

10 Brain-Antagonistic BUSINESS COMMUNICATION BLUNDERS



by Elizabeth H. Phelps

The 10 “Brain-Antagonistic” Communication Blunders Businesses Make With Prospects

“**Brain-antagonistic**” is a fancy term for anything that shuts down the natural processing of the brain and/or neuronal circuit growth. In “What You Want Happening in the Brains of Your Audiences” report, you’ll see what that means. *Whenever* we communicate, we risk being **brain-antagonistic** (boring, irrelevant, threatening) and moving the brain of our listener from higher-order thinking (pre-frontal cortex) to the reactionary, emotional, survival-mode lower or “reptilian” brain, where poorer (or no) choices are made. As business owners, it is incumbent upon us to recognize our own unconscious habit of brain-antagonistic communication—and **strive to become “brain-sticky”**: original, irresistible, memorable and effective. This report is a step in that direction.

Mistake #1: Your business has nothing stand-out original about it so when you speak about your business, your articulation is bland, fuzzy (you don’t know what’s special about your own business) and unoriginal.

Brain fact: The brain is interested in survival above all else. Therefore, it automatically attends to anything that is new, in case it’s dangerous.

What you need to do: The only way the brains of your prospects are going to notice you is if your business is in some way NOVEL. Of course, that means you must separate yourself from the pack to get noticed. This isn’t news—but *are* you different enough to capture the attention of an over-stimulated brain?

How Inspired Leaders’ Academy helps you to be “Brain-Sticky” instead of brain-antagonistic: Our programs are dedicated to ensuring that businesses stand out with strong brands and then deliver communication that is different from everyone else’s.

Mistake #2: You’re speaking to the wrong prospect so they don’t care what you’re saying AND/OR you’re focusing on an aspect of your business they don’t care about.

Brain fact: As we just said, the brain is interested in survival above all else, which means it is constantly on the look-out for what will help it survive. It attends automatically to whatever is RELEVANT. The brain is always asking, “What’s in it for me.” ALWAYS.

What you need to do: Answer “what’s in it for me” from the outset. And when it comes to giving them a reason to work with you, you must be able to tell them what’s in it for them to work with you PLUS what’s in it for them to actually act (i.e. spend money now). This is the number one reason communication to prospects fail: the business has failed to convey why their solution is relevant to the buyer.

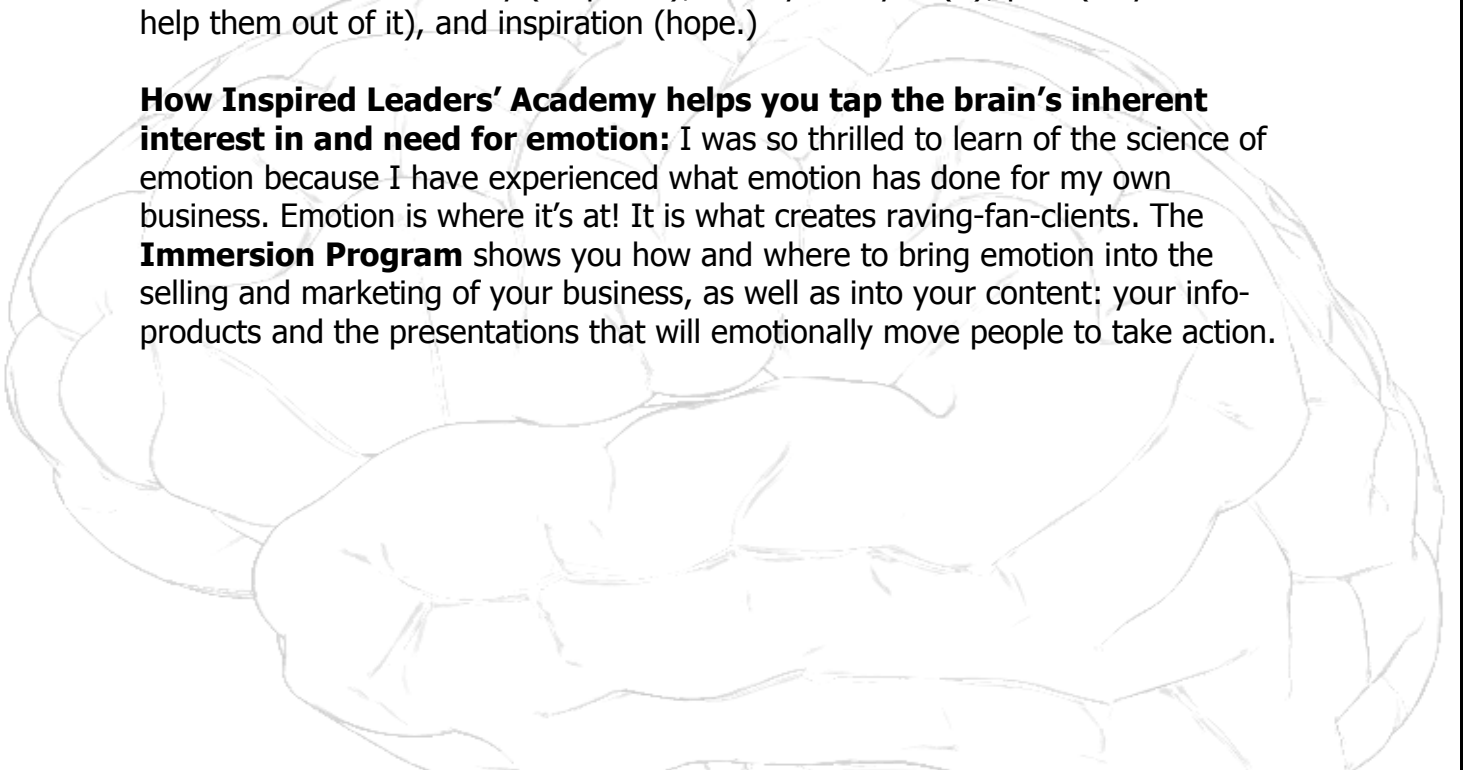
How Inspired Leaders’ Academy helps you satisfy the brain’s constantly self-serving question: Our programs are dedicated to ensuring that you speak persuasively and *effectively*, whether you’re in a casual networking meeting, formal sales presentation, speaking to an audience or making a video for your homepage. This means telling them “what’s in it for them” at every juncture.

