

[BE FOUNDATIONS]
**UNDERSTANDING
MAPPING (NUDGES)**



How many conflicting incentives impact the choices you give to your customers?
Use this worksheet to incorporate INCENTIVES into your choice architecture.

1) ENCOURAGE THOUGHTFUL REVIEW AND AN OPEN MIND

For Example: suggesting someone NOT get AC if it is not in their best interest.

2) BREAK IT DOWN

For AC, this would mean looking at all the options someone has and knowing what matters to them most: keeping a reasonable temperature inside even when it is hot out.

3) MAKE IT RELATABLE

Consider the right pain point - the way it feels on a hot day.

4) HELP THEM GET THERE

"Remember those 95 degree days, would it be worth \$14 to you on that day to be cooler?"

5) CALL TO ACTION

Don't forget to ask the sales question to help encourage them to stop and choose.

**WANT
HELP?**

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