowhere. That's because you're missing a vital link in the whole process.

You've left out the biggest, brightest red bag of them all. It's called the **Target Audience**.

Key Points: On Solutions

- *Solutions are vital. However they come after the problem has been created. Don't jump the gun and put your solution before the problem. Doing so will greatly reduce the pulling power of the communication.
- *Solutions are pain relievers. They bring down the pressure cooker situation created by the problem. They assure the customer that there is a light at the end of the tunnel.
- *Audit your communication rigorously for solutions popping up first. Your natural tendency will be to put a solution first. Resist that temptation and keep it second.



CHAPTER THREE

Hitting Your Target

Who...Then How

Whose door are you knocking on?

It's Bag No. 3: The Target Audience

Let's get this straight. You can't beat a Problem for getting the customer's attention. In fact, problems stream right through the copy, bringing the pain to the forefront. That is the core of the Brain Audit.



However you'd be wasting a lot of time in business if you didn't know where you're going. That's where the concept of target audience plays a very big role.

Why even bother with a target audience?.

Businesses like to get as wide a range of customers as possible. So what's this nonsensical talk of painting yourself in a corner and creating a tiny niche? And what if that niche goes extinct?

Here's why a target audience is vital

Let's look at brain surgery for a second. The brain surgeon in the green coat won't bother with your heart, your lungs or any part of your body. All she studies and all she operates on is your brain.

One day let's assume you need brain surgery.

Where do you go first? To the general practitioner (GP) down the street? Or do you head to the brain surgeon? And what if the brain surgeon told you she'd be charging you \$10,000 more than you expected. Would you back out and go to someone who wasn't so much of a specialist?

You know the answer.

It's no different in business. If you target everyone and become a generalist in everything, you will get the results you want. And while the doctor down the street does very well in his general practice, it's the brain surgeons that have the mansions on the hill.

Yet almost inexplicably, instead of going for the brain surgeon approach, most businesses go down the path of the general practitioner. If they go after everyone and cast the net wide, they'll get someone they reason.

Why do some companies get more customers?

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 Cars
3)McDonald's	Entertainment for Kids
4)WarehouseBudget	Budget Conscious Homewares
5)Nokia	Technology-Driven Mobile
6)Tabasco	Hot Sauce Lovers
7)Rolex	Expensive Watch Owners
8)Dove	Moisturised Skin for Women
9)Body Shop	Environmentally Conscious Women

This focus on a select, tiny band of people has enabled these companies to get to the top of the ladder extremely quickly. The reason for that is simple. It actually ends up appealing to two separate audiences.

- 1) The audience itself: For example, a Rolex would appeal to rich people as a symbol of their status. Why would they get caught with anything but the best?
- 2) The wannabes: Since Rolex says something about you, the wannabes soon aspire for that same status. They too jump on the bandwagon and the watch becomes a must-have in their wardrobe.

The irony of it all

By this simple act of focusing on a single audience, you end up with both the audiences. Which is what you wanted in the first place. However, by going about it the other way around and appealing to everyone, you get no one.

Example, example...

Imagine you had a health product to sell. Something like vitamins. Now picture a target audience. It's every one, right? I mean, who doesn't need vitamins?

Yet try selling it to everyone and you'll run into the same blank wall every time you try to sell the product.

This is because your target audience is everyone. And none of us like to be lumped with everyone. We all like to be some one.

Suppose you changed your stance and went after just arthritis. This kind of narrows it down a bit, doesn't it? There are only so many arthritis patients, so you'd better do well.

Yet, look at the clarity that target audiences can instantly generate:-

All you wanted to know about arthritis.

Where would you find people with arthritis? Does someone know someone with arthritis? What issues with health do you have an insider knowledge of, that would help arthritics? Do vitamins combat or reduce the pain and how?

Your crystal clear focus on your target audience not only helps you become an expert on the subject, it gives you an expert status and draws more people to you. It also gives you a very clear market on which to focus.

Now look back at the folly of targeting everyone. Seems ludicrous, doesn't it?

That's how powerful a target audience can be.

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

Make a list of everyone you currently work with and everyone you would like to work with. Then, ruthlessly cross out all those that will not bring you increased 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 name the target audience for **Men's Health**, **Women's Weekly**, **Playboy**, **New Yorker**, **PC Magazine** (not just computers..but PCs).

See the focus? See how it works for them?

Be a monomaniac!

Peter Drucker 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 defeated 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

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

things forever.

Can you have more than one target audience?

Absolutely! You can have a primary audience and then the secondary audiences. It really depends on your source of income. If say, you have two sources of income generation. Eg: Consulting and Internet Marketing. The target audience for Internet may be small business. However, small business may not be able to afford your consulting fees. In this particular case, the message that goes out will be different to suit the audiences.

Only with tweaking and testing will you be able to accurately tell who is buying into your sales pitch. Over time you may find the target audience you chose to attract has fallen by the wayside, and you've found a target that absolutely loves what you're selling.

This process is natural and the important thing is to start focusing on an audience. Once you get them in your sights, you can work out exactly what they need, and how you will go about satisfying that need.

The combination of Problem + Solution + Target Audience

When this trio comes together, they create an amazing trigger in the brain. When you string the three of them together in a sentence, you can only get one response from the brain.

This response is definite, consistent and proves beyond doubt that the brain is predictable. Want to know how the brain reacts? Turn the page

Key Points: Target Audience

*Everything depends on the target audience you choose. If you choose too broad an audience, you risk the chance of alienating everyone. This is because your message cannot be sharp focussed. However, when you choose a specific target audience, you flag down the prospective customer immediately.

Eg: *Women's clothes* is too broad a target audience.
Pregnant women's clothes is far more focussed.

*The power of the *problem* really stems from you getting the target audience right. You can make your communication far more powerful if you choose the right problem for the right target audience.

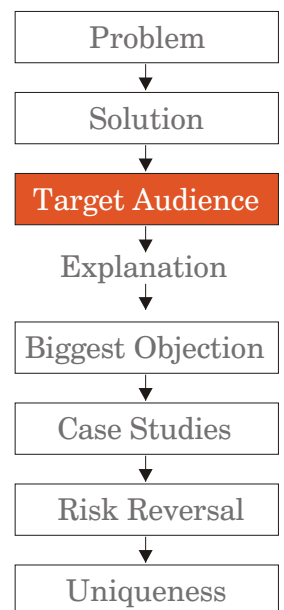
Eg: If you're trying to attract all *women*, your headline would read: *Sick and tired of your boring wardrobe?*

*Where as, if you were targeting pregnant women it would read: *Sick and tired of boring maternity wear?*
Your target audience is always looking for communication that's catered specially for them and for problems that are their biggest concern. Get the audience too broad and you water down the efficacy of the problem.

*Successful brands focus on one target audience. This allows them to be more favoured, more expensive and more connected to their audience. Eg: Tabasco focuses on people who want a hot sauce. The medium hot and the mild can go some place else.

*You can find your target audience with one of these methods. You isolate which kind of group has been your biggest customers. For example: You might be getting most of your business from advertising agencies. Therefore your target audience is logically the agencies.

*However, you can also choose your target audience. You may get most of your work from advertising agencies, but find them too slow with payments. In that case, you determine which group has a quick turnaround on payments. This might be small business owners. Logically, this becomes your most desired target audience from now on.



*Yes you certainly can have more than one target audience. In fact, it's recommended. Different groups of clients need what you're selling. For example: The Brain Audit sells to individual buyers. However the Brain Audit Workshop sells to companies that want in an in-depth audit of their communication.

*Be a monomaniac. Concentrate on one audience and speak to them. They'll perk their ears up and listen.

Brain Alchemy

How to mix the ingredients to create gold.

Pop goes the trigger!

Imagine you're at a networking breakfast having a conversation with someone you've never seen before. They ask you what you do for a living. You say, "I take the fat out of computers." Then you don't say another word.

What do you think the other person is going to say? Listen carefully, because they'll ask you one of the questions below. No matter how many people you run into, you'll find they respond almost predictably.

Here's what they'll say:

- 1) *What do you mean by that?***
- 2) *How do you do that?***

What makes their questions so predictable?

The combination of a problem + solution + target audience in a sentence, causes the brain to get instantly curious. Amazingly, it not only gets curious, but it is also forced to ask only one of the questions above.

Try and ask another question. You'll see that it's next to impossible. Try and sit still and ignore it. It would be hard to do so, especially if you are the target audience. In each and every instance, you will find the brain to be almost boringly predictable.

Don't go all skeptical. Here's proof!

In all these instances, the brain is forced to ask *What do you mean by that?* Or *How Do you do that?* Here are a whole lot of trigger statements.

"We create Yawn-Free PowerPoint Presentations."

"We Take the Fat out of Computers."

"We're a search engine for elusive employees."

"We help transport companies save fuel with our mapping device."

"I create Wrinkle-Free Home Gardens."

Don't all those questions almost force your brain to go

‘How do you do that?’ or ‘What do you mean by that?’
It’s like you don’t even have a choice.

And it’s not restricted to a cocktail setting either. The same effect can be achieved in almost any medium. The combination of this wonderful trio of problem + solution + target audience immediately ignites a spark in your brain.

