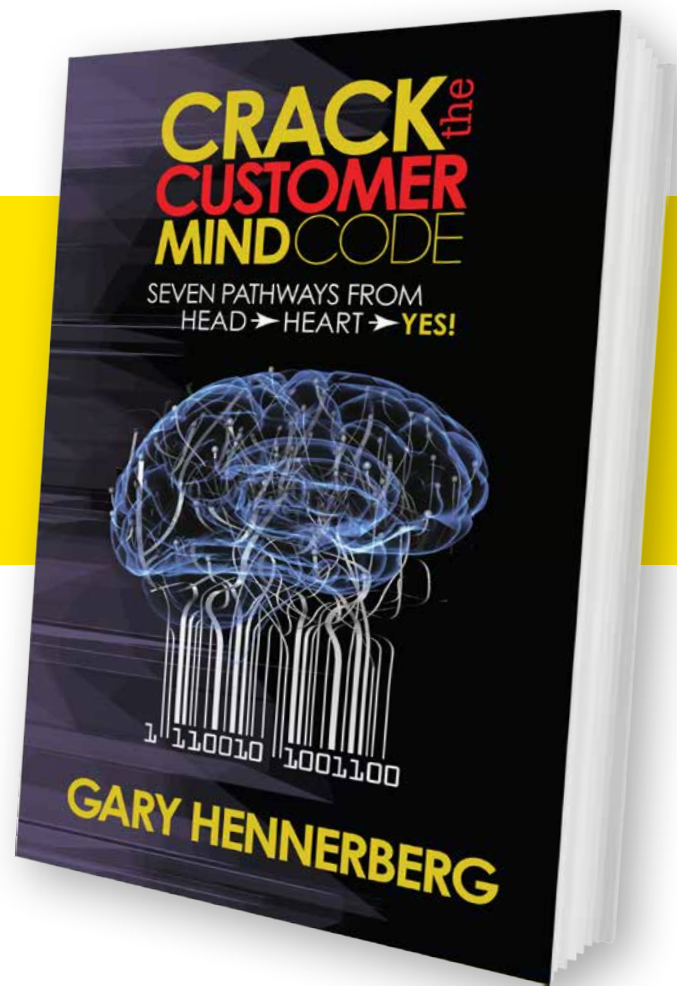


A proven, step-by-step sales guide, based on a new marketing and selling approach from Gary Hennerberg's book.



When You Need More Customers, This Is What You Do

using the seven-step process that aligns your sales approach with how the mind thinks

Learn more:

CustomerMindCode.com

When You Need More Customers, This Is What You Do

using the seven-step process that aligns your sales approach with how the mind thinks

Crack the Customer Mind Code is destined to reinvent how you approach marketing, advertising, and selling. Even as customer attitudes have shifted during this new century due to technology, the economy, and emotionally draining negative news, one thing remains constant: how the human mind processes information.

Marketing and sales messages often fall short because they are not aligned with how the mind naturally processes information and makes decisions. In *Crack the Customer Mind Code*, veteran marketer Gary Hennerberg reveals seven pathways through the mind and lays out how to align marketing messaging with the various ways people think. Discover how you can:

1. Identify and create the personas of your core customer segments. The twelve most observed personas are detailed in *Crack the Customer Mind Code* for immediate adaptation.
2. Stimulate emotion through fear, uncertainty, and doubt.
3. Calm the mind with your solution to enable clearer thinking.
4. Properly position, or reposition, your product or organization to initiate new short-term memory.
5. Use storytelling to deepen the new memory and convert it to long-term memory.
6. Logically interpret your sales presentation offer and create a compelling conclusion.
7. Persuade and lead your prospects to a sense of self-permission to buy.

Overlaying these proven concepts onto each of the twelve defined personas, Hennerberg shows you how to powerfully transform marketing campaigns that move prospects to action.

