

Masterclass Cheatsheet

# IT'S NEVER BEEN MORE IMPORTANT TO UNDERSTAND THE “BUYING” BRAIN

Feelings & Emotions

Trust: Become Familiar (6x)

The Brain Sees in Pictures

The Power of Eyes & Faces

The Fat F Design Technique

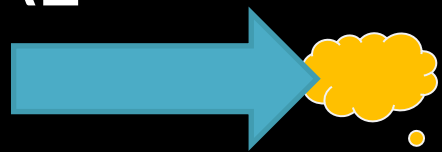
**NeuroMarketing for eMail, Web, Social**



# FEELINGS & EMOTIONS

In traditional marketing,  
by speaking only to the  
logical brain we **are losing**  
**95%** of our sales power

5% LOGICAL  
BENEFITS



DECISION  
95%  
EMOTION



...what does my message **feel** like?



# TRUST

## Trust cues

- colour **blue**
- LARGE pictures
- women
- scenes of nature
- certainty and proof
- become familiar... **a mental process**



## Repeat x 6 times

1. That idea is new
2. That idea I've seen before
3. That idea is familiar
4. That idea feels right
5. That idea feels good & true
6. That idea is for me

**Seduction is a process...**



# THE BRAIN SEES IN PICTURES

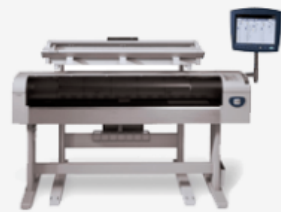
**90%** of information processed by the brain is visual  
**Tell your brand story in pictures...**

**From this...**

**to this...**



## OUR SERVICE OFFERING



### Office Automation

Document Excellence are market leaders in cost-effective document management solutions. Our offerings include:

Managed Print Services, Network multi-function devices, Production printing systems...[MORE](#)



### Communications

At the heart of Document Excellence Communications is the desire to provide seamless turnkey office solutions in the following areas: Networking, Services, Routers and Switches, PABX Communications, CCTV, Security and Biometrics...[MORE](#)



### Finance

Our own in-house Finance Company ensures that not only do we have the means to be THE answer to ALL your office needs, we also offer you the means to finance them. Talk to us about flexible, tailor-made financial solutions...[MORE](#)



### Services

Document Excellence Services are proud to offer the best in Hosted Services, Managed Services, Shared Services, Disaster Recovery, Colocation, Firewalls (Hosted & On-site), Managed Routers, Connectivity as well as fall over, Data, and Voice...[MORE](#)



Working remotely?

**WE'VE GOT YOU COVERED**

Total Business Packages

Free business assessment please

We now offer a full range of tech and equipment to complement our world leading range of printers and copiers. Simplify your business buying, have-it-all from us.



**Internet Connection:** wireless & fibre-to-the-building

Servers [ISP, hosting, security, data usage]; networks, routers; 3G & 4G mobile data; LTE; full tech support



**Smart:** touch technology & conferencing

Interactive whiteboards; virtual conference room, camera systems; video conferencing & phones; projectors, audio systems, speakers; wifi, wireless systems; proactive support & security



**Professional Services:** project management & training

Pre-sales needs analysis, walk-through audit, solution design for your Total Business Needs; post-sales hardware and software implementation; go-live support; we manage your projects, train your people

**Your Total Business Needs:** have-it-all from us.

You've got stuff - copiers, boardroom equipment; hardware, software, lots of tech. But do they work together for efficiency and cost control? Or worse, are you paying extra for services that should be included in a packaged bundle? Get some peace of mind: get our no-obligation business assessment - it's free [here](#)



