

Introduction

Welcome to Doug Hall's *JUMP START YOUR BRAIN®: 50,000 Volts of Ideas for Cranking Your Cranium and Turning Your Dreams Into Reality*. This program is unlike any you have ever experienced before. Doug's genius and expertise lie in his ability to expand far beyond the limited and often unimaginative thinking of the status quo. His greatest gift is his ability to stimulate innovative ideas and make them happen. Implementing the tools that he provides in this revolutionary brainstorming process will allow you to come up with winning business concepts, expand your existing sales and marketing initiatives, and increase your profits beyond anything you thought imaginable!

As you embark upon this action-packed journey with Doug, you will constantly be verbally poked and prodded to take immediate action steps toward expanding your brainpower beyond anything you've ever imagined before. Because taking action is key in this program, we have created the attached BrainGain "Quotes and Notes" pad to aid you in stimulating new ideas and to encourage you, as Doug so succinctly urges, to "write them down."

Included in this notepad are tips that Doug highlights throughout the program, as well as some additional tips and challenges to encourage you to both think and act "out of the box." The notepad consists of 52 pages, one for each week of the year. At the point which you begin this program, we suggest that you read a message each week, and then use the sheet to record any stimulating ideas that come to mind. Ideally you should expand on these ideas on a separate piece of paper. If a quote, note, or challenge stirs up questions within you, this may be a prompt to listen to the program once again to uncover any ideas that may be brewing within your subconscious mind. We can't stress enough the importance of giving yourself free rein to write out any ideas that come to mind, **WITHOUT CENSORSHIP**.

You may wish to keep this note pad by your bed, on your desk, or in your purse or briefcase. Put it in a place where you are able to quickly reach for it, so that you can capture ideas as they arise.

These quotes and notes are designed to keep you staying on track and stimulating new and exciting ideas. As Doug clearly states, action is key to the success of this program. So take your first step now and venture into the "possible." You will discover that the benefits that you gain both personally and professionally will prove to be well worth your efforts.

B.O.S. PROFILER

Please rate yourself on the following dimensions by circling the number between the two descriptors that best describe you. There are no right answers; there are no wrong answers. Check the number that instinctively defines the true you.