Mistake #3: You speak about your business intellectually and “maturely” because that’s what you believe will give you credibility and clinch the sale.

Brain fact: In addition to whatever is **novel** and **relevant**, the brain attends instantly to **emotion**. The brain’s emotional and reasoning systems physically intersect in the lower area of the frontal lobes—which means *no sound decision is made without emotion*. Speaking intellectually does **not** get the job done!

What you need to do: To capture the attention of prospects, you need to lead with emotion. It’s what gets noticed by the brain. To move people to buy (make a decision; vote; choose to act on *anything*), you must get them to **feel**. You want them to feel curiosity (suspense); affinity with you (!!); pain (so you can help them out of it), and inspiration (hope.)

How Inspired Leaders’ Academy helps you tap the brain’s inherent interest in and need for emotion: I was so thrilled to learn of the science of emotion because I have experienced what emotion has done for my own business. Emotion is where it’s at! It is what creates raving-fan-clients. The **Immersion Program** shows you how and where to bring emotion into the selling and marketing of your business, as well as into your content: your info-products and the presentations that will emotionally move people to take action.



Mistake #4: You “tell.” You put “periods” at the end of far too many communications.

Brain fact: The brain is far more receptive to questions than it is to answers. In fact, the brain cannot abide an unanswered question. It must answer. Furthermore, curiosity creates chemical reactions in the body that aid recall. I.E. People remember more when they’re curious!!

What you need to do: You’ve heard this countless times, but you must ask questions. Don’t “tell” your prospects about your business—ask them about theirs; ask them to problem solve; ask them their opinion. ASK--more than you ever have before.

