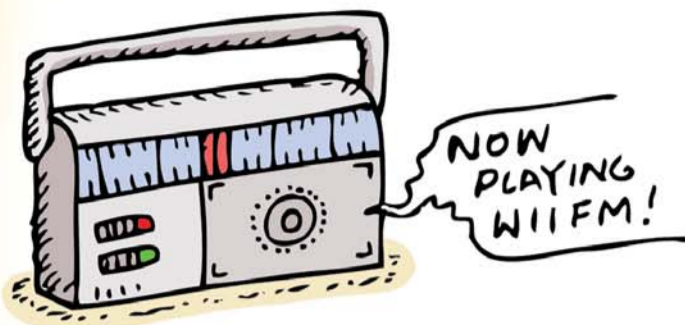


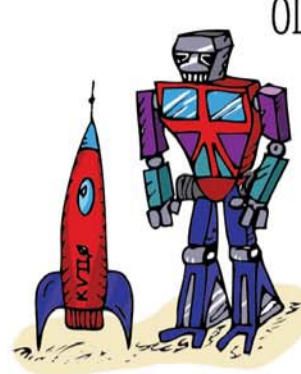
# A RECIPE FOR SALES SEDUCTION

## INGREDIENTS (7 Stimuli)

OLD BRAIN STIMULUS 1  
Is your message self-centered?



OLD BRAIN STIMULUS 3  
Is your message concrete or tangible enough for a 6-year-old?



OLD BRAIN STIMULUS 5  
What do you need to do to get closure?

OLD BRAIN STIMULUS 7  
Create emotional connections to close more business



OLD BRAIN STIMULUS 2  
Does your message have enough contrast?



OLD BRAIN STIMULUS 4  
Does your message sound familiar?



OLD BRAIN STIMULUS 6  
Do your visuals paint a compelling picture?

### STEP 1

Capture attention



### STEP 2

Create a clear picture



### STEP 3

Confirm a common problem



### STEP 4

Construct your unique claim



### STEP 5

Cure pain



### STEP 6

Overcome concerns



### STEP 7

Compel action

**BUY NOW**

## RECIPE (7 Steps)



IMPACT BOOSTER 1  
The priming effect



IMPACT BOOSTER 2  
Movement



IMPACT BOOSTER 4  
Repetition



IMPACT BOOSTER 6  
Curves are sexy

IMPACT BOOSTER 3  
Put your best face forward



IMPACT BOOSTER 5  
Intrigue



IMPACT BOOSTER 7  
Leave them with a take-away



## FINISHING TOUCHES (7 Impact Boosters)