And there are scores of applications where you can put the power of the problem+solution+target audience to good use!

If you were presenting a PowerPoint presentation, a statement or a question incorporating the problem, solution and target audience would instantly wake up everyone in the room. Write a headline using this trio, and you’ll immediately rivet your readers’ attention. If your email wanted a spotlight, use the combination of the problem, solution and target audience and watch it really stand out in your client’s inbox.

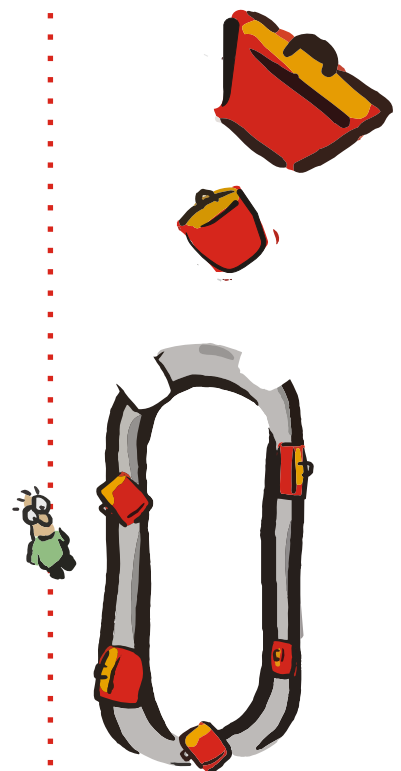
Why you need this pop and crackle!

It’s an increasingly over-communicative world out there. You are being overwhelmed with an unending barrage of information. Even by conservative estimates you’re inundated by three thousand or more messages each day. And that’s just new messages.

Your inbox is full. Your letter box is bursting. There are fifty channels of news and two hundred thousands ads screaming louder and brighter every second.

When faced with such an attack the natural response of the brain is to go into shock. Of course, if we were in shock all day, we’d be walking zombies. So the brain has found a way out. In fact it did a few thousand years ago. Back on the plains and in the forests, when hunting for food, humans learned how to focus on what was really important. On the ol’ hunting grounds the distractions were many. To be successful, we had to learn to pay attention to the most pressing issue.

Today thousands of years later, faced with seemingly



unending information, the brain has gotten more selective than ever. It blanks out everything that is not immediately required. It becomes very choosy, refusing to accept communication that is bland and boring. And thousands of years of evolution have taught the brain to instantly look for problems.

It wants to locate and destroy every single *sabre toothed tiger or mastodon* in your path. It sweeps like a radar, looking intently for problems so it can find and decimate them before they become an even bigger menace in future.

Remember Dad and Mum?

They're a good example of how our brain responds. Even as you crawled towards the nice crystal vase, they moved quicker than you. They spotted the potential problem and quickly found a solution. As you grew up, they warned you about potholes, crossing roads carefully, sex, drugs and every possible danger you could face. Note how they focussed on the danger - the problem- first, before giving you the solution.

That's the brain's full time job. Its main function is to see you're living *la vida loca*, without getting yourself into too much trouble in your career, personal life, health, etc. So it searches endlessly in advance for problems before they occur.

As a communicator, this is something that's vital to your success. The more you send out communication that does the job of identifying the problem, qualifying the target audience and giving the solution, the more your customer's brain is going to fall in love with you.

How on earth can you hope to get your customer's attention if you don't set off the triggers in their brains?

The trio of the problem + solution + target audience is your key to cracking the whip in the brain. This is where it all starts. This is the trigger point. This opens the sale as it were. This is where they wake up and say "Huh! What do you mean by that?"

You've now got their attention and taken three bags off their conveyor belt. You now have to focus on getting the next four off as well. The next four represent the closing of the sale. This is when the customer has bought into your initial premise and is now keen to know more. Possibly even buy. Do you know what's stopping him?

Hang in there, you'll find out soon enough!

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?" 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**

In simple tests, the second statement got about ten times the response when compared with the first one. To take the science and blindly apply it can be quite risky.

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.

The other situation where it won't work, is when you create a statement that generates curiosity just for the heck of it. People will respond. The triggers will be activated but it will not culminate in a sale, because it is not connected to your offering. Most of the advertising on TV, Radio and the Press bears this curse. Its mindless provocation of the brain teaches the brain to shut down. It ignores the product or service while enjoying the communication itself. This is why so many people can remember the ad, but forget the brand.

Resist the temptation to be clever in your marketing and communication. People understand it when you give specifics. You might think it's boring, but your customer's brain latches on to it instantly. Stick to simplicity and clarity in your communication and watch the results soar.

You may not realise it already, but you've achieved quite a lot. To get your customer's attention is probably the hardest thing you'll ever do. Of course, there's the little factor of keeping that attention.

Which is a juggling act all by itself. Once the customer knows they want to buy, suddenly a '**Ya But**' appears from nowhere. A '**Ya But**' called RISK.

Taking away the risk

How did we get saddled with this risk anyway?

Kids don't understand risk. To them the world is a playground. Anything goes, most of the time. Yet as we grow up, our guardians instill a risk factor in every waking minute of our day. And that doesn't include people laughing at our decisions.

We run into giggles, derisive laughter or open ridicule. That orange shirt we thought was superb is laughed off the planet. The wonderful green blouse that stole your heart is the butt of all jokes.

As if that were not enough, we lend someone a precious belonging and never see it again. A burglary next door soon teaches us that the front door needs to be shut. The car needs to be locked. The water needs to be purified. Suddenly everything is not quite carefree as it seemed. Risk hangs perilously over our heads like the sword of Damocles.

Risk becomes something to be avoided at all costs. As your customer is standing in front of you, or looking at your website, this is what they're thinking: Am I paying too much? Are they selling me this only because they want to make a sale? What if it shrinks? What if Maria hates it? What if Roger thinks I'm the village idiot for choosing this style?

Here a risk, there a risk...

Your customer's brain is turning to mush. If you don't step in right now, they're going to do their, "*I'd like to think about it routine*". Oh no! Not that again.

It's something we've got to counter. And quickly!

In the next section, we're going to use the simplest ways to reduce risk. And the most effective. It works every time and does so splendidly. It literally starts you closing the sale.

What happens when you reduce the risk

The customers' resistance comes down. So does their blood pressure. They smile in their brain. They start seeing the wonderful benefits of ownership. Aha! Now we're talking! Don't hurry into risk reduction quite yet. There's an important bridge called Explanation that needs to be crossed. And we're about to cross it.

Key Points: The trigger

*The combination of the problem, solution and target audience causes the brain to ask the questions *What do you mean by that?* Or *How do you do that?* Try it. It works.

*If the trigger doesn't work, you're either speaking to the wrong target audience or your message isn't strong enough. If people go huh, you've got to rework your message and test again. Keep testing till their response to your statement is consistently, *How do you do that?* Or *What do you mean by that?*

*The reason why you need to have this trigger is because our world is overloaded with communication. Make your message stand out among the cacophony with this simple trigger.

*You'll be tempted. You'll be bored. That's not good enough to go about changing the trigger that works. The only reason you should change your trigger statement, is if it stops working for some reason. Or if you test and find another trigger statement that works better. If it ain't broke, don't fix it till you test it.

*Risk is why people don't buy. If you can get the *Ya But* out of the way, you can quite easily go ahead with the sale.

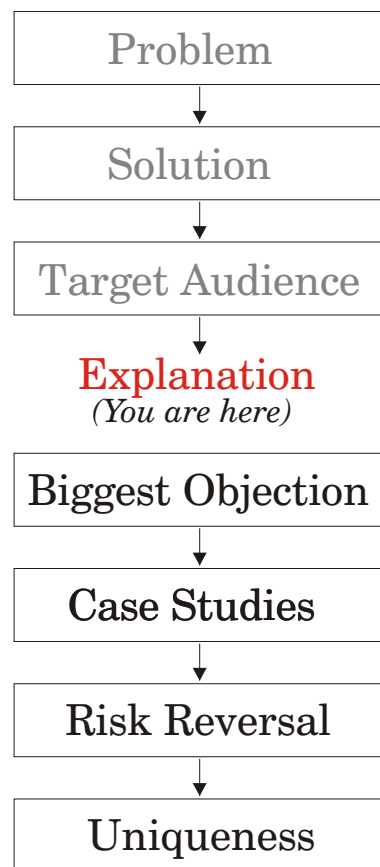
CHAPTER FIVE

Turning on the heat

You've got a bite... Now reel it in.

Closing In For the Kill

Once you've gone past the Problem + Solution + Target Audience, you've started a little fire in their brain. This section is dedicated to controlling that fire and making it useful for you to sell systematically. This is where you explain your concept creating even more pain in the customer's brain. It's the step you take right before you go into the four remaining *bags* of *Objections*, *Case Studies*, *Testimonials* and *Uniqueness*.



This explanation works to literally re-explain what you've just triggered off in a few seconds. When you say 'Wrinkle-free home gardens', your interested customer will ask 'What you mean by that?' This is where you give them a brief explanation of what you do. The key however, is to keep it in the same sequence of problem, solution and target audience. Remember it's the pain that causes the brain to buy. The more you make them feel the pain, the higher are the chances of actually buying your product, service or idea.