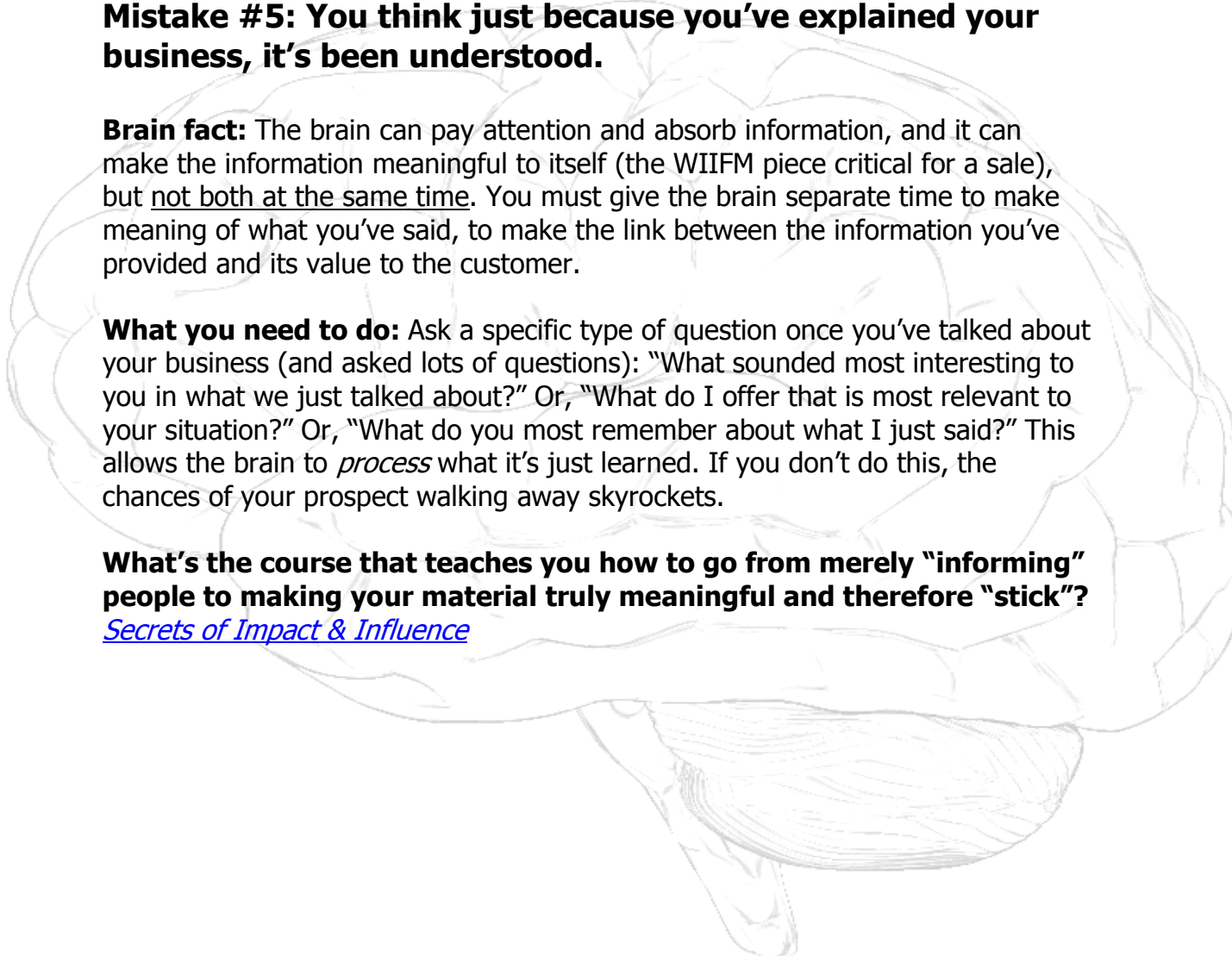
How Inspired Leaders’ Academy helps you flex the muscle of asking questions: We touch on this in our public speaking course, *Secrets of Impact & Influence*, but the best avenue to learning how to question is to experience me in action. I was dubbed the “inquisitor” as a child and my questioning prowess makes me a laser-effective consultant and trainer.

Mistake #5: You think just because you’ve explained your business, it’s been understood.

Brain fact: The brain can pay attention and absorb information, and it can make the information meaningful to itself (the WIIFM piece critical for a sale), but not both at the same time. You must give the brain separate time to make meaning of what you’ve said, to make the link between the information you’ve provided and its value to the customer.

What you need to do: Ask a specific type of question once you’ve talked about your business (and asked lots of questions): “What sounded most interesting to you in what we just talked about?” Or, “What do I offer that is most relevant to your situation?” Or, “What do you most remember about what I just said?” This allows the brain to *process* what it’s just learned. If you don’t do this, the chances of your prospect walking away skyrockets.

What’s the course that teaches you how to go from merely “informing” people to making your material truly meaningful and therefore “stick”?
[*Secrets of Impact & Influence*](#)



Mistake #6: You communicate with your prospects solely in words, and on top of that, you use vague, fuzzy words.

Brain fact: The visual cortex in the brain processes 10 million bits of visual stimuli a *second*. The brain is hungry for images!!!! Broad, fuzzy, vague words do not elicit images and the listener is left searching for understanding.

