

How to Leave a Long-Lasting Impression

10 Point Checklist

Carmen Simon

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**



“When there is too much novelty but no integration with existing reflexes and habits, and no reinforcement or immediate rewards, forgetting is inevitable.”

CARMEN SIMON

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.

- Add an element of surprise to the way I engage with people. Whenever a conversation gets predictable or boring, the audience's attention usually tends to wander. This makes them lose focus of what's being talked about.
- Use visual cues for better memory retention. Images are easier to remember. The more vivid and detailed they are, the more likely people will retain the information.
- Evoke emotion in my talks. When my audience becomes emotionally engaged, they have a better chance of remembering my key points.
- Only influence others with good intentions. I can sway people to remember my brand or to sell a product. But it's never ethical to be manipulative.
- Use repetition. When trying to remember something, like a phone number or address, for example, recite it repetitively, out loud, and then write it down. That way I can remember it auditorily and visually.
- Switch things up in my presentation. For example, if my audience is used to a light-colored template for a company's branding, change it to a darker hue. The slight difference will create a tiny cognitive dissonance that will push their brain to retain information better.
- Utilize the five senses when speaking on stage or even in a meeting with several people. Adding an element of taste, smell, and touch to a presentation gives a more dynamic approach.
- Implement a pattern-interrupt. In behavioral psychology, this technique is used when a person wants to evoke change in an environment.
- Switch from complex to simple information so that the brain has time to process it better. This also avoids the TMI (too much information) syndrome.
- Check out [Memzy.com](https://www.memzy.com) to learn more about how brain science can help businesses and organizations improve memory retention and secure their audience's attention.