Idea Realist __1__2__3__4__5__6 Idea Builder

Rational __1__2__3__4__5__6 Emotional

Process Oriented __1__2__3__4__5__6 People Oriented

Neat & Organized__1__2__3__4__5__6 Messy and Chaotic

Trust the Facts __1__2__3__4__5__6 Trust Gut Instinct

Predictable __1__2__3__4__5__6 Spontaneous

Logical __1__2__3__4__5__6 Visionary

Calculating Your B.O.S. Profiler Score

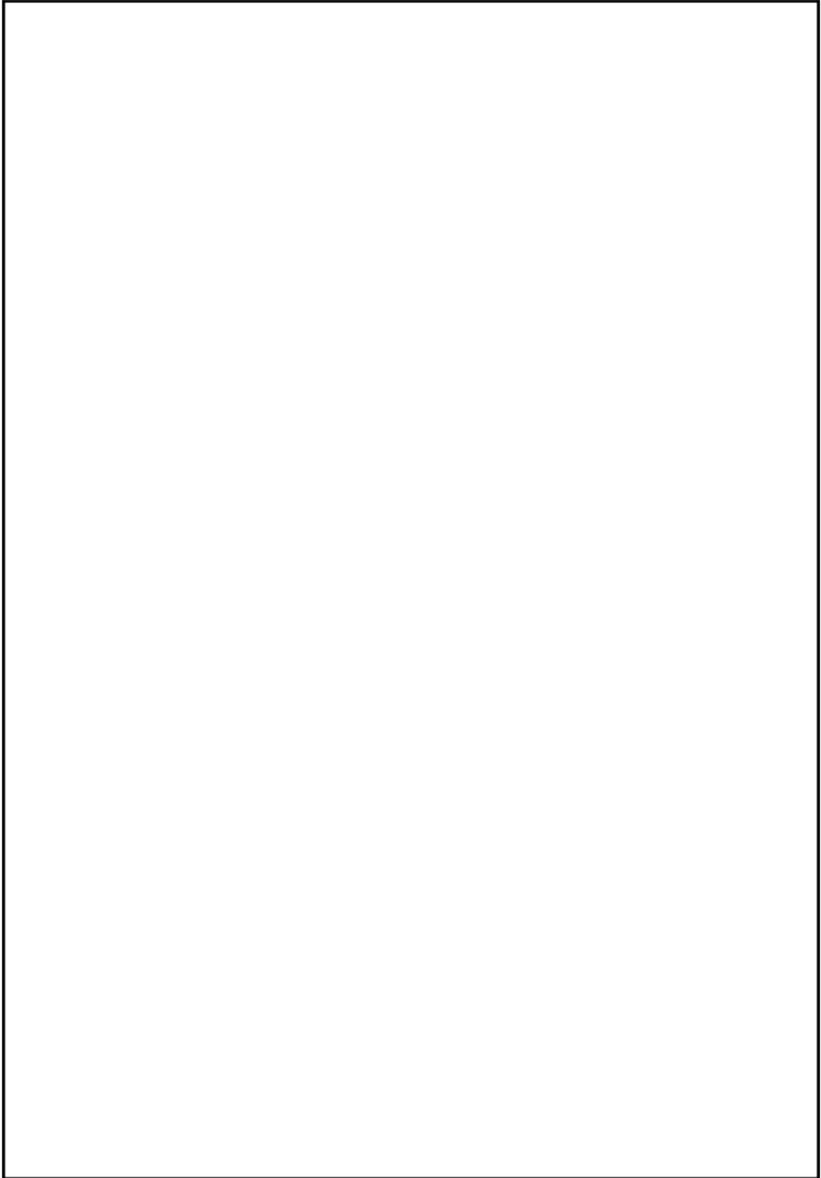
Analyzing your results is simple. Simply add the numbers you have circled.

If your score is 0 to 25, you have a logical left brain orientation.

If your score is 26 to 30, you have a whole brain orientation.

If your score is 31 or above, you have a radical right brain orientation.

NOTES



*“Those who see the world of ‘what if’
are far more powerful than those
who see the problems.”*

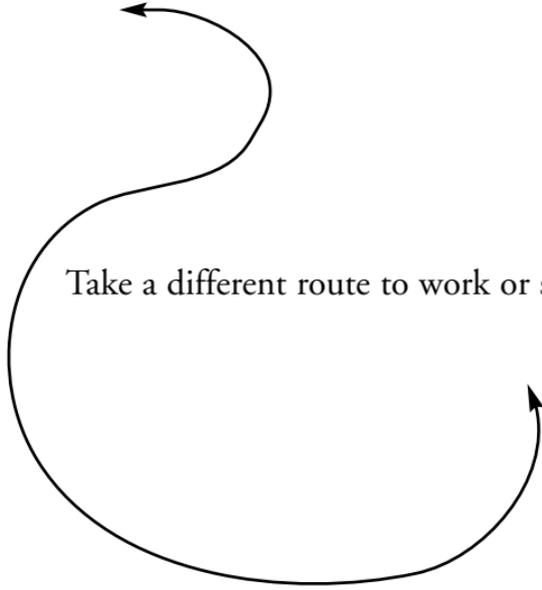
- Doug Hall



Those who are more adventurous:

- Exhibit a higher level of discontent with the status quo
- Are by nature spontaneous
- Calculate the risks, then move forward with eyes opened wide
- Have generally liberal attitudes
- Have high levels of self-esteem

Be Adventurous.



Take a different route to work or school.

An Overview of the Five Self-Evident Eureka!® Truths:

*** Fun Is Fundamental!**

(It's easier to solve problems with laughter than stress. When you take yourself too seriously, you often lose your ability to try.)

*** Respect the Newborn!!**

(Ideas most often don't begin fully developed and attractive. You must give them the time and care to be nurtured and grow.)

*** Breakthroughs Contradict History!!!**

(Cut against the grain.)

*** Reality Is Not Relevant!!!!**

(Write down every idea, no matter how wild.)

*** You Have to Swing a Lot to Hit Home Runs!!!!!!**

(Quantity breeds quality.)



NOTES

“A child’s world is made of spirit and miracles. We sometimes think that children should follow us, listen to us, become like us. Follow a child closely for an hour. Not to teach or to discipline, but to learn, and to laugh.”