What you need to do: Even in casual settings, always have handy something that lends a *visual* component to your discussion about your business. And give prospects a tangible, visual, leave-behind. But most important (and incredibly challenging for service businesses)...you must learn to *speak* in ways that *bring images to the mind*. If what you say fails to do that, the brain can't process it and you have "slipped right off" rather than "stuck."

Inspired Leaders' Academy brings visuals into the learning process and encourages you to do the same, whether in sales and marketing, your info-products, your presentations, or your presentation hand-outs and training manuals.

Mistake #7 : Long and Rambling Commentary

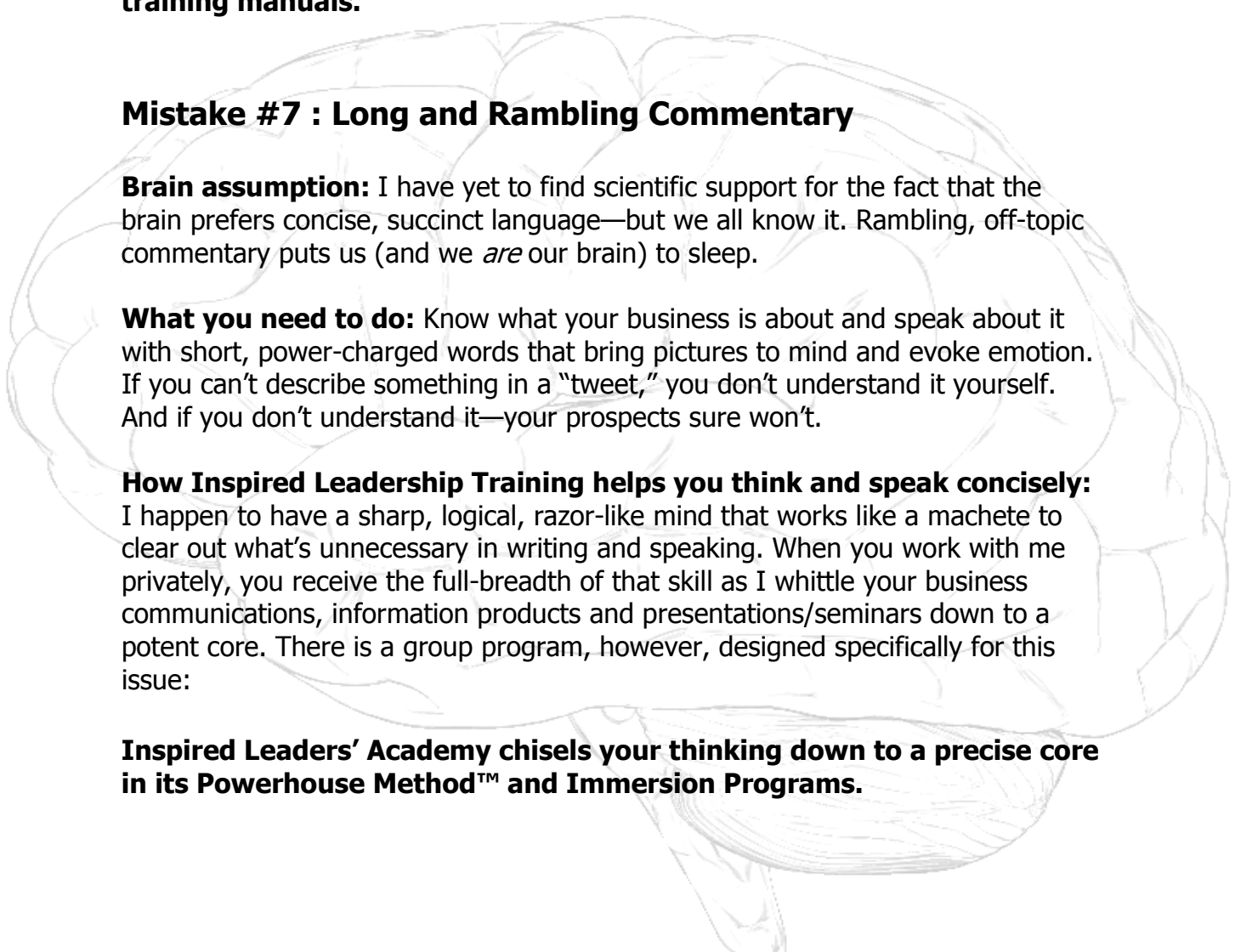
Brain assumption: I have yet to find scientific support for the fact that the brain prefers concise, succinct language—but we all know it. Rambling, off-topic commentary puts us (and we *are* our brain) to sleep.

