

[BE FOUNDATIONS] SMELL



No physical location or products? Your business still needs to understand this. Use this worksheet to understand the SENSE OF SMELL.

1) MEMORIES AND EMOTIONS

Unlike the other senses, smell is tied to the limbic system (emotions/memories) What emotions or memories do you want (or want to avoid)?

2) DEVELOP A SCENT LOGO

If you do have physical products/locations - what smell do they have? A bad smell can be a huge deterrent - consider the packaging and every aspect. What scents best evoke the emotions or memories outlined above? How can you fix bad smells?

3) STRONG VISUALS

All digital? Images can convey smells when used properly and trigger emotions. What images can you use to link to scent memories? What should you avoid?

**WANT
HELP?**

Visit thebrainybusiness.com and click "Work With Me" to book your FREE consult and learn how I can best help.