However, before you go ahead...

Wait. Wait. Wait. Are you getting a response to your statement? Are customers asking you, *'How do you do that?'* Or *'What do you mean by that?'*

If you don't get that precise question, your message needs rework as it doesn't have enough of a problem-solution-target audience trigger in it. Either that or they are not your target audience. They must ask..

How do you do that? or What do you mean by that?

That question is their way of giving you permission to go into the explanation phase. It's their way of saying, *Yes, I'm interested and I'm the target audience, now tell me more.*

Once that happens...

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)Why get tied down to your desk? Conventional computer networking can make you a prisoner within your office or your home. With wireless networking you can work anywhere. Take your computer to a meeting, to the beach, or just about anywhere. Wireless networking sets you free and keeps you in touch.

What can go wrong at this stage

You are explaining your concept in greater detail but you're doing it with a purpose in mind. Go back to the problem and only after that does the solution come through. Don't make the mistake of simply slam dunking the solution, because that makes it half as effective.

If the Problem *doesn't exist*

Sometimes the problem may not seem to exist. This is physically impossible. The only reason your product or service exists is because there was a customer demand or lack in the first place.

However that problem may not be top of mind

You're doing fine in your 1980's sedan. It has a few dents and looks a little dated, but you don't care. Until you have to start showing up for corporate meetings where everyone owns a flash car. Suddenly what seemed like a reasonable form of transport has become a bit of an embarrassment. The problem wasn't top of mind a few weeks ago, yet suddenly you're acutely aware of how much you need to get a more *socially acceptable* car.

A passenger in Economy Class only has a problem because they're aware of the splendour of First Class. If First class didn't exist, most of us would have been blissfully unaware of what was possible. By creating First Class, the airlines made us aware of the problem.

It's the same story with computers

Remember the 486? When 486's were the fastest computer, there wasn't a problem. When the Pentium came along, the 486 became too slow and clunky.

What has been a solution was transformed into a problem by bringing it to the fore. You must do the same with your customer. Your service or product may be just one of many they're considering. If you don't get their attention, it's very likely they'll spend their money elsewhere.. By elevating the problem in their brains, you can suddenly make your product top priority.

Even if they weren't thinking about it ten minutes ago, it now becomes a must-have item. So how do you elevate the problem in their brains?

You've got to use your imagination

You may not always have the power to create a Pentium or a First Class seat. It is possible that you have your level of service or product and that's it. Don't despair

yet. There is hope when you look at your competition.

Case Study: *Service: Cartooning*

Oh woe to you, if you're a cartoonist. Everyone loves you but you've got a business that is a like-to-have. So let's do the Brain Audit on this one and see if we can get you out of this mess.

Problem: Huh?

Solution: Lotsa cute little drawings

Target: Art Directors in Advertising agencies

Possible Competition: Photography

While you may not perceive that you are solving a problem with your service, the agencies do have a problem. They are called deadlines. They're always fighting some fire or the other. So look one level above your service to the customer's possible problem, however disconnected it may seem.

You can then position yourself against a photography shoot. This takes time, models and a whole lot of frustration. You have to get it right the first time and God help you if the client changes their minds.

With cartoons that problem ceases to exist;

- 1) You can deliver quickly to meet deadlines.
- 2) You can make changes easily.
- 3) There's zero frustration on the Art Director's part as it requires very little supervision.
- 4) It costs a whole lot less.
- 5) And you have exaggeration possibilities that would need extensive pre-press composition work or complex computer enhancement to achieve a similar result.

Five minutes ago, this problem didn't exist in the Art Director's mind. Now you can practically see the mushroom cloud exploding in her brain. If you do the follow up and stay in front of her, guess whose phone is going to ring the next time she runs smack into a deadline.

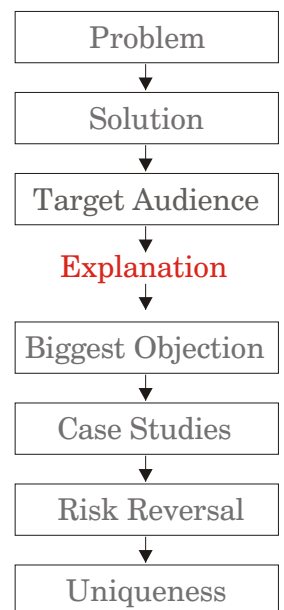
This is how you elevate a problem in your customer's brain. You look beyond the obvious solution you bring and look for their biggest issue. From there on it's much easier to get their attention.

Key Points: Explanation

*The explanation is the link that binds the initial attraction to the eventual sale. While the Problem, Solution and Target Audience attract the potential client, it merely sets off a trigger. The role of the explanation, is to make sure that you really paint the complete picture. This must bring home the problem and the solution in all its glory.

*The explanation doesn't create a problem that doesn't exist. It merely takes a latent fear or issue and brings it to the fore. The customer is very likely to buy the product or service you are selling anyway. The explanation just accentuates the problem and solution, causing a sense of urgency.

*A lack of urgency causes the customer to put it off till later. The big disadvantage of putting it off, is you may not be around to service them or deliver the product later and hence lose out to the competition.



CHAPTER SIX

Um...Err...Um

Why they love you, but just won't buy

See that hesitation?

It's called fear. Fear that comes from the lack of knowledge. Ironically, this is from customers that want to buy!

What stops them from taking one bold step forward?

It's called the objection. No matter what you're selling, your customer isn't quite ready to buy. They've got a series of questions in their head that have stopped them in their tracks. These series of questions are one of the bags on the conveyor belt that somehow you missed. If you'd picked it up early, you could have left the airport. Instead it has been going around in circles.

The reason why customers do this is simple

They want what you're selling, but they can't be absolutely sure it's the right decision. If only you could take away the objection, they'd be whipping out that wallet in three milliseconds. But they hesitate. Even when the product or service is well known, the customer still isn't quite sure.

It's your job to get rid of that fear factor

Most businesses don't like objections. They see it as a hindrance to their sales. So they avoid it, hoping the customer won't notice. Yeah right! Your customer is smarter than ever before. They've got more choice than in any time in history. But they're also not quite sure.

Which is why you can't possibly wait for the customer to go through the chug, chug in their brains. You've got to bring out the objection before they even think about it.

Ok, let me repeat it. And make it bold

You've got to bring out the objection before they even think about it.

Notice how it says *before*. It's because your customer is going to think about it anyway. And that's going to put the brakes on the sale no matter what. By bringing up the objection in advance, what you're doing right away is dropping the floor from under them. You are destroying any possible excuse they could have.

Objections are the key to customer interest

Depending on what you sell and where you position it, you will always run into objections. For every product or service there are only so many objections.

Your job is to find out your customers biggest objection and then find a logical answer for the objection. In your 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:

The customer is in a diamond showroom. They have played around with this wonderful diamond ring for about ten minutes. They've fallen in love with it. You know that from the look on their face. Yet they won't buy. What do you think their biggest objection is?

Yes it's price.. And if they have other objections to not buy the ring, you can be pretty sure that PRICE is the biggest one. There will be others, but if you can remove the biggest one, the sale goes on.

A smart sales woman, wouldn't shy away from it

She'd go right up and say, "That's really lovely isn't it? Yet most people look at the price and it scares them, because it's a lot of money to pay upfront."

This understanding of the customer's biggest concern straightaway knocks off the biggest objection. The sales woman can now offer terms or some other system that will make the price look less scary.

The reason why many sales people shy away from objections, is because they haven't thought of the answers in advance. Over time you'll find the same objections popping up again and again. Think about the logical answer to the objections. Ask others whom you trust how they would counter such objections. Do your homework and you'll find it very easy to deal with objections. In fact, as this chapter suggests, you'll not only deal with them, but bring them up before the customer even starts to think about it.

By recognising and then removing the biggest objection, you are putting yourself at a huge advantage. By stating it upfront, you remove your customer's confusion and get the sale moving along.

And now let's destroy the objection:

Yes, diamonds are very expensive, and that's because they last forever. This diamond is particularly expensive because it is from the Kubkeksdffdly mine, which produces the most luminous diamonds in the world. You can have a cheaper diamond but it's not quite the same. However, we do have a buy now, pay later system. You could take it now and pay it off over 12 months.

In this example, you not only destroy the objection of price, but you also bring up the problem of investing in a cheaper product. Most buyers want the best their money can buy. And in this case, because their money can't buy it now, they can pay it off over 12 months.

Best of all, the answer to this objection hasn't been thought up at the spur of the moment. It's been worked out and polished months in advance and delivered with finesse and confidence at exactly the right moment.

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**.*

What is the Feel, Felt, Found system?

Often when we are faced with an objection, our egos take a hit. Our natural reaction is to defend our service or product. While it's important to correct damaging misperceptions, it's even more important to do it in a way that avoids an adversarial stance and doesn't require the prospect to be wrong.

Feel-Felt-Found allows you to dilute the customer's aggression without stomping all over their ego. For example if the customer states your product is too highly priced, this is what you could say.

