

[BE FOUNDATIONS] MIRROR NEURONS



When we see someone act, our brains behave as if we are taking the same action. Use this worksheet to learn how MIRROR NEURONS impact your business.

1) WHAT DO YOU WANT THEM TO DO?

Simulating a task makes it familiar, and more likely to be repeated.
For example: You want people to subscribe to your YouTube channel

2) IMAGERY (MOVEMENT OR STATIC)

How can you **SHOW** them with nothing else (no sound or a static image)
For example: Video of a mouse icon at the end of the video clicking a "Subscribe" button

3) SOUND

How can you **EXPRESS** it with sound only?
For Example: Say "click on the big red subscribe link on the right hand side"

4) WRITTEN

How can you **SAY** it in written words only?
For Example: "Subscribe now" or "Don't forget to subscribe" (consider COLORS and FONTS)

5) BRINGING THEM ALL TOGETHER

How can you combine those for full impact?
For Example: A video where you say "Don't forget to subscribe" pointing down in the image toward where the button will be, while words come up on the screen saying the same thing.

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HELP?**

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