

The human mind is much more complex so let us start with the brain.

Many complain of their looks, but none of their brains.

Proverb

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There are 3 parts of our brain's evolutionary timeline.

THE REPTILIAN BRAIN

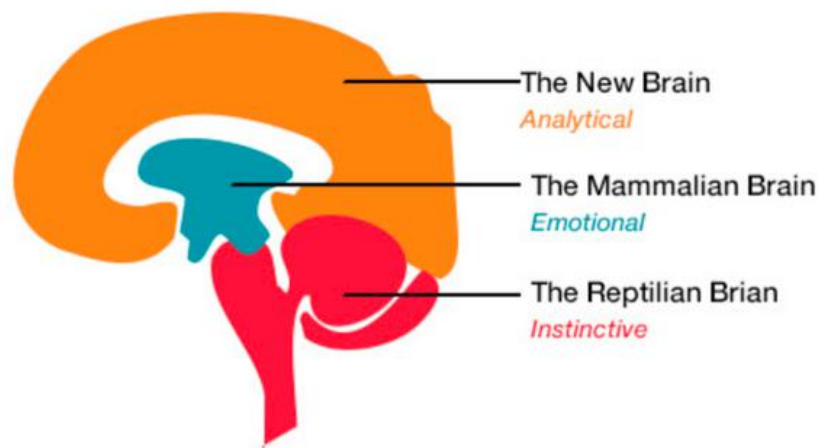
The instinctive brain, controlling our primal desires - the need for keeping safe, food & drink and sex.

THE MAMMALIAN BRAIN

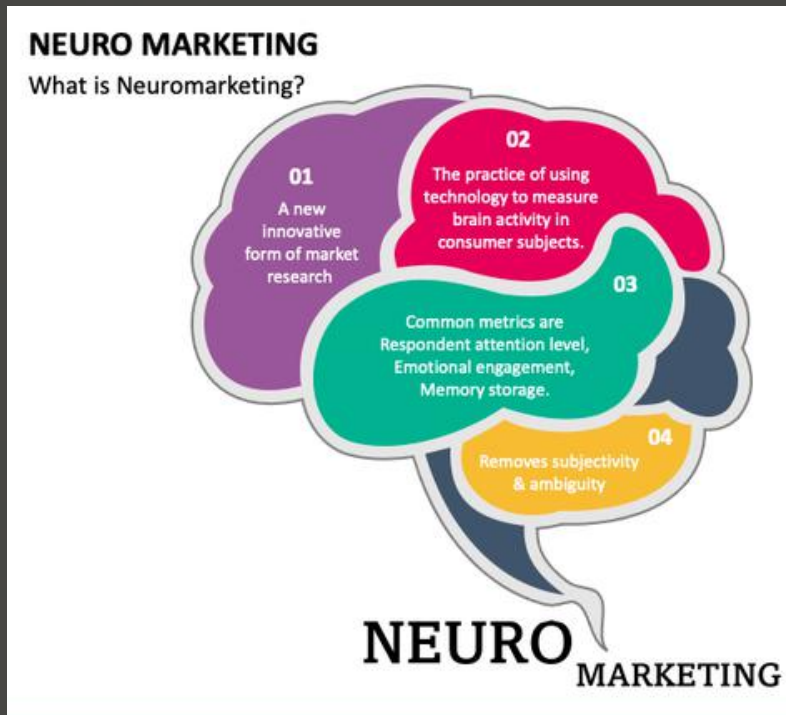
The 'feeling' part of the brain, driven by emotions.

THE NEW BRAIN

The 'thinking' part of the brain – responsible for intellectual and rational thought, language and all the aspects that make up our personality.



Too effectively communicate whether it be design, marketing or even a pitch - find out which brain the target audience uses and program your message to tailor them.



Very few actively use the new brain, few the mammalian brain, but most use the primal brain.

Effective mass marketing and pitches should target the primal brain.

7 ways to stimulate the old primal brain.

- **Be visual** : processing things you see take up half of brain resources
- **Create contrast** : Show that staying is an unsafe decision and moving to our solution is the safest decision
- **First and Lasts** : Old brain is constantly on alert for the unexpected - things that break the pattern.
- **Emotion** : Old brain uses emotion to mark important things that have to be remembered.
- **Keep it simple** : This reptilian brain has not evolved.
- **Make it concrete** : The old brain prefers concrete language to abstract ideas,
- **Make it personal** : The old brain cares about its survival. It is not worried about anybody else's survival.