

# The Science (and Art) of Neuromarketing and Persuasion


## 10 Point Checklist

**Roger Dooley**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"The way you build a business is by strong customer relationships -- having customers who trust you, who appreciate you."

**ROGER DOOLEY**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- Buy and read *Thinking, Fast and Slow* by Daniel Kahneman. Its information about the two types of thinking systems will help you understand how to approach systems.
- Read Robert Cialdini's books *Influence: The Psychology of Persuasion* and *Pre-Suasion: A Revolutionary Way to Influence and Persuade* to learn the seven principles of persuasion.
- Flattery makes you more persuasive -- even if it's insincere. To get used to thinking on your feet, compliment two strangers a day for the next week.
- If you have a website, reevaluate it. Does it adequately express your social proof and authority in a way that will persuade viewers? If not, revise it so that it does.
- Roger explains how much more powerful stories can be than simple testimonial statements. If your website incorporates testimonials, transform several of them into stories.
- Incorporate the strategies you've learned into your professional contact attempts. Work on using two or three of these techniques each time you reach out to a new contact.
- Emphasize the scarcity of your products or create a reason for there to be some urgency around ordering. Pay attention to whether this increases your customers' interest.
- "Free" can be an incredibly powerful word. Incorporate some kind of free element into your business model to persuade potential customers.
- Implement a rewards program as part of your business. These can build the invaluable traits of trust and confidence in your customers, and encourage repeat business.
- Read Roger's book *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*. In it, you'll find more of the types of tips and wisdom he's shared with us.