- Doug Hall

1

The Three Main Steps to the Eureka! Method:

Total Immersion

(the foundation upon which your ideas are built)

Gather stimuli,
insights, and
information that relate to your creative challenge.

- **Historical Stimuli: *How You Got Where You Are***
Learning from the past so you don't repeat mistakes.

- **Factual Stimuli: *The World As It Is***
The reality of the current situation.
Noting economic and practical considerations, along with the resources that are available to you.

- **Experiential Stimuli: *See, Hear, Taste, Touch, Smell, Think***
Emphasis is on your personal experiences.
Rely on your senses over logic.

2

The Three Main Steps to the Eureka! Method:

Eureka! Seed Explosion

(transforming raw stimuli into seed ideas)

Take mental recesses, pace yourself,
get up and move frequently.

Attack your problem from
different angles, solving
one problem at a time.

Change your context in little
ways. Work in different postures
(sitting, standing, lying down).
Play various types of music.

Let chaos run rampant, and
allow your ideas to flow.

3

The Three Main Steps to the Eureka! Method:

InterAct[®] Inventing

Categorize ideas, review notes, consider practicalities, feasibilities, and costs. Turning ideas into full-blown concepts)

Have colored index cards available to categorize seeds as marketing ideas, product ideas, packaging ideas, and promotional ideas.

Do a review and critique after each of the above processes, noting what worked and what did not.



A process you can go through to decipher whether or not an idea is original:

On index cards, list every factor, be it rational or emotional, that sets you apart.

Sort the cards into 3 piles:

Pile 1: The cards listing differences that give you a meaningful advantage.

Pile 2: The cards listing the differences that give your competition a meaningful advantage.

Pile 3: Cards listing the differences that aren't significant one way or the other.

Spread the piles out on a table. Look at them honestly and objectively, looking for reasons why you will either fail or succeed. Would you buy the product? If so, move ahead.

