

[BE FOUNDATIONS] HEARING & SOUND



What you hear impacts buying behavior in more ways than you realize. Use this worksheet to learn how the SENSE OF HEARING impacts your business.

1) WHAT ARE YOU TRYING TO ACHIEVE?

Sound can be an aid or a huge distraction - brand and strategy matter.

Do you want as many people per hour as possible? Or would you prefer people to linger in a store? If you are doing videos or a podcast, what impression do you want? What are the main themes of your brand you want to get across?

2) BACKGROUND NOISE

Just because it's in the background doesn't mean it isn't having an impact.

Slow increases time in store. Upbeat helps with turnover. Themes increase sales (i.e. French music sells French wine). What will help you reach your goals?

3) SOUND LOGOS

It doesn't have to be a jingle to make a big impact.

Is there a signature sound that can be tied to your logo? When someone opens a package? In your ads? Videos? Podcast? Listen to the examples in the episode for inspiration.

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HELP?**

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