Create ***WOW*** in *your* Business

UNANTICIPATED
DESIRED
EXPECTED
BASIC
WOW

Master*Market* Insight 1

Our brain is driven by images!

*"The need to create clarity in what you do and what the **customer** sees!"*

What are the ***basics*** you can do brilliantly?

The Law Of Sacrifice *says that you have to give up something in order to get something.* ***BE AN EXPERT IN SOMETHING!***

What business is the customer ***really*** in?

*Most of us assume we do a job but **CUSTOMERS** inherently look to us to solve their problems!*

Ask: *What are CUSTOMERS <u>really</u> buying?*

Customers need to see how their ***life will be different*** with you in it!

The Law of Perception *says its not a battle of product but a battle of perception as to who offers more value.* ***DEMONSTRATE HOW YOU HELP!***

Master*Market* Insight 2

Our brain is ***quick*** to Assume and Associate!

"People Learn By Creating A Connection!"

What assumptions are being made?

- ***About opportunities, trends and industry!***
- ***That companies understand your value!***
- ***About your Brand!***
- ***That the customer knows what they want!***
  - ***Become the expert***
- ***That you know what the customer wants!***

What is that ***one word*** you can own ?

"When people think about you and your business what do you want them to say?"

The Law of Exclusivity *says no two businesses can own the same word in the customer's mind.* ***DEMONSTRATE YOUR WORD IN EVERYTHING YOU DO!***

Master*Market* Insight 3

Your Brain ***Seeks Out*** Whatever is of Interest!

"Extraordinary Insights in Developing Opportunity Intuition "

Reticular Activating System (RAS): *The filter that tells your subconscious mind what to pay attention to!* ***ALWAYS HAVE SOMETHING TO FOCUS ON!***

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Ask what's changed

- With you.
- With your industry.
- With companies.
- With the world.

How can you leverage these changes better than anyone else?

Ask: *What might change?*

Fight for Human Attention

Knowledge is Power

1930 - *doubles every 30 Years*

1970 - *doubles every 7 Years*

2010 - *doubles every 11 hours!*

Dr. Nick Bontis

Ask: *Did you really need to sleep tonight?*

How can you ***leverage your network*** better?

How can you leverage your network better?

- How connected are you in your circle of influence?
- What do you know that others want to know?
- What did you learn today and how can you use it tomorrow?
- How can you **passionately** share knowledge?
- How can you be more visible?

Master*Market* Insight 4

Your Brain ***Will Answer*** Any Question You Ask Of It!

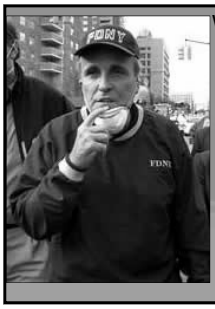
*"Recognize That **Great** Questions Are The Seeds To Opportunity "*

How can you think <u>inside</u> the box?

What is **one thing** you could do with what you have?

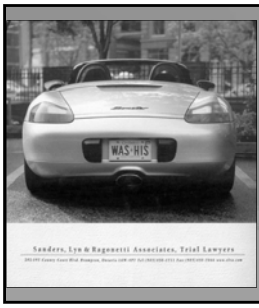
How can you ***go against*** tradition?

Law of Category *says if you can't be first in a category start one you can be first in.* ***BE UNIQUE!***



Who's your ***hero***, what would they do?

A **hero** can be another business too!



What if this were meant to be ***good news?***

Ask: What is your customer most unhappy with?

Master*Market* Insight 5

If you want to ***move someone*** move their emotions!

"Discover the power of doing business with feeling!"

People ***buy*** with emotion

Justify with Logic!

Law of Feeling *says every piece of knowledge must be charged with a feeling in order to inspire action.* ***GIVE THEM SOMETHING TO FEEL!***

Questions that add ***feeling!***

- What would their trusted hero do?
- How can you be more personal in your approach?
- Where does the customer need reassurance?
- How can you be more fun to work with?

Pain Pleasure Principle *says people will seek pleasure and avoid pain. When both exist the avoidance of pain will be stronger!* ***ALWAYS UNDERSTAND THE PAIN!***

What ***Bill*** might say

- Change or be changed,
- Take thinking breaks,
- You can never know enough about the customer or know it soon enough.
- Own your future

In ***Summary***

- **Create Clarity** – *Our brain must see the image.*
- **We learn by connection** – *manage the power and pitfalls of assumptions and associations.*
- **Be more aware** – *Pay attention to how your world is unfolding.*
- **Jumpstart Creativity** - *Your brain is obligated to answer any question you ask of it.*
- **Unlock Feelings** – People *buy with emotion and justify with logic.*