I have some questions, make contact

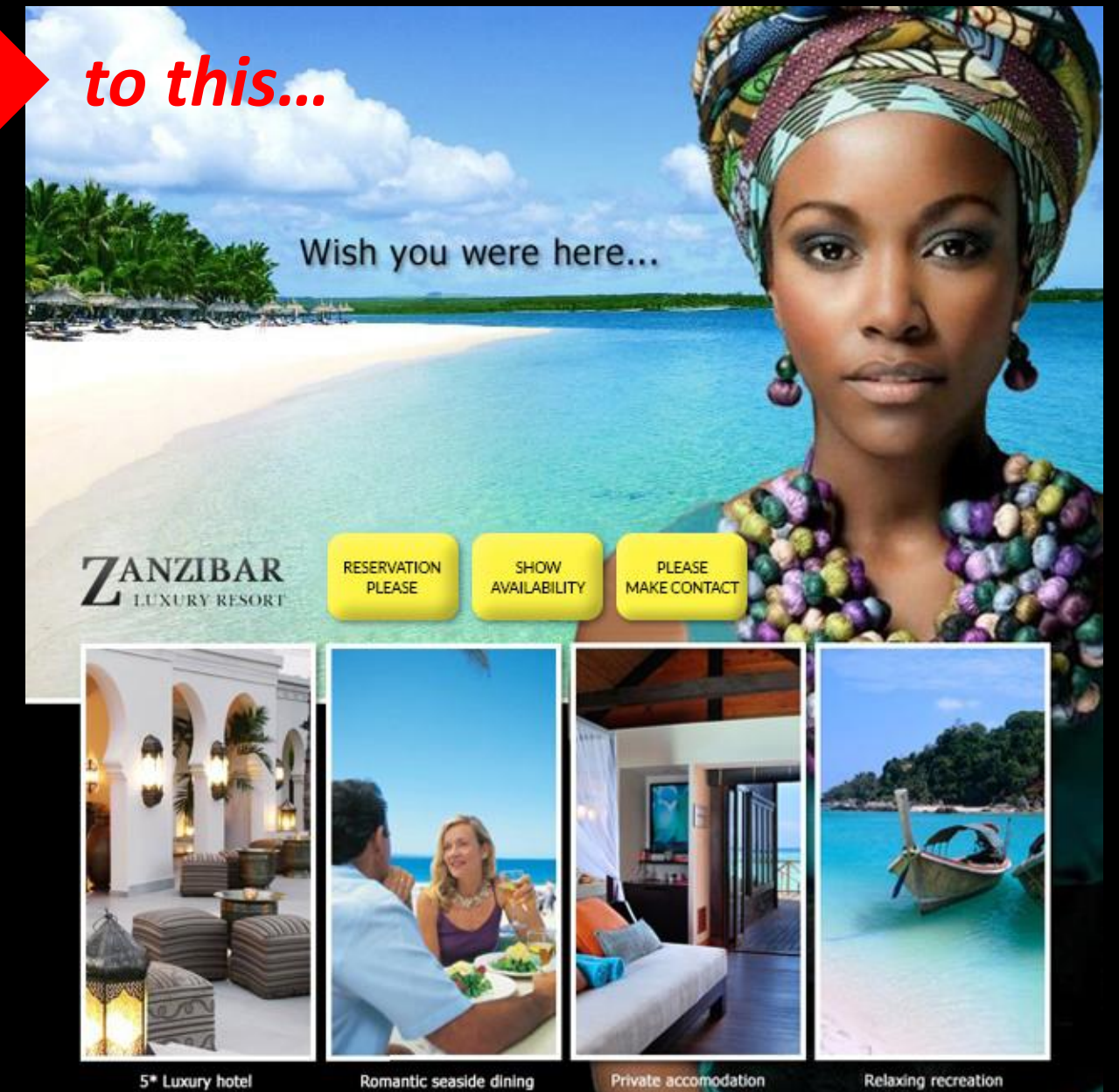