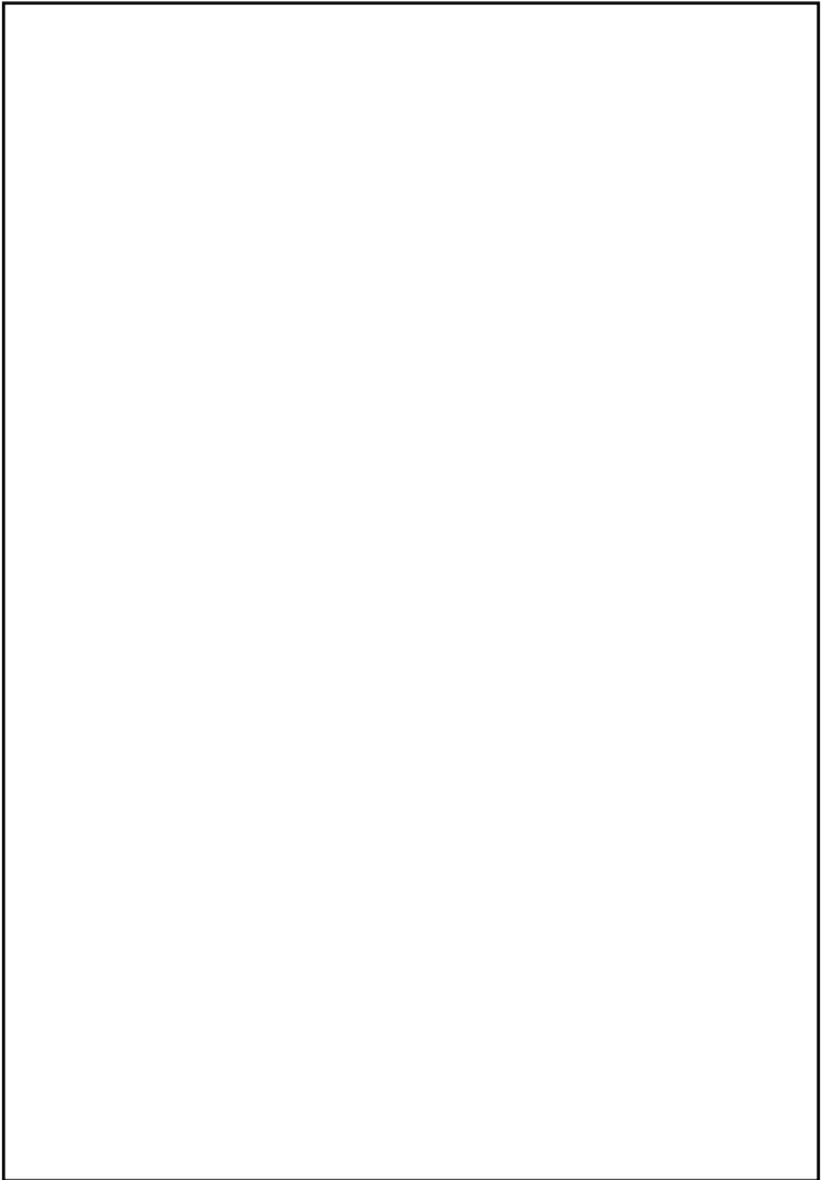


The “High Five” of Fear:

The “High Five” of Courage:

Fear of being laughed at	1	Looking to Teammates for Support
Fear of losing what you have	2	Taking Action
Fear of rejection	3	Covering Your Bets
Fear of the unknown	4	Replaying Success
Fear of exposure	5	Bursting the Worst

NOTES



*“Hammers and screwdrivers have built
more ideas than all the meetings and
paperwork in the world.”*

- Richard Saunders

Be Adventurous.

*Spend \$30.00 on magazines
you've never read, about
subjects in which you
have no interest.*

**A SUMMARY OF THE
FIRST LAW OF MARKETING PHYSICS®
OVERT BENEFIT:**

1. All benefits are relative to a specific target audience. You can start with one or the other (benefit or target audience), remembering that they are relative to one another.

2. To find your core benefit, look to the beginning. Look at your roots. Why was your company started? What was the burning issue that created it? What are your passions?

3. Optimize your communication by defining your target audience, detailing your features, turning your features into benefits, and turning your benefits into Overt Benefit.

4. Do one thing great. Make your Overt Benefit as focused and specific as possible.

5. Visualize your benefit. What is the Magic Moment of truth (or the moment of benefit)?

6. Don't forget to consider experiential benefits as a genuine alternative to rational ones.

7. Never, ever, ever give up the search for fresher, more relevant ways of communicating your Overt Benefit.

Self-Auditing of Your Current Benefit Communication:

- Step 1:** Gather materials that communicate your core business offering.
- Step 2:** In a quiet place, read the best representation of your core business idea out loud with a full voice.
- Step 3:** Identify and explain in a single sentence what the materials you just read describe as “what’s in it for the customer.”
- Step 4:** Look at that sentence with honesty from the perspective of the customer, and answer the following questions:

Is the benefit communicated in a clear and obvious fashion?

Is the message specific about what’s in it for you?

Is the concept clearly unique from what the competition is offering?

The Steps That

You Need to

*Take to Turn **Features** Into **Benefits**:*

Step 1: Make a list of all the defining features associated with your service or product offering.

Step 2: To translate features into Overt Benefits, respond to:

Why should I care about this feature?

So what?

What does this mean to me?

How is my life better because of this?

This feature makes it possible for...

Numerically, specifically it delivers...

And that's valuable because...

And that makes it possible to...

And that means it can...

Why doesn't the competition have this feature?

Step 3: Review your current marketing materials for features and benefits.

NOTES

“Whenever you focus on a specific target audience, you immediately enhance customer perception of you as an expert. And you expect to pay an expert more for the same goods or services than you would a non-expert.”

- Doug Hall



Who Is or *Could Be* Your Target:

→ Customers With Extreme or Special Needs

(E.g. Hotels and resorts have found success by catering to senior citizens, families with young children, or even vacationers traveling with pets.)

→ Customers That No One Else Likes to Hassle With

(E.g. toxic waste clean-up.)

→ Customers Who Control Spending Decisions

(Focus your energy on the key decision makers, the customers who control the buying decision.)

→ Customers with Varying Levels of Category Experience

(Think about what level of experience your core customers have, relative to your product category.)

Be Adventurous.

Buy the No. 1 paperback on the *New York Times* best-seller list

and read it



in one sitting.

