Forging Connections and Influencing People with Neuromarketing Techniques

10 Point Checklist

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Want to gain as much knowledge as possible out of The Optimized Geek? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

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10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- ☐ Buy and read Thinking, Fast and Slow by Daniel Kahneman. Its information about the two types of thinking systems will help you understand how to approach systems.
- ☐ Read Robert Cialdini's books Influence: The Psychology of Persuasion and Pre-Suasion: A Revolutionary Way to Influence and Persuade to learn the seven principles of persuasion.
- ☐ Flattery makes you more persuasive -- even if it's insincere. To get used to thinking on your feet, compliment two strangers a day for the next week.
- ☐ If you have a website, reevaluate it. Does it adequately express your social proof and authority in a way that will persuade viewers? If not, revise it so that it does.
- ☐ Roger explains how much more powerful stories can be than simple testimonial statements. If your website incorporates testimonials, transform several of them into stories.
- ☐ Incorporate the strategies you've learned into your professional contact attempts. Work on using two or three of these techniques each time you reach out to a new contact.
- ☐ "Free" can be an incredibly powerful word. If you have a business, incorporate some kind of free element into your business model to persuade potential customers.
- ☐ Emphasize the scarcity of your products or create a reason for there to be some urgency around ordering. Pay attention to whether this increases your customers' interest.
- ☐ Implement a rewards program as part of your business. These can build the invaluable traits of trust and confidence in your customers, and encourage repeat business.
- ☐ Read Roger's book Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. In it, you'll find more of the types of tips and wisdom he's shared with us.

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