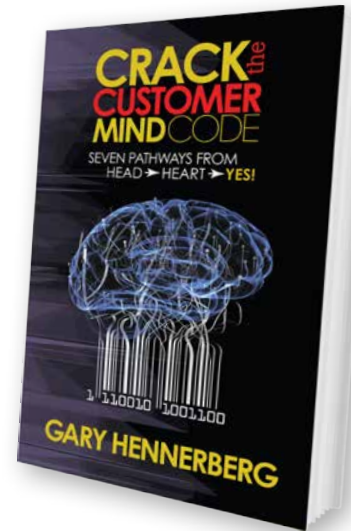
Once your message and personas are aligned, you now are equipped to solve the puzzle of getting your prospective customers to YES!

Read on to discover

WHAT is the description of each pathway,

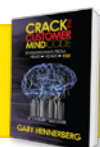
WHY these pathways are important, and

HOW you use it to solve your marketing problem and make more money.



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MIND **CODE**



WHAT it is

When you identify and define the persona of the prospect who you want as your customer or donor, your marketing and sales outcome will be more successful.

Understanding the basis of the personality, or persona, of your prospective customer is foundational. It's essential so you can relevantly communicate with your prospect and be aligned with how the mind thinks.

WHY it's important

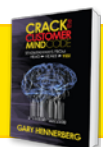
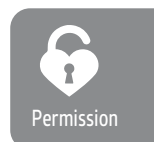
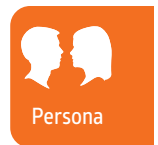
A marketing breakthrough requires that you think deeply about your customer and give them a reason why they should listen to you. While it's helpful to know underlying demographics and interests about your customer, those are not likely the tipping points that lead to a prospect becoming a customer.

HOW you use it to solve your marketing problem and make more money

Imagine the values, fears, hopes and dreams that are deep within your customer's mind. Your intuition is essential. Start by posing these questions:

1. What is important to your prospects as it relates to your product, service or organization?
2. Do your customers want something new?
3. What is blocking your prospects' decision to change?
4. What could motivate your customers to buy from you?
5. What do they need to know to make a decision?
6. What is their pain (emotional and/or physical)?
7. Where do they go for information or advice?

Write the persona in the first person by letting your current or prospective customer tell their story. Give them a voice and a platform—even a name, and you'll see your customers from a different perspective.



WHAT it is

You have just 8 seconds to stimulate emotion. Eight seconds is the average attention span of today's reader —about the time to read only 30-40 words of copy (or about to the end of this short paragraph).

An effective way to stimulate emotion is to introduce fear, uncertainty and doubt in your message. Another is to leverage FOMO: the Fear of Missing Out.

WHY it's important

Imagine how your message enters your prospect's mind where it zips past your prospect's mind where it registers on their internal radar, or filter. The first filter in the brain's processing pathway is called the Reticular Activating System (RAS). The RAS determines what message goes to your conscious or subconscious mind.

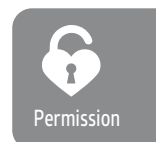
If your prospect is stressing from negative emotions (a natural tendency for most people), he or she will react instinctively as the "reactive mind" processes your message and sends the data directly to the amygdala—the primal part of the brain that reacts in "fight or flight" mode. The amygdala generates the most inner, fundamental human emotion of anger, safety, or desire for reproduction.

HOW you use it to solve your marketing problem and make more money

Before messages gain access to your higher, thinking mind, the RAS assesses the input. If there are stress and negative emotions, the "reactive mind" instinctively processes and sends the data right to the amygdala.

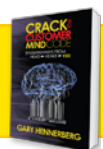
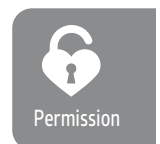
The RAS is the gatekeeper that your message first encounters. The RAS is the noise filter that rejects unimportant incoming messages in an effort to prevent sensory overload. If something important (relevant, dangerous, interesting) presents itself, the RAS radar allows the sensory information (tactile, auditory, and visual) through for actual processing.

For example, if you're enjoying a cup of coffee, and someone comes from behind you and touches your shoulder, the RAS bumps that sensory information up and routes it to a decision-making part of the brain to take priority over the coffee you were enjoying.



