



# Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing

By Roger Dooley

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

*Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums.

This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. *Brainfluence* offers short, easy-to-digest ideas that can be accessed in any order.

- Discover ways for brands and products to form emotional bonds with customers
- Includes ideas for small businesses and non-profits
- Roger Dooley is the creator and publisher of *Neuromarketing*, the most popular blog on using brain and behavior research in marketing, advertising, and sales

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

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### Editorial Review

#### From the Inside Flap

According to leading neuroscientists, 95 percent of all thoughts, emotions, and learning occur before we are ever aware of it. Yet, most marketing efforts forgo the vast subconscious and instead target the rational, conscious mind. If you want to get ahead of your competition, it's time to stop selling to just 5 percent of your customer's brain! Through the wonders of modern neuroscience, tools now exist that can help explain the brain's cognitive processes. When you understand how your customers' brains work, you can appeal to the powerful subconscious—and get better results for less money.

*Brainfluence* explains how to apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. Neuromarketing studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways, *Brainfluence* contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums.

Neuromarketing can benefit your organization—whether a business or a nonprofit—in measurable ways. Get easy-to-implement, detailed tactics that are proven to boost sales, including:

- Ease the very real pain of high prices through bundling, using decoys, and anchoring your prices effectively
- Use images of money to stimulate a consumer to make a selfish purchase, like a sports car (but avoid these tactics when encouraging the purchase of a gift)
- Win loyalty with rewards and quality contact time with the customer
- Keep your brand associations consistent (and consistently good!) and become the more familiar brand
- Build sensory features into your products, services, and marketing to appeal directly to the emotions and stored memories of your customers
- And much more!

*Brainfluence* delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts. Your customer's subconscious mind is a vast potential resource—this book explains how to tap it.

#### From the Back Cover

"You can never be too enchanting, so read this book to learn even more ways to change people's hearts, minds, and actions. It's always good to have some science behind your tactics."

— **Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple**

"Roger's writing is practical and very insightful. His book delivers on its promise: smart ideas supported by science that can help you make more money. A great and profitable read!"

— **Christophe Morin, coauthor of *Neuromarketing* and CEO, SalesBrain**

"Using the most modern neuroscience research out there, Roger Dooley's insightful new book, *Brainfluence*, will serve as a how-to guide for driving a successful business past its competition."

— **Martin Lindstrom, author of *Brandwashed***

"For years I've turned to Roger Dooley to keep up with the cutting edge of neuromarketing. Now with Brainfluence, Roger gives smart businesspeople a one-stop unfair advantage. This book is a must-read."  
— **Brian Clark, CEO, Copyblogger Media**

#### About the Author

**ROGER DOOLEY** is the creator of *Neuromarketing*, the most popular blog on using brain and behavior research in marketing, advertising, and sales. He also writes *Brainy Marketing* for the Forbes CMO Network. Dooley is a keynote speaker who explains how to create products, brands, and messages that appeal to the consumer mind. An expert in digital marketing, he is the co-founder and architect of *College Confidential*, the leading website for college-bound students and parents. He is founder of Dooley Direct LLC, a consultancy.

#### Users Review

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##### Max Norris:

What do you regard book? It is not important along? Or just adding material when you need something to explain what your problem? How about your spare time? Or are you busy particular person? If you don't have spare time to try and do others business, it gives you the sense of being bored faster. And you have free time? What did you do? Every person has many questions above. They must answer that question because just their can do that will. It said that about e-book. Book is familiar in each person. Yes, it is proper. Because start from on kindergarten until university need this Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing to read.

##### Hallie Cathey:

The guide untitled Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing is the reserve that recommended to you to read. You can see the quality of the book content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The article writer was did a lot of exploration when write the book, so the information that they share to you personally is absolutely accurate. You also might get the e-book of Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing from the publisher to make you a lot more enjoy free time.

##### Paul England:

Why? Because this Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing is an unordinary book that the inside of the guide waiting for you to snap this but latter it will shock you with the secret the idea inside. Reading this book next to it was fantastic author who else write the book in such amazing way makes the content within easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This book will give you a lot of gains than the other book get such as help improving your skill and your critical thinking approach. So , still want to postpone having that book? If I had been you I will go to the book store hurriedly.

**Michael Madden:**

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