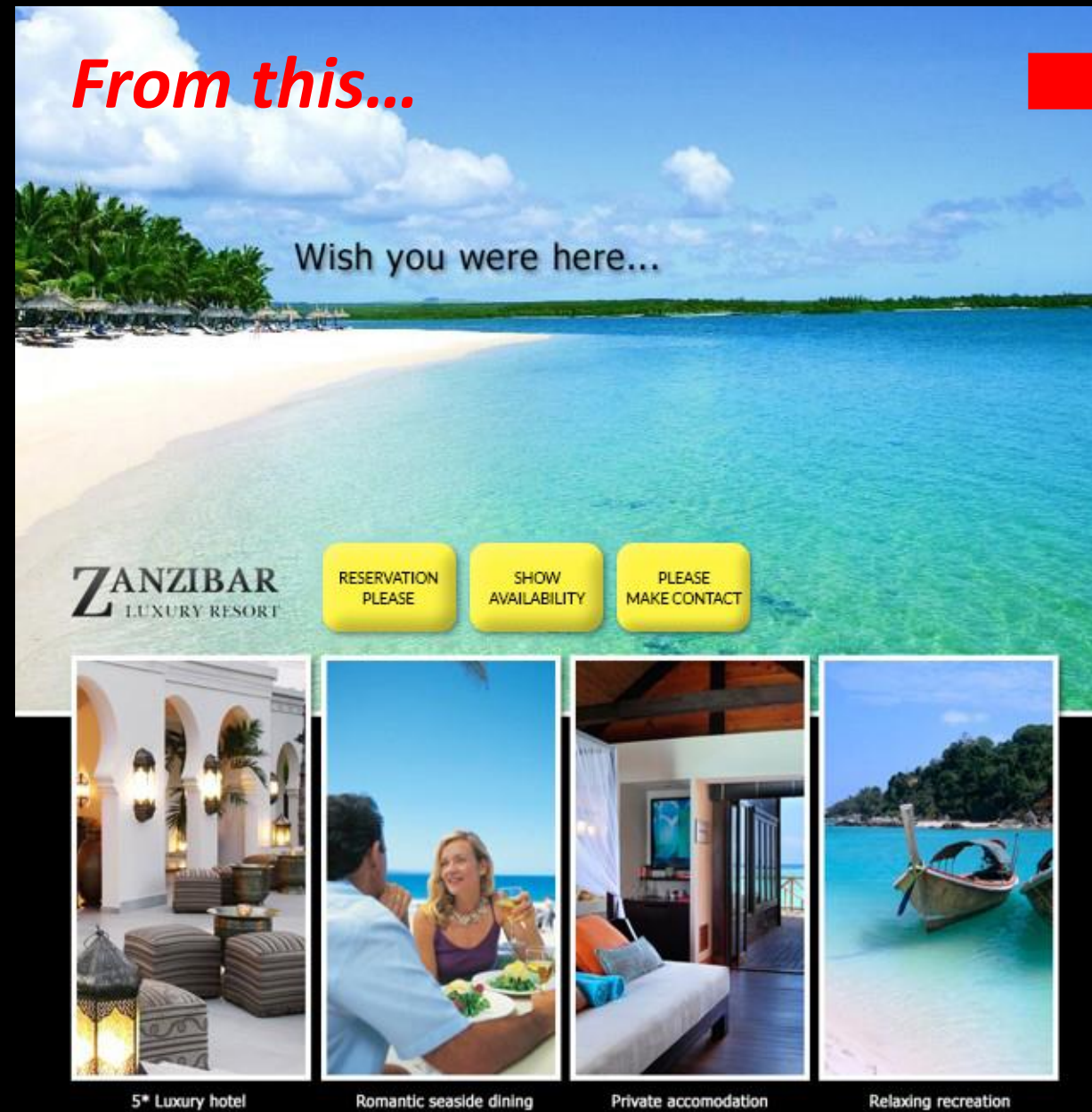
Not ready yet, keep me informed