When this powerful intuitive response kicks in by stimulating emotion with fear, uncertainty and doubt, the rest of your brain shuts down and you have your prospect's undivided attention.

Write the persona in the first person by letting your current or prospective customer tell their story. Give them a voice and a platform—even a name, and you'll see your customers from a different perspective.



WHAT it is

Now, your mandate is to calm and assure your prospect there is a solution to soften the fear, uncertainty, or doubt you have created in their mind. When you create a positive emotion by calming the mind, the mind is instantly put at ease with brain chemicals called neurotransmitters. Neurotransmitter chemicals include dopamine which delivers pleasure through reward; serotonin that invokes memory and opens up the mind to learning, and norepinephrine, which is necessary to moderate mood. You want to quickly active these brain chemicals.

WHY it's important

You must immediately calm the mind so your prospects' fears are relieved. Encourage them to become engaged with your message so they will pause long enough for you to introduce them to your solution.

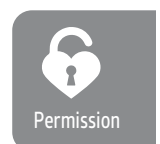
Because fear is an overwhelming natural response, it, too, shuts off the thinking part of the brain. While you want to stimulate emotion tapping into fear, uncertainty, and doubt, you need to quickly calm the mind and let the amygdala cool down to unblock decision making. You begin to calm the mind by presenting new information—a solution—for your audience to moderate their mood.

HOW you use it to solve your marketing problem and make more money

Turn around the mood, and guess what happens? The amygdala rewards the mind with a neurochemical that strengthens the staying power of information presented. People remember more when they in a positive emotional state.

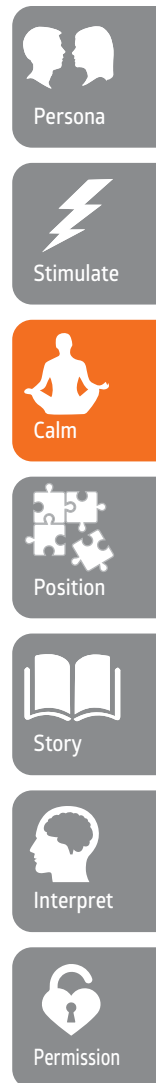
When the mood moderates, the information passes along to the hippocampus. Here the mind merges new sensory information with past memories and knowledge. These are “relational memories” (a good thing). When the mind focuses in a positive state, then “executive functions” take over. These functions include:

- Judgment
- Analysis
- Organizing



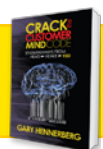
- Problem solving
- Planning
- Creativity

With those “executive functions” engaged, the mind can turn new memories into long-term knowledge.



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WHAT it is

When the cocktail of neurotransmitters mix, short-term memory grooves are carved. Short-term memory grooves can be created by effectively communicating a positioning statement, or unique selling proposition (USP). With a USP, the mind's attention holds.

When you effectively position or reposition who you are, or how your product or service is unique from competitors, you improve your chances of acceptance into your prospect's deeper thinking mind. New short-term memory that is converted to long-term memory is essential for a marketer to build trust and lead up to closing a sale.

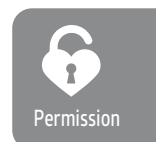
WHY it's important

New long-term memory can be more easily made with a USP or repositioning of an existing product or an organization. The USP succinctly positions or repositions how you want to portray your story, your product, and your organization. It creates a strong, new memory about you, which, if effectively communicated, turns it into a long-term memory. New long-term memory is essential to solidify your point. And new long-term memory can be more easily made with a USP.

HOW you use it to solve your marketing problem and make more money

A strong USP can produce more sales because it works to engrain new long-term memory. One way to differentiate yourself from your competitors is through repositioning your copy and design. If you haven't examined your USP lately, there's a good chance you're not leveraging your unique strengths as strategically as you could. Here are three proven ideas to help you refine your USP and create a blockbuster campaign.

1. Interview customers and prospects about your organization and products. Go deeper by asking "why?" they think the way they do.
2. Analyze your best customers for what they want and buy. You want more customers like these!
3. Conduct a competitive analysis and compare how you stack up against your biggest competitors.