"I understand how you could *feel* that way. Most of our clients with companies of your size have *felt* that way initially, too, but once they started to use the product, they found it worked flawlessly under very rigorous conditions. They *found* they no longer wasted needless hours in downtime and frustration.

The Feel-Felt-Found approach makes it reasonable for the prospect to have held the misperception, allows that his peers have shared it, and gives a case study based on real experience, not on simply making a counterclaim.

Computer Guy: "I know exactly how you *feel*. Many customers *felt* unsure about the integrity of the data transfer and the chance of some data loss. What they *found* was that we transfer the data to another hard disk right away so there was no loss of data at all.

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.

So how do you figure out the biggest objections?

Because we're so predictable as humans, we usually don't have more than six objections for any product or service. Try it yourself. What's your objection for buying a new computer? Going past six would be reasonably hard to do. If you do go past it, it will usually be a variation of the main six objections.

If you listen long enough, you'll find out exactly what *excuses* customers make when they hesitate. A better strategy would be to ask the customer straight up. What would prevent you from buying this product or service? They'd usually be quite frank about it. Over time you'd develop a pattern. The same objections would come out time and time again. And because you know what they're going to say, you have the answers to their objection ready in advance.

In fact, as you read before, don't bother to wait. Bring up the latent objection yourself. And destroy it.

Here are some examples of objections

Product or Service	Main Objection
1) Diamond	Very Expensive
2) Cartoons for Business	Too frivolous
3) Discount Stores	Cheap, Unreliable
4) Speeding up Computers	Loss of Data

With every one of these products or services, you'll get the same objections playing like a stuck record. Anticipate them. Draw them out if necessary and then make it easy for the customer to go ahead without the bag going round and round in his brain.

The difference between 'Objections' and 'Conditions'

An objection is when the customer isn't sure about the colour or the price or terms etc. A condition is when they have no use for the product at all.

A person buying skis would have certain objections that can be countered. However if that same person has his feet in plaster from a recent accident, that's a condition. If you mix up a condition and an objection, you will often be pushing your service, product or idea down someone's throat. And if the product or service doesn't help the customer, the best course of action to take is not to sell it to them.

A monster objection called price

Most people selling anything will tell you straight up that price is the biggest objection. And you'll nod your head sagely. Sadly you'll be wrong most of the time.

Seventh in a list of six!

In a list of six main objections that include quality, service etc, price comes in last at seventh. Hang in there and hear me out. What we're talking about here is not price but value.

When faced with price, bring up value

You, me and that customer of yours buys on value every single time. Sure we all call it price, but that's because our vocabulary needs a little reminder. For instance,

would you buy a fridge that was dirt cheap only to find it barely had any storage capacity? Most salespeople never paint the potential hazard of buying cheap. The best way to deal with objections is to always bring in the pain of the problem.

The bigger fridge might be more expensive, but the nuisance of being stuck with a fridge with too little storage space is a bigger factor. When faced with these options, price quickly goes out of the window.

It's what you do with your Crayolas™ that matters

You've got the crayons, now paint the picture right. If the customer is hesitating to buy the expensive product and wants to buy a cheaper one, all you have to do is bring up the value. Let them compare. Let them go through the pain of getting stuck with the wrong product. When value strikes and pain joins in the fun, the value factor comes into play.

Price is a factor that can be eliminated quickly.

If you went to a training workshop that cost you \$5000, that's a big price factor. However, it's negligible if you compared it with the fact that attending the workshop would result in savings or profits of \$15,000 or more in a year.

Make sure the objection you've shot down, stays down. Use the power of comparison in your sales pitch. Not only should you bring up and get rid of the objection, it's important to get the customer to compare with a scenario where he or she stands to lose even more.

In the workshop scenario, you can point out that there are a dime a dozen workshops that are priced at \$500 or \$750. These workshops often carry fairly unoriginal content. For a workshop to be priced at \$5000 per person, not only would the presenter and the topics have to be exceptionally good, but you'd also have to see very clear results.

While \$500 may not seem like an overly burdensome

investment to write off, there are hidden factors that go beyond money. At the end of the day you've still lost not just \$500 but also two days of your valuable time. In the \$5,000 workshop, not only will you get extremely powerful tools, but your time investment will be well rewarded. *Note: Right after this, you can reduce their risk considerably, by giving a better-than-money-back-guarantee, but let's leave that for the Risk Reversal Chapter.*

Line up the objections like ducks in a row

The customer's unspoken objections are the biggest hurdles to closing a sale. Your ability to take that oversized bag off their brain will speed up the selling process considerably.

Go on, ask your customers what stops them from going ahead. Then quickly plug that in your website, sales letter, email, presentation and all your communications. And let's move on to the last three bags on the conveyor belt.

Key Points: Objections

*Objections in the customer's brain stops her from buying. This is what makes her want to think about it. Once the customer's buying desire is awakened, they feel the need to go ahead, yet are slowed down by objections.

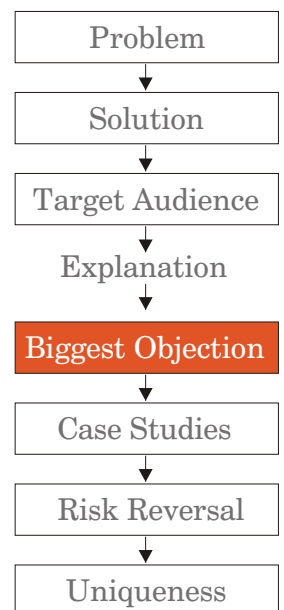
*It's no use pretending objections don't exist or that the customer won't bring it up. She may never bring it up, but it will still be on her mind. Your best bet is to bring up the objection and destroy it. Your prime job at this point is to show the customer why the objection is not really an objection at all.

*Find the biggest objection of your customer. This can be done by research or if you're face to face, it can be done by skillful questioning. Then work your way through the rest of the potential objections. Give logical reasons to remove the natural fear the customer feels.

*Feeling is everything. A sale can stall at this point because of a lack of empathy with the customer. A good system to counter this is the Feel, Felt, Found system. It's simple and effective. It should encapsulate the following. "I know how you feel. This is what our other customers felt. And this is what they found." This creates an enormous amount of empathy and reduces the resistance level of even the most aggressive customer.

*There is a difference between an objection and a condition. Example: A person is being persuaded to buy a spade for his garden. He may have a garden and may still not buy, because he has no interest in gardening. This is a condition. An objection is when that very person has an interest in gardening, yet is hesitating to buy for some reason. The only way to distinguish between the two is through questions. The more questions you ask, the more you can qualify the customer.

*The Price Factor is often given undue attention. Most business people are convinced that their products or services would be readily accepted at a lower price. Yet, that's rarely the case. There are a whole lot of factors that are far more important than price. In fact, price comes in seventh in a list of six.



CHAPTER SEVEN

Am I the first one?
What do the others before me think?

The Power of The Case Study

If you could look inside your customer's brain, you'd see how she so wants to buy. She loves it. She wants it. But she's thinking of her husband Bill. And her mum. And Gillian, her best friend at university.

Huh?

Your customer's brain is off on a tangent again. She wants the service or product so much, but she's afraid of making a mistake. Customers hate the feeling of having to play guinea pig. They want their purchase to be as risk-free as possible.

You're not the first one to try it out...

There was Jim, Anita, Ramesh, Lee, Brenda, Ibrahim, Brenda Lee and dozens of others. They all tried and tested the same product or service. And here, this is what they had to say. They too were skeptical, but this is what they found. They found the product or service worked flawlessly and they would be happy to recommend it to anyone who was thinking of buying it.

This is the reassurance that your customer is looking for all the time. The fact that there have been others before her that have tested the product or service and it worked fine for them. And she figures, I can't go that wrong if it worked for others.

Let me tell you about Lee Ann

Lee Ann had known me personally for close to three years. She had heard me speak, subscribed to my newsletter and heartily read each one of them. Every few months, she'd even write back, letting me know how much use they had been to her in her business.

And she wanted to attend a workshop we were hosting in the city.

You'd think if someone had known you that long, they wouldn't hesitate right? Not Lee Ann. She was still not sure it fit in exactly with what she did.

So I did what any sane marketer would do. I sent her to

Speak to someone like her, who'd done the workshop recently. They talked. And Lee Ann signed up.

Lee Ann's reluctance is normal

Customers aren't doubting you most of the time. If you've done your job right, they're pretty happy with what you have to offer. Yet they aren't sure if the fit is right. And this drives them daffy! But how are they going to ask you? So they stew in their own pot and the end result is they don't buy.

The key to unlocking that reluctance

It's called **case study**. Or testimonials. It's someone else saying how great you are, how fast you are, how wonderful you can be. You now have very real credibility that your customer can buy into. It reduces her stress of being the first one.

How do you go about creating a testimonial?

Before you get some wild ideas, no I'm not asking you to go fabricating testimonials. I am asking you to be choosy and strategic in the way you go about things.

First, you must know that testimonials like, "You were wonderful", "What a great service you have" or "I loved this product" are good..

But not quite good enough

I mean, let's face it. Have you ever seen a bad resume? Or a bad testimonial for that matter? Testimonials are usually dripping with honey and sweet things. Sweet enough to make you sick. And while they work, there's something that works better.

