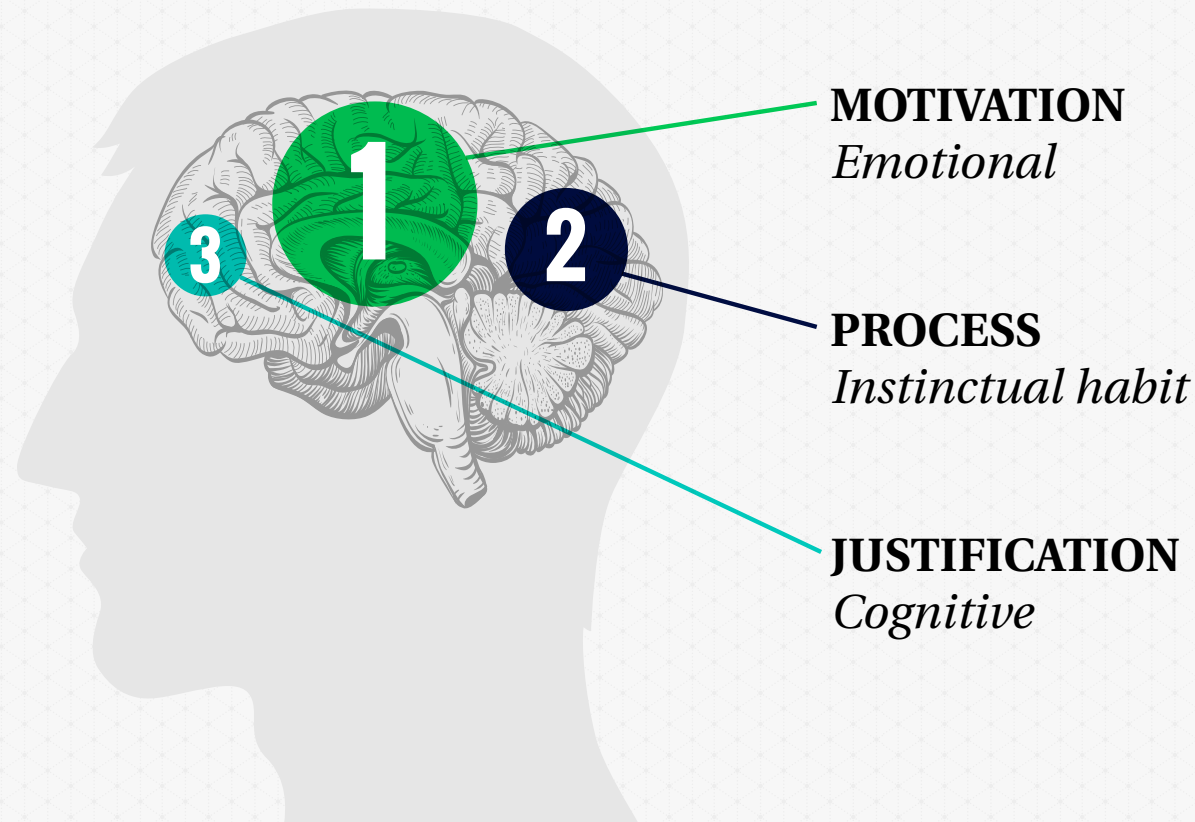


# Humans Make Decisions In Three Discrete Mind Systems



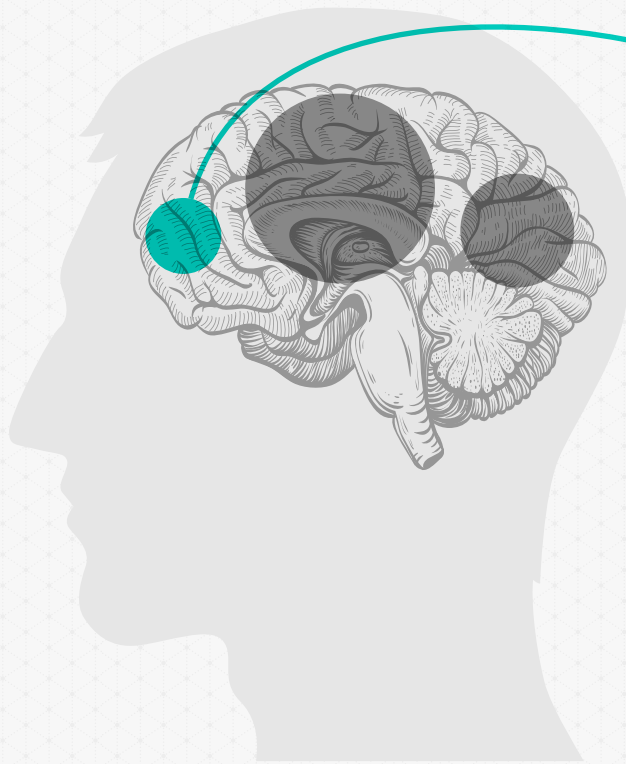
*Every* decision runs this ***hard-wired*** sequence.  
Logic has little role to play aside from veto power.

***Action results if all three systems are satisfied.***

# Traditional Marketing Concentrates On The Wrong System: *Rational Thinking*

Most selling, marketing and