What you need to do: Know what your business is about and speak about it with short, power-charged words that bring pictures to mind and evoke emotion. If you can't describe something in a "tweet," you don't understand it yourself. And if you don't understand it—your prospects sure won't.

How Inspired Leadership Training helps you think and speak concisely:

I happen to have a sharp, logical, razor-like mind that works like a machete to clear out what's unnecessary in writing and speaking. When you work with me privately, you receive the full-breadth of that skill as I whittle your business communications, information products and presentations/seminars down to a potent core. There is a group program, however, designed specifically for this issue:

Inspired Leaders' Academy chisels your thinking down to a precise core in its Powerhouse Method™ and Immersion Programs.



Mistake #8: You talk to your prospect, oblivious to the biases he carries about your industry, your business or you.

Brain fact: Prior knowledge exists as physical, actual, tangible, neuronal networks in the brain. Because these networks may consist of thousands of neurons, they're difficult to restructure. In layman's terms: it's hard to change someone's mind. (Amazing how our vernacular proves scientifically true!)

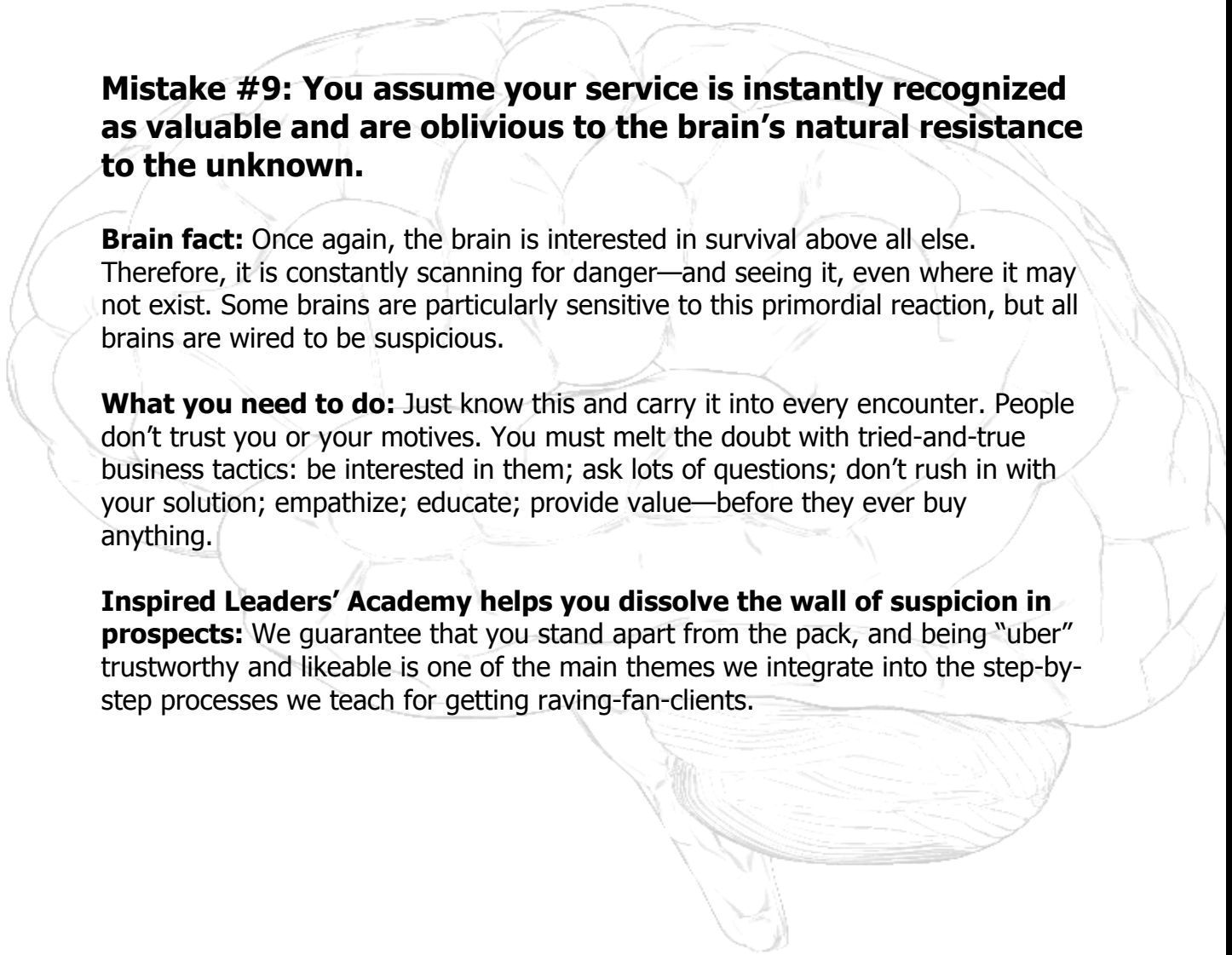
What you need to do: You need to rebuild incorrect prior knowledge that a prospect may have about you and your industry. This is especially important in the financial and health industries and in direct selling or multi-level-marketing. When you're in a networking setting or even in a formal presentation, allow your listeners to clear the air about all the biases they have. You may fear that it will contaminate a sale, but just the opposite will happen. Once able to speak their mind, they will be far more receptive to what you have to offer. (And how will you offer it? With lots of "periods" or lots of question marks?)