DO ONE THING GREAT

A: Write out your list of Overt Benefits on individual index cards.

B: Put cards in three piles:

Pile 1:
Ideas that could stand alone as your singular benefit message

Pile 2:
Ideas that are strong but couldn't stand alone

Pile 3:
Ideas that are smaller and less relevant

C: Evaluate each of the cards in pile 1, arranging from most to least motivational to customers. Evaluate the potential for combining the benefits in pile 2 into pairs. Compare these options with those of pile 1. On these selected cards exists the solution to your “Do Your One Thing Great” challenge.



Rediscover Your Roots:

To discover your Overt Benefit, take a moment to respond to the following thoughts. For best results, write down the first thing that comes to mind. Then after thinking about it for a day, rewrite your answer, pushing deeper with fresh eyes.

1. Why did you get into the business in the first place?
2. What injustice, problem, pet peeve did you set out to address with your business?
3. What does your company offer that you are most proud of?
4. What do you offer than your most loyal customers boast about the most?
5. Complete this statement: We're the best/first/only company to offer...

NOTES

“If you want to get customers excited, you yourself must be genuinely excited. The second place to look for your Overt Benefits is exploring your personal passions.”

- Doug Hall

Giving Words to Your *Overt Benefits:*

Step 1: Speak onto the paper:

My most important target audience is...

I am most proud of our ability to...

We're famous with customers for our ability to...

If the local newspaper were to do a story about us, it would report we offer...

Unlike our competitors, we offer our customers...

I'd like my customers to tell their friends that we provide the best...

My company enhances customers' lives by offering...

Be very specific. We offer customers the best...

Step 2: If you don't know the answers above, go back to the front lines.

Step 3: Take a break, then circle any phrases that resonate with you. Put an "x" through any phrases that don't seem to be the essence of what your Overt Benefit should be.



The Common Mistakes Made With *Overt Benefits:*

- Solving a problem that's not a problem.
- Selling the absence of a problem instead of a positive benefit.
- Assuming knowledge.
- Low price is a benefit ... but a hard one to own.
- Oversimplifying.
- Charming humbleness.
- Doing what everyone else is doing.

NOTES

“The benefit is what you’re offering. The reason to believe is how you’re going to make good on your promise. To succeed, you need both the what and the how.”

- Doug Hall

Be Adventurous.

Ask the seventh person you talk to at work to lunch today.

Score Your

Real Reason to Believe

Versus the Competition:

Step 1: Gather the materials that detail your brand, business, or concept. Also gather similar materials about your competition.