It's called the Reverse Testimonial

It appeals to our natural sense of skepticism. Nothing can be 100% pure or right, we figure. So if you have a testimonial that starts with a problem, you've really got my attention. A good dose of the customer almost not wanting to work with you, not sure of whether you were the right fit, or almost un-subscribing fits in with our brain's natural doubt.

This puts your credible testimonial into the *incredible but true* section. It gives it a well-rounded feeling and balance.

Again putting the problem first. Here's what a well balanced case study would look like.

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 pretty well rounded...

It doesn't just give you one side of the picture. It stresses on the problem they were having before you fixed it. And it gives you a picture of the Target Audience and the consequence of the improvement.

As a customer, that's exactly what I'm looking for!

And that's what many a customer would say. Not all though. Some customers search for reliability. Some for speed. Some for friendliness. How are you going to guess what they want, when in many cases you haven't even met them? The only chance they have to judge you is through your case studies on your website, brochure, leaflet, etc.

Which is why you need to cover the bases

Here are some testimonials from the site www.psychotactics.com. When you read them, you'll realise how each of them not only highlight initial skepticism, but also reveals different facets of the company being dealt with.

Testimonial Example No.1:

"Believe me, I'm not easily impressed, I have been in Marketing for over thirty years and thought I truly grasped what marketing was all about.

I have read all the stuff by the various gurus only to see my personal growth lay dormant and do absolutely nothing in terms of progression.

Your dynamite information, touched or connected with something inside me and your efforts have truly changed my life, business plans and wealth building.”

***Ralph D. Blaine-Listing & Marketing Specialist
Certified Real Estate Instructor***

This testimonial talks about a person with considerable business experience. It highlights the fact that you may not even make sense to start with, but it works. It would appeal to two kinds of audiences namely: an audience that is not sure and an audience that believes they've seen all the marketing and business books there are to see. This removes their doubt about needlessly purchasing in a rehashed version.

Testimonial No.2:

“I can only say this. If you aren't using Sean currently, you should be, because next year he's going to be TWICE as expensive!”

Ryder Senior, Managing Partner-Frog Prints

This testimonial talks about price and brings up a problem that doesn't even exist, but may exist in the future. Essentially it follows the formula of having a problem and solution in the testimonial.

Here's a quick audit to check your testimonial

- 1) Is it slightly skeptical?
- 2) Does it have a problem or is it all solution?
- 3) Does it cover different aspects of your company's personality? Eg: Speed, Reliability, Pricing, etc.

What if I don't have a testimonial?

Good question.

Have you noticed how movies have ratings before they are released? Or books that have testimonials way before the book is released? Those very lessons can be applied to your business when you're starting up. The best way to get testimonials is to have people have a taste of what you're serving.

You could get this by doing small jobs for someone if you've got a service. You can send out free samples to potential clients if you've got a product. If your product is big and bulky like a photocopier, let them have a trial run for month or so. Ask for the testimonial mid-way. You'd be surprised at how many people would be willing to give you testimonials if you just asked.

The reason why you don't have testimonials

If you've been in business long enough and you don't have testimonials, it's because you didn't ask. Or if you did ask, you used the wrong format (see next page). Keep asking for testimonials when you do anything. And keep asking all the time. You'll soon have more than you can handle. Then you can pick and choose the best ones for your communication.

When is the best time to ask for a testimonial?

That's easy. When a customer thanks you for the job, you should be asking for a testimonial that very minute. If on the other hand, the customer says nothing, ask him what he thinks of the service or product. When he says it is wonderful, ask him whether you can quote him.

The way to get skepticism in the testimonial is to ask him what were his pre-conceptions before working with you. And after. We love make overs and before-after scenarios, simply because they represent problem-solution. It's the ol' light at the end of the tunnel. But first you gotta have the tunnel!

Which is the best format to get a testimonial?

Something happens to people when they sit to write down testimonials. They go blank. The guy who could outdo the best politician, suddenly struggles to put down two words on paper.

So he takes the easy route. He avoids it.

Consequently, you're up the creek without your testimonial. Ah well, there are better ways to go about it. You want to know the secret of getting testimonials that are out of this world don't you?

The simple secret of getting great testimonials

There are two ways to get absolutely stunning testimonials. Use the phone or email. Is that all, I hear you say? It's not the medium, it's how you ask for the testimonial.

If the person you're asking a testimonial from isn't a gifted writer, they will write something so bland and yucky, that you may never be able to use it. Besides how are you going to do everything that was outlined on the previous pages? How are you going to get a testimonial on speed or reliability if you leave it to the testimonial writer.

The trick is to engineer the questions

No matter if it's via the phone or email, ask specific questions. It's best by phone because you can change the agenda unlike email which is pretty rigid. Here's an example. When your client says they're happy with your work, tell them you'd like to get a testimonial and you will be calling them. When you call, either take notes or record the conversation. Let the client know you're recording it.

Then ask:

- 1) What do you like most about the product/service?
- 2) What were your perceptions before we started?
- 3) How has that perception changed?
- 4) What are the three biggest benefits?
- 5) Would you recommend our product/service?
- 6) Is there anything else you'd like to add?

The answers you get will be natural and easy to read.

Plus it will give you free feedback and make your clients even more committed to dealing with you.

Testimonials go beyond just being words. When a client gives a testimonial, they're really wowed with your product or service. Otherwise they're not likely to give one. At a psychological level, they put their stamp on your company. They give it their approval and it makes them want to work with you even more than before.

How to make sure email works for testimonials

The same questions apply in email, but it's important to keep the questions as informal as possible. This allows the client to send back equally verbal-like answers, instead of trying to craft a testimonial within rigid parameters.

No matter which method you use, all you then have to do is edit the text to your liking. Send it to your client via email and get them to OK it. Most of them will without too many changes. And voila, you have a really power packed testimonial!

For a complete testimonial...

When you're creating a testimonial or case study, make sure you really pack it in. To make the testimonial completely water tight, be sure to put in as many of these elements as possible.

- 1) The initial problem.
- 2) The solution you effected.
- 3) The objections initially involved.
- 4) The risk you removed.

This makes your testimonial very comprehensive. The more details a testimonial has, the more convincing it gets in the customer's eyes.

Phew! Five bags are off the conveyor belt. Just two more to go. You can't wait, can you?

Key Points: Case Study

*A testimonial reduces risk. It's all about you, but you're not saying it. Someone else is. And that makes a huge difference. It's believable and removes a large part of the doubt from the buyer's mind.

*There is great power in a testimonial but super power in the Reverse testimonial. The reverse testimonial is more in line with our naturally skeptic nature. Work towards getting testimonials that are well balanced with a good dose of initial skepticism.

*Construct it with Problem and Solution in mind. The key to a great Reverse testimonial is the problem upfront. And then the solution. Pay close attention to this fact. Always audit your testimonial for a problem and if there isn't one -- get one! Remember the client came to you to solve her problem. So the problem must exist. Use it to create drama in your testimonial.

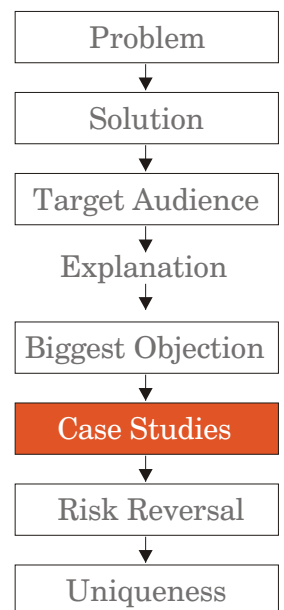
*Make sure you have a good sprinkling of angles for your testimonials. Some clients look for speed of delivery, some look for reliability, some for friendliness. Make sure your testimonials cover the bases well.

*The biggest secret to getting testimonials is a three letter word. It's called ASK. Just keep asking and you'll get a whole range of testimonials. It doesn't matter if you have a hundred and ninety nine testimonials. The two hundredth one might be a real winner. Collect testimonials like stamps. And then put the best ones in your stamp collection :)

*The best format to get testimonials is audio. It's easier to be fluent in speech than on paper. Use a recorder to capture the moment and the tone. If audio is not possible, use email. However, make sure you cover the questions below and you'll get really good testimonials.

*The questions to cover.

- 1) What did you like most about the product/service?
- 2) What were your perceptions before we started?
- 3) How has that perception changed?
- 4) What are the three biggest benefits?
- 5) Would you recommend our product/service?
- 6) Is there anything else you'd like to add?



CHAPTER EIGHT

What stops her?

Why you need to eliminate risk as soon as possible

Take away the heebie jeebies!

Have you ever seen someone standing right at the edge of a sale? It doesn't take a lot of energy to push them over. Yet, most businesses lose out on sale after sale, simply because they miss out this bag.

A little red bag called Risk Reversal

It's tiny really. Possibly something you could have taken with you as carry on luggage. And among all those huge Godzilla sized bags, it's easy to not see it.

Yet it's vital to your customer, because this is the bag that literally takes all the risk away.

Here are some examples of Risk Reversal

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

Understanding the concept of pressure

During a sale situation a customer feels intense pressure. Most customers find it easier to simply put it off till the last possible moment. One of the best ways to counter this procrastination, is to give the customer a deal they can't refuse.

