

[BE FOUNDATIONS] TOUCH



Touch is linked to emotion (even when you can't physically hold things). Use this worksheet to learn how the SENSE OF TOUCH impacts your business.

1) APPROPRIATE TOUCH BETWEEN PEOPLE

Human contact is important to development and teamwork.

When used correctly, it helps teams perform better, increases tips and health among patients. How can you use APPROPRIATE touch in your life/work?

2) TOUCHING OBJECTS

If you sell physical products - get people to touch them whenever you can.

Touching an object increases perceived ownership, the endowment effect, and triggers loss aversion. Consider everything from the packaging to the item itself.

3) TOUCH WITH YOUR EYES

Even when we can't physically touch things, our eyes can interpret textures.

This can make you want to reach out and touch an item, or influence the way you feel about a person, product or brand. How can you create touch without touch in your business?

4) TOUCH WITH YOUR EARS

Feeling and touch words are everywhere in our world today.

These influence the way you feel about a person, product or brand. Think of someone being described as: slimy, slippery, tactful or warm. How would you/your business be described?

**WANT
HELP?**

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