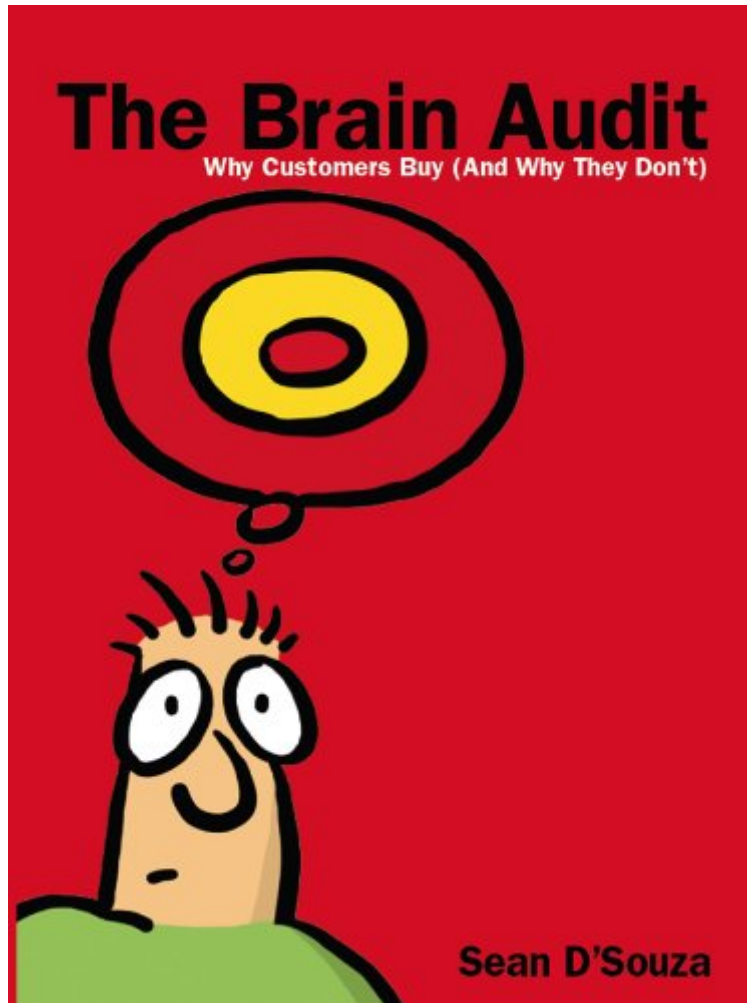


The book was found

The Brain Audit: Why Customers Buy (And Why They Don't)



Synopsis

Do you sometimes wonder why a sure sale falls through the cracks? Don't you feel powerless every time that happens? You know that your product or service is really good for your customer. You've done everything to get the customer interested. They obviously like what you're selling, but they shift, they fidget and then inexplicably walk away to the competition. Being pushy is unnecessary...That's because pushiness creates an unnatural situation. The Brain Audit doesn't teach you how to use mind tricks. It's not a system of coercion. It doesn't psyche the customer into buying against his or her will. Instead it shows you how to attract the attention of a customer. It shows you how to keep that attention. It shows you where the attention wavers. And it takes you through a series of steps that we all take on a day-to-day basis when buying products or services. And not only does it show you a step-by-step method, but it gives you a checklist that takes the 'iffiness' factor out of your own marketing and communication. So what's the 'iffiness' factor? On any given day, if you were to ask someone to critique your website, your presentation or your business cards, they'll simply give you an opinion. And the opinion will vary from person to person. This variation leaves you confused. You're not really sure if your marketing message is working at 20%, 55% or not working at all. And you suspect that you could vastly improve your results, if you had a clear set of guidelines and benchmarks. With The Brain Audit, you're going to have consistent results. The reason why you'll get consistent results is because of three simple reasons: Reason 1: The Brain Audit is built on a system. It's not random. Reason 2: It isn't some magic trick. It follows the decision-making pattern that we use everyday. Reason 3: You can spot the mistakes and fix them thereby improving attraction and conversion. So what's in The Brain Audit? And how can it help you? Here is just a tiny preview of what's in The Brain Audit.

How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused?

Is the Brain a Conveyor Belt?: Does the brain actually process thoughts in a step-by-step manner? Would you believe it's not random at all? The Brain Audit is a tool that allows you to understand the predictability of a buying sequence. The moment you understand how the 'conveyor belt' concept works, you'll see that your brain follows this sequence no matter what product or service you're buying.

The Hidden Trigger: This one factor will turn everything you've learned on its head. Readers have changed their business cards, their websites and their whole way of thinking once they learned the extreme power of this simple trigger. When you use this trigger, you activate the curiosity of the brain and get customers engaged. Customers start asking

questions, and instead of shooing you away, invite you to tell them more. The Futility of Solutions: Most of us believe that we should talk about benefits and solutions. And benefits and solutions work, but they fail miserably if they're placed out of the sequence. So where do you place your benefits? And why? Getting the Customer's Attention: The core of getting attention is to flag a customer down. But how are you going to do that if you don't even know what gets their attention in the first place? The Brain Audit not only shows you how to get their attention, but actually get a response. This response helps you go ahead with the sale.

Book Information

File Size: 1468 KB

Print Length: 180 pages

Simultaneous Device Usage: Unlimited

Publisher: Psychotactics; 1 edition (April 1, 2009)

Publication Date: April 1, 2009

Sold by: Digital Services LLC

Language: English

ISBN-10: 0473213001

ISBN-13: 978-0473213008

ASIN: B00COQFUNU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #70,169 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #116

in Books > Business & Money > Marketing & Sales > Consumer Behavior #173 in Kindle Store

> Kindle eBooks > Business & Money > Marketing & Sales > Marketing #569 in Books >

Business & Money > Marketing & Sales > Marketing

Customer Reviews

I first stumbled upon the author, Sean D'Souza, at a conference where we both were speaking. I listening to his presentation on Saturday morning, and then locked myself in my hotel room for 16 hours straight while I rewrote my presentation on Google AdWords For Dummies to make it more like Sean's. Why? Principally because Sean understands and conveys underlying structure better

than anyone else I know. He loves showing people the simple steps that make all the difference, so we can ignore the fluff and the BS. His books, his newsletter articles, his blog posts, his interviews, and his presentations all follow a simple and profound structure. The result is always entertaining, frequently hilarious, and to any business that wants to attract and serve more customers and clients, incredibly valuable. The Brain Audit turns a century of brain research and market testing into 7 vivid and clear steps that anyone can use to make their own marketing more compelling. And the best thing is, none of this is obvious. You never walk away from Sean's brain with the feeling of, "Oh yeah, I knew that." His approach and insight bring tired old marketing concepts like "USP" and "positioning" and "differentiators" to life in new forms. Full disclosure: Sean has become a good friend. Even fuller disclosure: He's an equally good teacher and marketer, and many people I know (including myself) stand in line to pay thousands of dollars for the privilege of participating in his live online courses. His book on for under \$40 is a steal. Do yourself a favor and get it.

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