A deal where you carry the risk

This might be all the risk or some of the risk. If you take all the risk upon your shoulders, the customer feels no pressure at all. This encourages her to buy now, because she can always return it.

Risk reversal doesn't always mean money back

Imagine this. Your computer is not working. You need someone to fix it. He offers to fix it or gives you your money back. That's a nice to have guarantee, but that's hardly what you're looking for.

What you really want is for your computer to be up and running. In this case, the risk reversal could be the fact that the repairman specialises in the kind of computer you have. That's a big risk removed. He's the specialist and that gives you tremendous impetus to move ahead.

With Domino's Pizza the deal was *they'd deliver in 30 minutes or the pizza would be free*. Domino's was more a guarantee of delivering the goods on time, than sheer money back. The fact that everyone prayed like crazy for them to be late, is quite another issue.

In the case of a clothes shop, the risk could be *We'll alter your clothes if your weight changes*.

As you can plainly see, your customer will have some sort of fear. That fear when removed, will get the sale moving and create more business than ever.

Which brings us to our biggest fear

As suppliers of a product or service, what we fear most of all is that people will take advantage of us. They will use the product or service and not pay us. The statistics tell a different story. Even when you give a 100% money back guarantee, less than 5% ever come back for their money.

Remember this important factor

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!

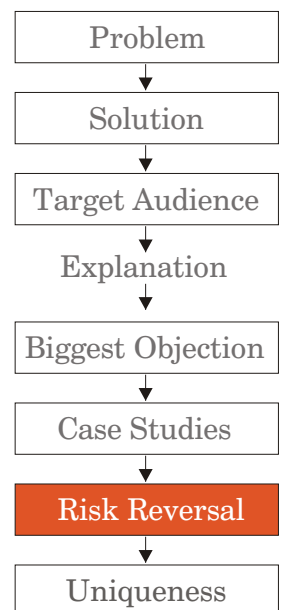
Key Points: Risk Reversal

*Risk is on everyone's mind. It's what stops your customer from buying your product or service. When you take the risk away from him, you create a world where he can't lose. That spurs him towards signing on the dotted line.

*Recognise the fact that the customer is under tremendous pressure when he buys your product. He doesn't want to look like a fool if something goes wrong in the future. The only way to safeguard his future is to take the risk upon yourself. That takes the pressure away, allowing him to examine and fall in love with the product without the pressure of getting stuck with it.

*A money-back guarantee is only one of the many forms of risk reversal. Ask yourself what problem you solve for the customer. What does he stand to lose if it turns to custard? Identifying the result he seeks is absolutely vital, because he'll measure his happiness and success level on that factor alone. In many cases, a simple money-back guarantee will do, but often money may play a non-existent role in his decision making process.

*The biggest reason why businesses don't offer a risk-reversal is because they haven't thought about it or because they're too scared they'll get ripped off. The statistics disprove this supposition time and time again. By reversing the risk, companies grow in leaps and bounds, often by 200% - 300% or more. What's more, they rarely, if ever, even hit a 5% return rate.



CHAPTER NINE

Why me?

In a world of choice, why should they come to you?

We're no different

I squirm every time I hear someone say that. Something in my brain goes No! Don't say that! Don't ever say that! Because you are different. As individuals and businesses we stamp our own personality on our lives and businesses. We do things just a little bit different from the others down the street. That difference is what causes clients to choose us from others. It's what can take us down the path of success or failure.

It's called the Unique Selling Proposition (USP)

The USP is what sets you apart from your competition. When faced with cut throat price wars, some companies charge 500% over their competitors and still get customers in droves. Customers aren't dumb. They know exactly WHY they are buying from the more expensive store or hiring the more expensive consultant when they can get a similar product or service much cheaper elsewhere. It's the end result that matters to them and they're happy to pay more, wait longer or put up with other inconveniences just to get a consistently gratifying result.

Why is a point of difference so important?

If you've done everything mentioned so far in the Brain Audit, all you've done is set up the sale for the competition. You've got their attention, explained the situation and built up a case with your case studies and risk reversal. The only question that remains unanswered in the customer's brain is *Why should I choose you?*

It's a valid question to ask

Let me elaborate. Let's take an example of a bed. If you convince your customer that this is the bed to buy and explain all the details, it sets him 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 *Unique Selling Proposition* comes into play.

When faced with six choices of beer at the supermarket, you pick one brand over the others. What makes you choose that particular brand? The uniqueness you're looking for might be taste, economy, status among your peers, country of origin, alcohol content or any other uniqueness you particularly like. If the beer companies didn't take pains to stress their difference, you'd never know.

Which is why some beer drinkers stick to their Guinness, while others swear by Heineken.

But we're not that different, you say...

This is often where business stumbles. Over 95% of businesses have no uniqueness. Oops, what am I saying? They are all unique, they just don't know how to express it. They struggle a bit and then give up blending themselves with the vast majority. Yet there is a way to create uniqueness. And here's how...

How to create a uniqueness for your company

There are two ways you can do this.

- 1) You can create it out of thin air.
- 2) You can find it in your own product or service.

Example #1: Creating USPs out of thin air

Remember when you were hungry and you dialled a pizza company? Remember how that pizza got to you in about twenty to thirty minutes? This wasn't always the case. In the seventies, pizza parlours didn't bother. You either ambled down to eat at their premises, or you waited forever for your pizza to arrive.

Dominos pizza changed the rules

Their slogan was *Pizza delivered in thirty minutes or the pizza's free!* Instantly, this pizza service captured the imagination of a very hungry public. Dominos has grown from its humble roots into a billion dollar business today. And in the process created a standard for the rest of the pizza companies.

Have you realised how safe a Volvo is?

You say Volvo and people say Safety. Why is that so? How

come Volvo gets automatically tagged to safety? It's because in a world of me-too car companies, they decided to change their rules. In their marketing and advertising, they promoted Volvo as being safe. And safety got burned into your brain.

Both of these companies created their USPs out of thin air. It wasn't that hard to do either. The problems existed in the marketplace. All these companies did was focus on the need of their potential clients and create USPs that fitted that need. After that, it was just a matter of fulfilling the promise made.

Example #2: Finding it within your product or service.

Look around you and see how retail stores are pounding you with the term "Lowest Prices". The brain doesn't like to be fooled and is bored with generalities. Always appeal to specifics as the brain locks in to them like nothing else.

This is what one store did to be different

They looked at their profit margin. It was just 4.5%. The owners knew about it all along but didn't see the profit margin as being something unique, and ignored it as being inconsequential. When it was pointed out to them, they grudgingly began to use it as their USP. Their signs soon said "You pay only 4.5% over cost price for all products in this store."

Once they promoted the USP, most people were instantly alerted to this fact, and the store's sales went up considerably. Most customers figured that a 4.5% margin is more than fair if a store is to make a profit, yet low enough for them to get a good deal.

How do you find a USP in a beer?

Beer marketing has always been cutthroat even a hundred years ago. Schlitz beer is a good example of how a USP can turn a brand around. Schlitz Beer hired Claude Hopkins, an advertising genius who lived in the last century, to increase their falling market share.

Every beer manufacturer at this time was screaming *PURE* in their ads. Each ad went louder and bigger. The word pure was popping out across double pages in the local newspapers. The strategy was simple. The louder the emphasis on the word pure, the more people would buy into their beer. Beer companies were spending a fortune just advertising this 4-letter word as big and as bold as they could.

Then in came Hopkins

The first thing Hopkins did was to take a factory tour. On this tour he was shown plate-glass rooms where beer was dripping over pipes. Inquiring the reason for this, Hopkins was told that those rooms were filled with filtered air, so the beer could be cooled without any impurities.

Next, he was shown huge expensive filters filled with white- wood pulp that provided a superior filtering process. The manufacturer then went on to explain how they cleaned every pump and pipe twice daily to assure purity. Also how each bottle was sterilised not once or twice, but four times before being filled with beer.

Hopkins marvelled at the 4,000 foot deep artesian wells dug to provide the cleanest and purest water available, even though the factory was right on the shore of Lake Michigan. (At this time Lake Michigan was not polluted and could provide clean water.)

Finally, Hopkins was lead into a laboratory and was shown the mother yeast cell that was a product of 1,200 experiments to bring out the robust flavour. He was told all the yeast used in making Schlitz beer was developed from that original yeast cell.

Hopkins was flabbergasted with the care taken to produce the beer. Turning to the manufacturer, he said, "Why don't you tell people these things?" The manufacturer's response was predictable. "Because

every beer manufacturer does it the same way.”

Hopkins said, "But, others have never told this story." He subsequently went on to create an advertising campaign explaining to people what makes Schlitz beer pure. He highlighted the USP, *Schlitz beer bottles - Washed with live steam*.

Schlitz went from No.5 to No.1 in next to no time. And they celebrated with...beer, I suppose.

How your brand can go from obscurity to fame

How do you create your own uniqueness? How can it be so different from others that it stands out instantly? The key is to list out everything you do. Put it on a sheet of paper. Then rank what you do. Give a ranking of 10 for the highest factor and 1 for the lowest.