promotion is about *justification*, the *least important factor* in decisions.

*People are motivated by emotion, not logic!*



Justification deals with:

- *Product features*
- *Promotions/specials*
- *Cost justification*
- *Conscious appeals*

# Motivation Originates In The Unconscious Mind

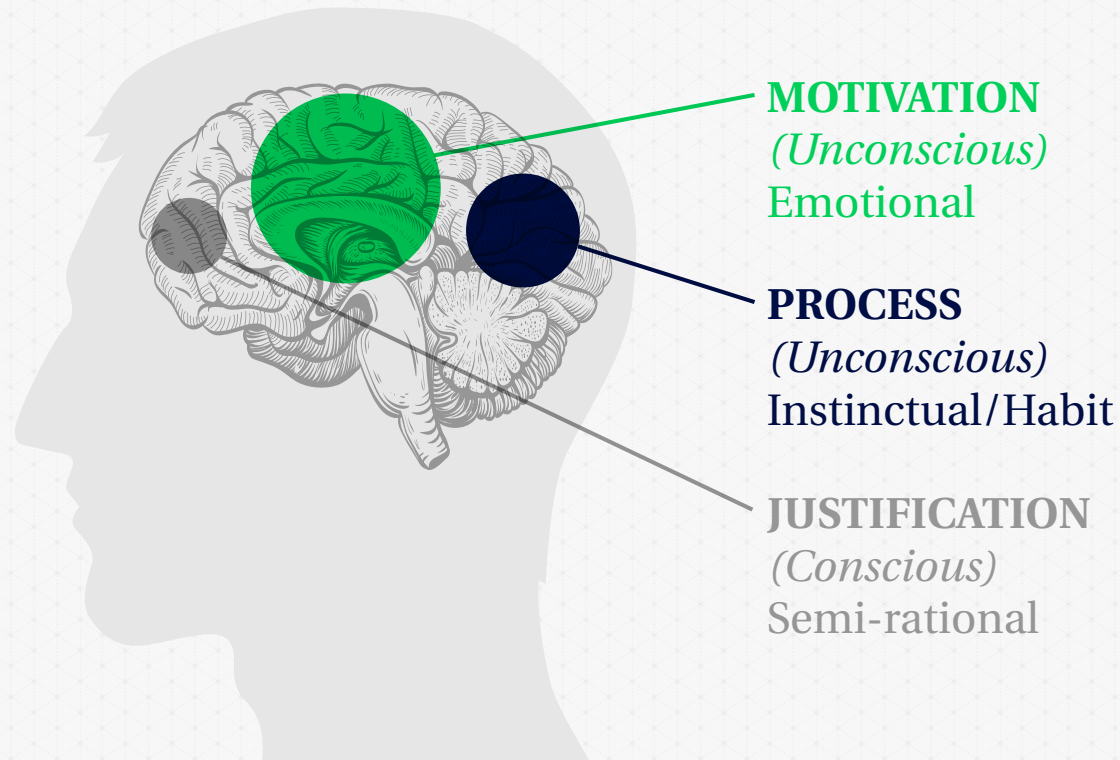
**The rational mind can stop, redirect, or change motivation but *cannot create it!***