Then think creatively about what you've learned. You may need to call in someone from outside your organization who can bring fresh thinking to the process of creating the strongest positioning, repositioning, or USP for you.



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WHAT it is

You start a new memory with your positioning through a USP, so now you move to deepen the memory groove with storytelling. When using story, you are better able to deepen the new memory into long-term memory in the hippocampus.

WHY it's important

With a story, the brain takes sensory inputs and integrates them with relational or associational patterns. It plays a very important role in storing your memories and connecting them to your emotions. With an engaging story and USP, you can magnetically pull the individual into the storyline so they are a participant, actively seeing themselves in the role as a customer. This creates a new perspective, memory, and deepens grooves in the brain for recall.

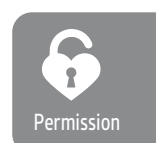
HOW you use it to solve your marketing problem and make more money

An article from the *New York Times* captures and conveys the mechanics of how a great story can enhance the value of a product. The article explains how, a writer bought an unremarkable Russian figurine at a garage sale for \$3.00.

He posted it for sale on eBay, but unlike most eBay sellers who include a short, factual paragraph or bullet points listing color, size, and other features, he made up an elaborate story to romance the product, engage the reader, and make it more interesting. He dreamed up an account about the figurine, naming it Saint Vralkomir, with a story about how the figurine comes to life on moonless winter nights. The writer clearly states in the eBay posting that the entire yarn was fabricated. Yet, the writer actually sold the item, on eBay, for \$193.50, making a 98% profit.

What do stories do to the brain that causes such a reaction?

Consider how stories have the ability to change a person's life. Whether hearing a story casually from a friend, or from a presenter giving a keynote speech, or reading it in a book, biological changes are made in the mind. Those changes can linger for a few days. Or when deep-seated enough, the story and memory can last for a lifetime.



WHAT it is

Upon presenting your USP and strengthening it with story, you're ready to move to the brain's logical part of the thinking, the metaphorical left brain. The marketer can now reshape features into benefits, introduce price, and make comparisons with the competition.

WHY it's important

Your message must interpret the outcome for the individual to deepen the memory. Any skepticism about your product or service must be dealt with here. In this stage, you introduce the financial cost and present it with the return on investment and value component. Testimonials or reviews from consumers about your product or organization solidify the message even more. Then reassure the individual through a strong guarantee of satisfaction.

HOW you use it to solve your marketing problem and make more money

Through interpretation, you deepen trust. It's the nuance of interpretation—not just throwing out information and letting it sit idly—that's transformational in generating response.

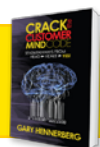
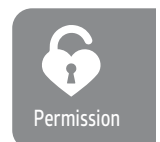
Another way to get attention is by introducing numbers. Numbers—especially dollars and cents—help interpret your offer.

For people to respond to numeric data effectively, they need to be able to do three things:

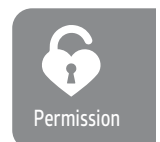
- Comprehend the number.
- Interpret it in proper context.
- Act on it.

So, when using numbers in marketing copy, you can slow down the readers' thinking with these five speed bumps:

1. Ask a question that requires a numeric answer.
2. Reveal pricing in small chunks, such as a cost per day.



3. Display discounts in dollars, not percentages. Not everyone quickly grasps that 30% off a \$100.00 item equals \$30.00. Better to say “save \$30.00.”
4. Illustrate the rate of improvement or satisfaction gains using specific numbers. Better: give numbers visual life in charts or graphs.
5. Guarantee your product or service for a specific number of days (more time, such as 60 or 90, is stronger than 30 days).



WHAT it is

After your sales presentation has been logically laid out, you take your prospective customer back to emotion, the metaphorical right brain. Here, you overlay the newly established memory grooves with an emotional appeal. Now you need to seal the deal by focusing on an emotional persuasion component.