For example let's assume you wrote newsletters for a living. What are the factors that could come into play?

Speed

Quality of words

Extensive research

Let's assume you scored the highest on the quality of words. It won't take you long to see that it means nothing to your customers. Like a rough diamond, this needs to be shaped and polished till it shines.

What does quality of words mean? It could be text copy that has any of these qualities:

Persuasive copy

High value sales copy

Technical copy

Now it's time to polish your diamond

The best way to do this is to qualify your statement with specifics. Generalities are non-stick. Specifics are what will really hold your customer's attention.

Persuasive: Guaranteed 3% return on your direct mail.

High Value Sales Copy: Specialise in writing copy for products valued at \$3000 and above.

Technical Copy: Turning technical jargon into *English*.

A bit late in the day, but more pertinent. I could have defined the USP right at the start of this chapter, but now that you know its power, you'll really appreciate why it's so important to look closely at the definition.

USP = Unique Selling Proposition

The first part of USP is Unique

That's one of a kind. Unlike any other product or service. This means you've got to be in a niche market. The biggest reason why businesses refrain from positioning themselves is because the word position itself means sacrifice. When you decide to take a position, you can't sit on that fence any longer. When you are uniquely writing for \$10,000 + products or services, you automatically rule out all the sub \$10,000 business. When you deal with technical products, you say hasta la vista to all the non-techie stuff. And it scares the heck out of you. And it will.

However, if you are really good at what you do, customers will spot you a mile away. They will look for you among a sea of me-toos and will hanker for your attention, even agreeing to pay higher prices in exchange for specialisation.

If ever your heart needs urgent repair

Of course, I'm being over dramatic, but if you ever needed a triple bypass heart surgery, who would you go to? Your family doctor or a triple bypass specialist? And what if the triple bypass specialist charged you \$10,000 more than you expected? Would you go back to the family doctor? And suppose in the world of triple bypass specialists, you learned there was one who had a 0% failure rate, but she charged more. What would you do? Wouldn't you be doing all you could to make sure you had the specialist among specialists?

That's the power of being unique. And creating the uniqueness with a statement.

The second part of USP is Selling

See? It's not about having the uniqueness and keeping it in a box in the corner. It really means you've got to put it out there. Your customers have to know about it, and it has to be done via the website, your brochures, when you speak to them on all communication.

You don't have the marketing budget of Coca Cola or BMW. It is therefore, imperative that you make each occasion count. Sell the uniqueness of your company wherever and whenever you can. Yes, even when you run into a dissatisfied customer, be sure to tell them the uniqueness of your product or service before refunding their money. In the long run, this message will go out to your desired audience and you'll start attracting exactly the customers you want.

Your sales will improve a whole lot more if you apply the power of uniqueness to your world.

The third part of USP is Proposition

This is how Webster's Dictionary defines the word.

1. *The act of setting or placing before; the act of offering. ``Oblations for the altar of proposition."*

2. *That which is proposed; that which is offered, as for consideration, acceptance, or adoption; a proposal; as, the enemy made propositions of peace; his proposition was not accepted.*

This is not a hostile takeover. Far from it! This is what you propose to the customer. It's what you put forward, so that they can see it and appreciate it. It's your proposal for them to consider and evaluate. If unique enough, the customer will accept your proposal, resulting in a purchase.

How USP works in real life

Your partner chooses you for your uniqueness. You'd be a bit of a dope if you said, "Oh, I'm just like all the other guys, I'm no different," or "I'm like all the other women, I'm no different." Your partner chooses you for a reason

and you choose back for a reason. That's the uniqueness and the romancing is the selling and the proposing to continue with the relationship.

How do you find your USP?

- 1) What unique problem do you solve and how can you back up your claim?
- 2) Which or who is the target market that would love to have your product or service?
- 3) Has your potential USP been taken by your competitors? If so, you've got to go back to the drawing board and create one that's truly unique.

Important: How to test your USP

This is the easiest test of all. Write down your USP on a blank sheet of paper. Now put your logo over it. Does it work for you? It does? Great, now you have your own USP.

But wait.

Now put your competitor's logo over the same USP. Does it work? 9 out of 10 times it will. This means you haven't created a truly unique selling proposition. It's still too generic to make you stand out.

For example: Subway Sandwiches' USP is *6 grams of fat*. Try putting that on any other known brand and it fails. In your brain, that phrase belongs to Subway and no one else.

Admittedly it's not the easiest thing to get a point of difference in a me-too world. However, that's no reason to droop. Keep your chin up and work hard at it. Better still ask your customers why they choose you over your competition. They will give you responses and ideas that you may never have considered.

In the end, the USP is the biggest bazooka of them all. When all else fails, a USP will create customers where none seemed to exist.

Where USPs need a bit of propping up

If you run a small business, once you pick a USP, it's likely to run for the length of your company's lifetime and beyond. Some USPs have been so stamped in our brains, that it's virtually impossible for a competitor to take over. However, on occasion, the competition may come from a changing scenario.

For example: When it absolutely, positively has to be there overnight made huge sense for Fedex about 10 year ago. Today, that USP is slightly diluted by the fact that email and faxes beat Fedex by a country mile. This battle cannot be fought on instant terms. However, like most products and services, there is always some lurking problem in the client's brain.

In the case of vital documents, it's always safety and confidentiality. A misplaced email can go to the wrong person, and find its way on a thousand sites on the Internet. One mistake like that can put a company's forward march on a quick detour.

Changing a USP can be a huge headache. A USP literally creates a space in your client's brain. They can only see you as they knew you. To make a shift, is a slow tedious process. Fedex has a USP of reliability and need to paint the picture of the unreliable other mediums of getting the message across.

If you were a candle stick maker, you'd be broke
Or that's what should have happened when we switched to electricity. Yet candles got repositioned in our brain. They are now being sold as a medium to relax and romance. In a world that's increasingly going nuts, the candle represents a slow down -- even a necessity to be a little more laid back that we are.

While you were reading...

Um, if you didn't notice, we've just took the seventh bag off the conveyor belt. You can put them in your trolley and wheel them away merrily.

And yes, I'll leave you here to browse through the last few pages of the book. Congratulations on your decision to invest and read through the pages of this book.

In conclusion...

That in short <rolls eyes> is the Brain Audit: The most powerful organised system you can use to convert suspects into prospects and then customers. Now go out there and use the Brain Audit to maximum effect!

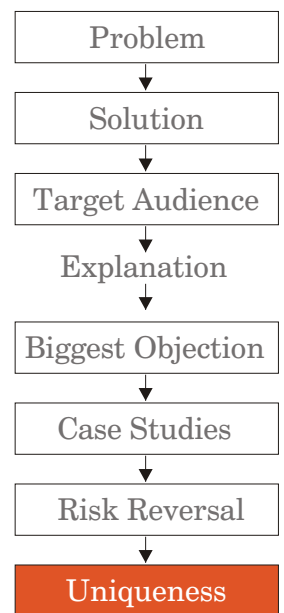
Key Points: Uniqueness (USP)

*The USP is the Unique Selling Proposition. It's what makes you different from all your competition. If you apply all the steps in the Brain Audit, you've achieved a lot, but haven't clearly defined why your customer should use you and not someone else.

*You can create your uniqueness in two ways.

- 1) You can create it out of thin air.
- 2) You can find it in your own product or service.

*The simplest way to test your USP is to put another company's logo on top of your own USP. If it works, you need to go back to the drawing board. Finding a USP can be a trying task, but it will reward you well over the years to come.



ETCETERA

A few last words

Some other things you should know.

The Brain Audit Upside Down

Here it is, a complete summary of the important concepts in this book. 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.

Bag 7 - USP: Create your USP to be truly competitor-proof. 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*.

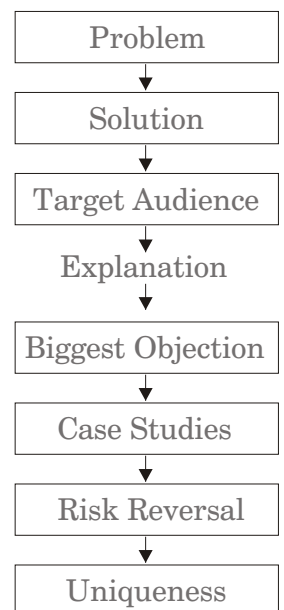
Bag 6 - Risk Reversal: If you want to dramatically improve profits, there are few things better than removing the buyer's risk. You don't have to be dramatically different. Find the risk that stops your customer from buying from you and reverse it! It's worth it.

Bag 5 - Case Study: When structured right, a case study 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.

Bag 4 - Biggest Objection: Your job is to put your client 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!

Bag 3 - Target Audience: Select your target audience down to very clear specifics. If you don't, all of this thought process will be of limited use. Putting all your forces behind a single target audience allows you tremendous focus.

Bag 2 - 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.

Bag 1 - 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!

Frequently Asked Questions

Isn't this whole Brain Audit approach totally negative? I mean why can't we just state the benefits like we were taught?