Mistake #9: You assume your service is instantly recognized as valuable and are oblivious to the brain's natural resistance to the unknown.

Brain fact: Once again, the brain is interested in survival above all else. Therefore, it is constantly scanning for danger—and seeing it, even where it may not exist. Some brains are particularly sensitive to this primordial reaction, but all brains are wired to be suspicious.

What you need to do: Just know this and carry it into every encounter. People don't trust you or your motives. You must melt the doubt with tried-and-true business tactics: be interested in them; ask lots of questions; don't rush in with your solution; empathize; educate; provide value—before they ever buy anything.

Inspired Leaders' Academy helps you dissolve the wall of suspicion in prospects: We guarantee that you stand apart from the pack, and being "uber" trustworthy and likeable is one of the main themes we integrate into the step-by-step processes we teach for getting raving-fan-clients.



Mistake #10: You “tell” your prospects about your business or newest offer but you don’t follow-up with them OR provide a tangible leave-behind.

Brain fact: As you will see, or have seen, in reading the “What You Want Happening in the Brains of Your Audiences” report, learning occurs when a fragile “footpath” or neuronal circuit has been built in the brain. But learning will be immediately dropped if that footpath is not “used” repeatedly. When the initial concept is reinforced in different ways, the walkway becomes a road, then a highway, then a super-highway. You know your prospects have a super-highway in their brain about you when you’re top-of-mind and they spread the word about you.

What you need to do: You must revisit the “initial learning” (i.e. the initial conversation you had with them) in a few different ways: be sure to hand them something tangible that reinforces what you shared with them, so they can read it later. Send them an email a few days later that says it again, in a different way. And call them a few weeks later to remind them of what you “taught them.” I encourage you to indeed educate your prospects. Educate them about something relevant to them and not directly about your business—so that what you are reinforcing is *that* education more than you’re reinforcing information about your business. That helps alleviate mistake #9.

Do you have a good sense now of what “brain-antagonistic” communication is? And how you can be—and must-be—**brain-sticky**? Inspired Leaders’ Academy is here to ensure that your business and its communications are compelling, memorable and original. Here are the 5 learning opportunities at this business school for visionaries:

1. **The Inspired Leaders’ Academy email list**--stay connected to the business concepts essential for businesses changing the world.
2. **ILLUMINATE:** The twice-monthly business group for Inspired Leaders Leading Universal Messages, Inspiring New Action, Transformation and Exploration. Focus is on Brain-Sticky communications and business building specifically for visionary leaders.
3. **The Powerhouse Method™** the fastest business development process you will experience for finding your one-of-a-kind “brand” and the message that you will be known for—and that will impact lives. Its “secret formula” includes the forming of a series of messages that, when completed, materializes a business you cannot imagine from where you’re

sitting right now. A soul-inspired business built out of your deep purpose for being here, and a business ready to make a difference.

4. **The Immersion Program: Business Empire & Leadership Mastery-**
- This tightly-constructed 1-year private business course develops entrepreneurs into leaders with business empires that change the world. No other business training offers this curriculum nor demands such high standards of excellence. You will graduate with a provocative, one-of-a-kind message, a suite of programs unlike any other, and ready to lead as one of the top presenters in the world

5. **Inspired Leaders Unleashed! 3-Day Event**—Look for more information. Coming in June!

I look forward to a wonderful friendship!

Lizbeth