Send to my colleague

# THE POWER OF EYES & FACES

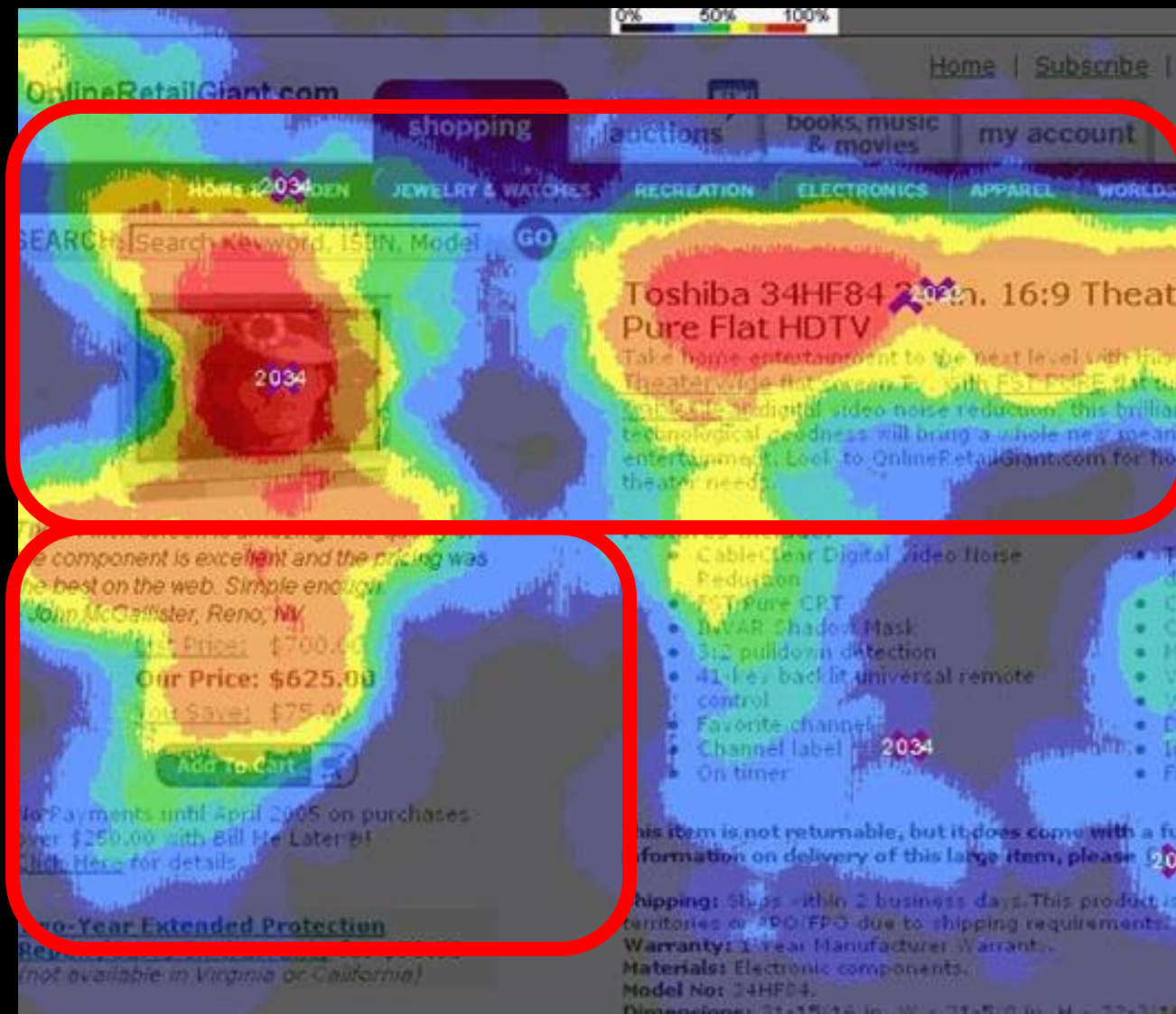
*“People look at eyes and faces before their eyes go anywhere else...”*

# Neuroeconomics: Eyes, Brain, Business 11 Feb 2013, Christine Looser



# THE FAT F DESIGN TECHNIQUE

## Eye Tracking Studies: **The FAT F**



Most important message

Persona

**Freshen up your deli range**

**NEW** 6-slice sandwich wedge now available ex-stock

6 SLICE SANDWICH WEDGE

**mpact Versa-PET**

**Contact button**

**Overlap for**

Sandwiches wedges full range: 2,4 & 6-slice Hinged, clear PET. Available ex-stock and competitively priced. Multipurpose with full food compliance and hygiene certification.



## All the best...

*be consistent, be excellent  
and your clients will find you*

### Colleen Backstrom

Kaleidoscope NeuroMarketing for eMail, Web, Social

[colleen@neuromasterclasses.com](mailto:colleen@neuromasterclasses.com) (specific questions)  
[kscope.co.za](http://kscope.co.za) (masterclasses and learning library)

## Our Neuro School

*This is one of a series of masterclasses we have  
available to continue your Neuro learning journey...*