We've grown up with the concept that the solution or the benefits are what drive people to buy. And that is a positive approach. Yet, the brain is focussed on one's problems. It wants you to state the benefits, right after it identifies the problem. By stating the problem upfront, you're actually saving the customer a whole lot of time and energy. They look at the problem and say, "Hey, great problem, but it's not mine." And they move on. And if it concerns them, they're only too happy to want to know the solutions.

How can you categorically state the problem works time after time? Do you have proof?

The proof is in the testing. Test for yourself. See the difference. Look at the signs below. Doesn't the one on the right actually make you feel tired, and in need of a nice capuccino every time you see the sign?



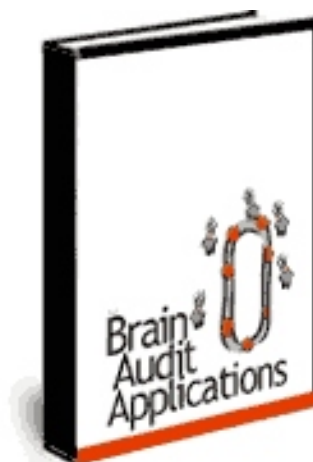
*Which sign gets more response? Which one gets your attention?
You can use the Brain Audit principles in simple as well as complex situations and always get results.*

Is this creating a problem where none exists?

If there is no problem, you can never sell a product. The Brain Audit simply elevates the problem. It brings to the fore, something that your customer would normally put off to another time or day.

Look at the signs above. The tiredness factor is directly linked to the coffee. If you're feeling bright and chirpy it's very unlikely you're going to go in for a fix of coffee. You've got things to do and planets to conquer. It's only because there is an underlying tiredness factor that you respond to it all. No siree, you can't create problems where none exist!

Recommended Products:



Applications of the Brain Audit

How the Brain Audit is applied in brochures, sales letters, websites, advertising etc. Plus: How to create a tag line in under 49 seconds! SPECIAL OFFER FOR EXISTING CLIENTS (That's you!) Click anywhere on this page to see a live example and video that shows you what you get when you buy the Applications of the Brain Audit. Or go to

<http://www.psychotactics.com/baapplications.htm>

The Intense Power of Triggers: You know what triggers are. Now learn how to create triggers on the fly, as you go through a series of examples that enable you to instantly (and magically) create triggers - both for your business or any business.

Create Tag Lines in under 49 Seconds: Your business card, your website, your brochure and all of your written communication needs to instantly telegraph what you do. But what you do isn't of interest to the customer. Learn how to create taglines loaded with a WIIFM factor -- and how to do in under 49 seconds.

How to Make An Elevator Pitch That Stops Clients In Their Tracks

Learn how to make the constraints of time work for you. Learn how to create an elevator pitch that creates an enormous need for your product/service.

How to Use Brain Audit concepts to create headlines: Learn WHY certain headlines work better than others. Then learn how you can create headlines by seeking out the best headlines (You'll instantly know which ones work and which don't) and tweaking them for your business. You never have to sit around and mope because you can't get the right headline for your article or salesletter.

How to stop wasting money on your advertising: Take the audit trip, and find out specifically which ads work and which don't. Then learn how to spot the mistakes in the advertising and how to fix those mistakes -- with real examples.

How to turn a crappy direct mail piece into a stunner: Learn how to make your direct mail piece stand out in your customer's hands. See an example of a Brain Audited direct mail piece and how you can use all the elements of the Brain Audit in a tiny, tiny space -- and have maximum impact!

How to analyse emails: Which emails work and which don't. Find out the specific triggers as each email is analysed to create a specific response. Why write emails that get trashed? Learn to write emails based on scientific principles of the Brain Audit and see a completely different response to emails you send out from here on.

Learn to identify the essential elements of websites: Watch carefully as a website is stripped away using the Brain Audit. Each website is analysed and you learn what works. And what doesn't work. You'll definitely want to change your website after reading this chapter.

Why testimonials aren't enough: In the Brain Audit, you learned how to create the Reverse testimonial. Now learn how to take the testimonial to a completely new level. What should you have in your testimonials and how do you go about getting them?

How to prevent customers from deleting your articles: Crafting your article with the Brain Audit, will cause your readers to be riveted to your copy. In this chapter, you'll see for yourself how the concepts of the Brain Audit are used time and time again -- and how they create a compelling article, that customers can't help but read.

How to create revenue from your speaking engagements using the Brain Audit concepts: It's not what you say, it's how you say it, that matters. Learn the systems (and see part of the speech I use) to sell thousands of dollars worth of product to a live audience. There are specific hot spots in a speech. Learn how to use those hot spots to turn tentative prospects into red-hot clients.

Instant Makeovers: See how a down to earth newsletter was turned around in less than a couple of hours. Even when you get all the Brain Audit elements right, there are visual elements that may let you down. See for yourself design can play a pivotal role in causing customers to buy.

Go to <http://www.psychotactics.com/baapplications.htm> to avail of the special offer.

Resources

Psychotactics' Sequential Training System

If you've bought a product from PsychoTactics or have read through a free report, you'll be keen to learn if there are more goodies in the Psychotactics collection. Heck, sure! Not only are there more products and training courses, but here's a little helping hand guiding you along the sequence you need to follow to get the maximum advantage. On this page, you'll find the sequence that has worked best for most clients. On the pages to follow you'll get other resources, training systems and consulting options.

Step One: The Brain Audit

If you're wondering why clients seem to back away at the last minute, there's a darned good reason why? You haven't taken off all the bags off the customer's 'conveyor belt'. Each customer buys (or doesn't buy) your product, because of a specific set of reasons. If you want to guarantee sales time after time, you need to know exactly what's going on in the brain of the customer. The Brain Audit, helps you look inside the customer's brain and literally anticipate what the customer is going to say or think next. Don't struggle with declining sales and yo-yo profits. The Brain Audit shows you exactly what you need to do to improve your conversion rate. [To find out more click here.](#)

Step Two: 5000bc Membership

Imagine a place where like-minded professionals just like you meet each day. Imagine where topics from consulting, Internet marketing, speaking strategies, copywriting, direct mail, new technology, graphic design are explained in great detail. Imagine where you can find detailed and incisive critiques on websites. Imagine where learning is a whole lot of fun. Well, you can stop imagining. If you have read the Brain Audit, your next step is 5000bc.com. Membership is restricted to just 1200 members. When 5000bc reaches 1200 members, the membership will be closed. If you'd like to find out how to get to 5000bc before the doors close, click here to get to www.5000bc.com

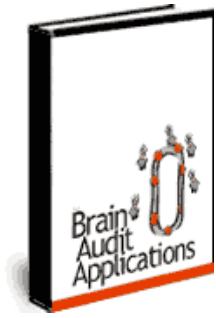
Step Three: The Brain Alchemy Masterclass

Have you ever wondered how to get, keep and grow clients with a very specific, step-by-step strategy? The Brain Alchemy Masterclass shows you how to avoid the minefields that most businesses run into -- and how to create a business that literally runs itself over time. It's no fun struggling day after day, week after week. Learn powerful core strategies that will give you business structure and immense leverage. And learn at your own speed with 19 Audio CDs + The Brain Alchemy Comprehensive notes on how to implement the system. If you're serious about getting your business not just to the next level, but several levels up, then then [click here to read more about the Masterclass.](#)

To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

Books and Self Study



The Swipe File for the Brain Audit

If you've read the Brain Audit, you'll want to take a very close look at the Applications of the Brain Audit. The Applications book takes you deep into the world of emails, speeches, websites, presentations, direct mail and dozens of other applications, where you can see HOW the Brain Audit is being used — and how you can use similar ideas for your own marketing material. Judge for yourself, [by clicking on this link](#) and seeing how the Applications of the Brain Audit can help you right away.

(Members get an obscenely special reduction in price)

Psychological Secrets of Successful Websites

Look inside dozens of strategies and tactics to increase customer traffic. Learn about the:

- 1) Psychology of a Powerful Website;
- 2) The Psychology of Selling Products & Services Successfully
- 3) The Psychology of Creating Loyal, Raving Fans

To get almost nine hours of information on how to create a website that customers love and buy from, [click on this link](#).

Consulting and Live Training Programs

CONDUCTED VIA PHONE, WEBSITE, AND EMAIL



Compelling Copy: How words get customers to buy!

Do you feel your marketing material could attract far more clients, if only you could write more persuasive copy? Do you feel that you start, stop, struggle and then just plain give up writing, because it's way too hard? Do you long for a mentor that you trust, who could show you EXACTLY what you're doing wrong, and how to fix your copy, to a high level of persuasion? To find out more about the compelling copy course, [click here to see more details or register for the next batch](#).

To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

Audio Programs and Interviews

Each of the audio programs above are 60-70 minute audio interviews full of valuable content. You can purchase each interview individually, by clicking on any of the products above or [purchase the entire series as a package for a 65% discount.](#)

The 'Swift Kick' How-To Series

Each of the audio programs above are 40-45 minute audio training sessions. You can purchase each program individually, by clicking on any of the products above or [purchase the entire series as a package for a 35% discount.](#)

To view all Psychotactics Products

<http://www.psychotactics.com/products.htm>

About The Author

It all started with a guy called Leo Burnett

Over 15 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

From Copywriting To Cartoons

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 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.

Email: sean@psychotactics.com



If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.

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