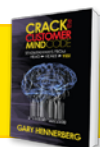
WHY it's important

When you've made your logical left brain appeal, you must move your reader to the emotional right brain. Bring your prospect to becoming a customer with by letting them conclude "This is good, this is smart, and I give myself permission to respond."

HOW you use it to solve your marketing problem and make more money

The tipping point for your success likely stems from the degree to which you emotionally persuade an individual to take action. Persuasion builds. It doesn't just pop up and present itself. To seal the deal, along with your return to emotion, you still need to persuade. Here is a persuasion checklist:

1. Trust is earned. Credibility is built.
2. Establish your organization, a spokesperson, or an everyday person, relatable to your customer, as having authority.
3. Use this list of "Seven F's" as topics to build around so you can persuade by expressing interest: Family, Friends, Fun, Food, Fashion, Fitness, or Fido/Felines.
4. Give your prospect more of the things they value in life, such as more money, success, health, respect, influence, love and happiness.
5. Go deeper with your persuasive message by telling your prospects things about themselves that others aren't saying. Don't be judgmental. Be respectful.
6. Testimonials and social proof are often a must that leads to trust and persuasion.
7. Giving something away as part of your offer can set you up so that your prospects are persuaded and happy to give you something in return: their business.
8. People are drawn toward and persuaded by, being invigorated and motivated.



9. People naturally possess the fear of missing out (FOMO). When you stimulate the fear of missing out, let them feel like they're the first to know.
10. Your guarantee can persuade through breaking down sales resistance and solidify a relationship.
11. Human nature desires to possess things that are scarce when we fear losing out on an offer presented with favorable terms.
12. With scarcity comes urgency. Offering your product or making a special bonus available for a "limited time" with a specific deadline.

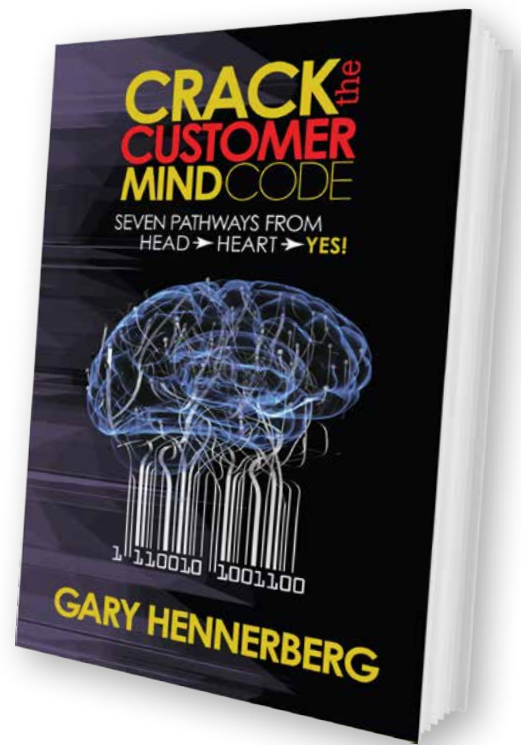


Meet the Author

Gary Hennerberg is a veteran marketing professional, equally accomplished in the dual roles of copywriter/creative director and analytic consultant. He has created and overseen hundreds of marketing campaigns that have reached tens of millions of households and businesses around the world.

Hennerberg has reinvented his skills multiple times in his career. As a former marketing and product manager, agency executive, and now an in-demand consultant, creative director, and trainer, he has successfully transferred traditional offline marketing principles to online media.

As he deeply thought about the characteristics of his most successful campaigns, he came to realize that aligning messaging with how the mind thinks are essential to remarkable success. Out of this analysis came his book, *Crack the Customer Mind Code*, available online and in bookstores in May 2016.



With experience in cross-channel marketing, Hennerberg recommends the most effective and cost-efficient blend to generate sales. He blends copywriting and analysis—right brain/left brain thinking—that delivers a whole-brain approach to turnaround underperforming marketing campaigns.

As a columnist for *Target Marketing Magazine*, Hennerberg is in demand as a consultant, speaker, trainer, and author.

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