

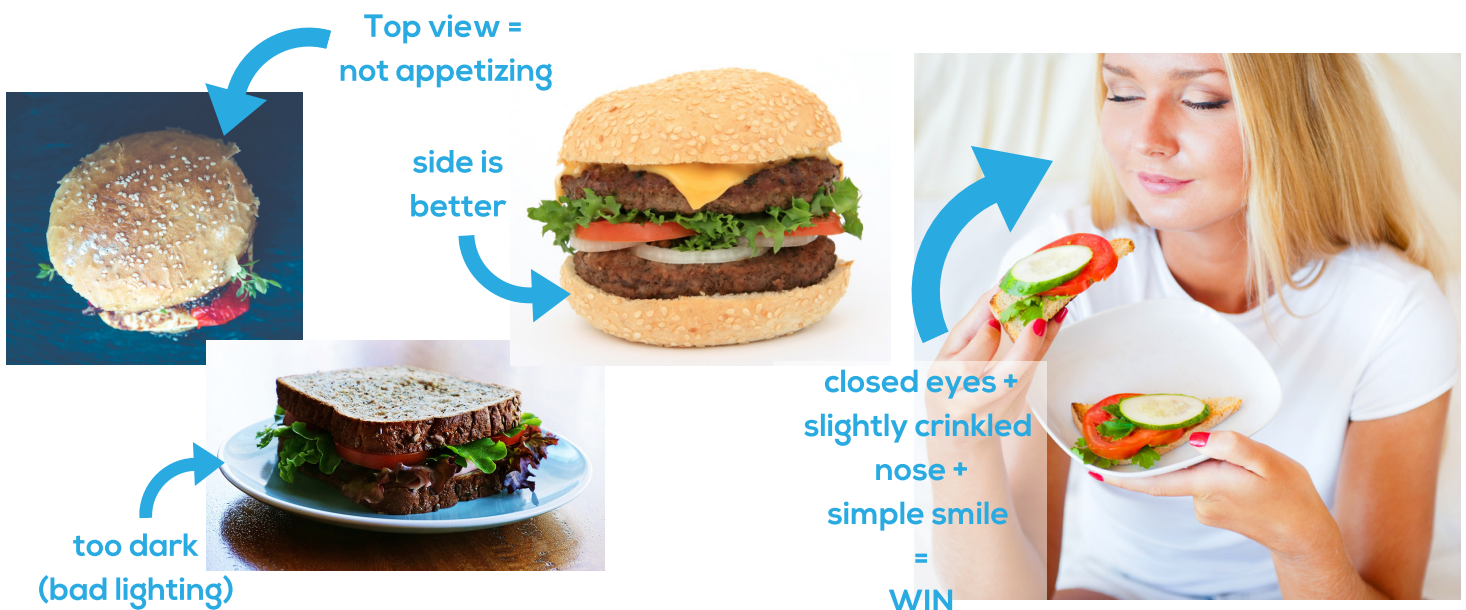
# [BE FOUNDATIONS] TASTE

Our brains associate taste with much more than food.  
Use this worksheet to learn how the SENSE OF TASTE impacts your business.

## 1) VISUAL IMPACT (MIRROR NEURONS)

Taste is heavily influenced by the other senses.

How can you create a full sensory experience? Think steam lines, "sizzle" on a steak, someone smelling and smiling (facial reactions are key!), does the bread look soft? Soggy? Toasted? Do veggies look bright and crisp? It all matters.



## 2) TRIGGER WORDS

Our brains associate words with rewards - taste triggers are everywhere.

Think of words like: delicious, delectable, crunchy, crispy, savory, sweet, mouth-watering, etc  
How can you use these in your messaging (even if you aren't selling food)?

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HELP?**

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