People generally can't even describe what motivates them:

- *“I don't know, it just seemed like a good idea.”*
- *“We don't need it.”*
- *“It looked right at the time.”*

These are descriptions of *internal experiences, not what* motivated them or how it happened.

# Motivation Can Only Be *Influenced* In The Unconscious Mind



**The unconscious is the part of the psyche rarely accessible to awareness but that has a profound influence on behavior.**

# Whole Brain Marketing® Influences Rational And Unconscious Minds



## Gain Attention And Create Motivation

- *Words and images that are linked to unconscious desires*

## Process/Instinct

- *Suggest action using **their own process for category***
- *Provide credible proof*

## Justify Decision

- *Provide acceptable rationalization that they can tell themselves, family, or friends*

**People will frequently act automatically and not even realize that they have been influenced.**

# All Three Are Involved, With Every Decision We Make

All three decision steps occur in each portion of customer life:

- *Creating trial*
- *Repeat purchase*
- *Becoming regular customer*
- *Deciding whether to try another brand*

And also:

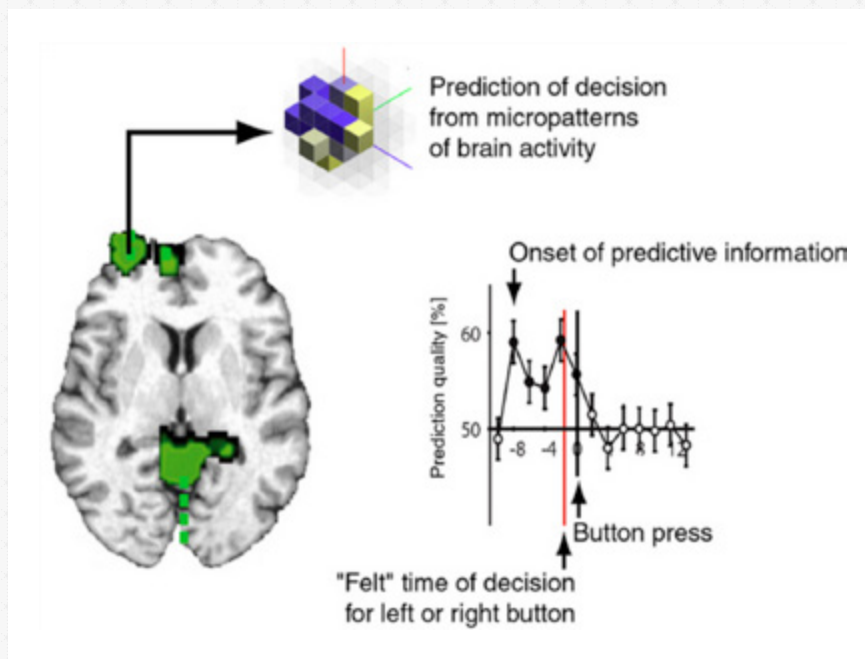
- *Relationships*
- *Careers*
- *Investments*
- *Political choices*
- *Most others*



# Decision Making Is Emotional And Unconscious

Decisions are made unconsciously

- *Psychologists have known for 100 years that what causes people to act takes place unconsciously*



Decisions happen unconsciously before people know they have decided.

# Conventional Research Methods, Such As Focus Groups, Have Limited Value

*Only* provide descriptions of internal experiences and justifications of people who have already decided whether or not to act; they will not show how to change decisions and motivate purchase.

Focus groups lead to never-ending cycles of discounting and promotions.



# Whole Brain Ads Require Less Exposure And Produce Greater Response

Whole Brain Marketing® vs. Traditional Marketing