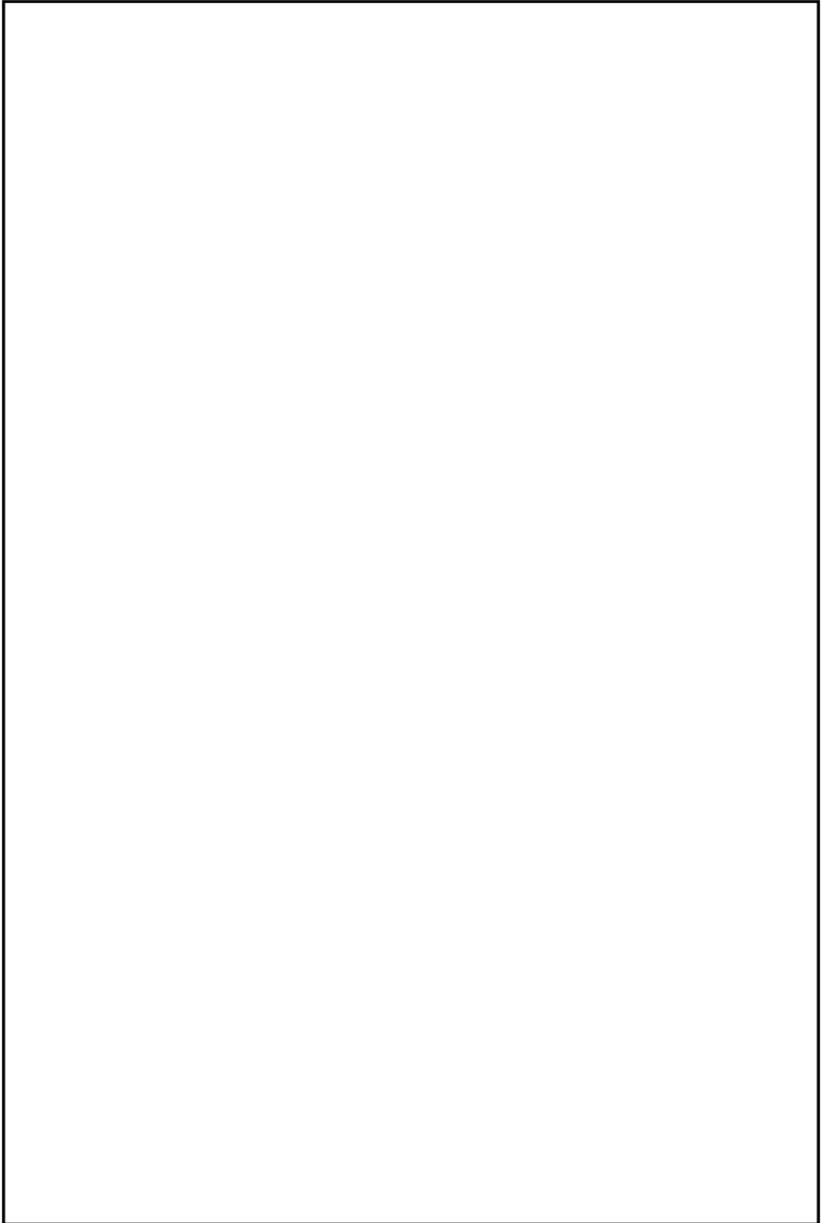
Step 2: Make a list of each element of overt communication that enhances credibility for you and your competition.



Step 3: Add to your list and that of your key competitor the unstated things that should give customers confidence.

Step 4: Match and compare.

NOTES



*“Nothing is more powerful than truth
when communicating credibility.”*

- Doug Hall

Be Adventurous.

Purchase the top three music CDs.



Lip-sync the songs,

using your hairbrush as a microphone.

The five proven strategies for communicating
Real Reason to Believe
to customers:

strategy **1**

Kitchen Logic

conveys to customers how the benefit is delivered, using language that they can easily understand and quickly relate to.

KEY: IT IS CLEAR AND DIRECT

TO DEVELOP YOUR OWN KITCHEN LOGIC STRATEGIES:

- Tell the truth. Why can you deliver on the promise?
- What do you do that makes it possible for that benefit to be delivered?
- If you changed one thing, what would cause your benefit to not be delivered?
- What is the key to your success at delivering the benefit?
- Think people.
- Think process.
- Think what makes how you operate different from your competition.

The five proven strategies for communicating
Real Reason to Believe
to customers:

strategy **2**

Personal Experience

is about providing your customers with an opportunity to see, feel, and experience your product benefit.

THERE ARE THREE TYPES OF PERSONAL EXPERIENCES:

- **Sampling:** “The most fundamental approach to personal experience is providing a free sample to the customer.”
- **Demonstration:** “A demonstration allows customers to see and experience the transformational power of your benefit firsthand.”
- **Sensory Feedback:** “This is about providing your customers with signals that reinforce your effectiveness. At its simplest, this means help them see, feel, taste, or touch the experience.”

How You Can Enhance Your Customers' **PERSONAL EXPERIENCE:**

1. Sampling:

- How can we help customers experience the benefit?
- What types of limited-use sampling could we do?
- How could we invent a way to provide a limited-use version of our benefit?
- What portions of our product or service could we provide?

2. Demonstration:

- How can we visualize the impact of our benefit?
- What impossible situation can we use to “show our stuff”?
- What types of “before” and “after” situations can we document?

3. Sensory Feedback:

- How can we show customers our product/service is working?
- What signals of sights, sounds, and smells can we build into the experience?
- How can we provide feedback to the customer that we are doing our job?



The five proven strategies for communicating
Real Reason to Believe
to customers:

strategy ③

Pedigree

is about providing confidence to potential customers as a result of detailing the heritage behind your product or service.



THERE ARE THREE DIFFERENT TYPES OF PEDIGREE:

- **Development Pedigree:** “involves providing credibility of delivery of a benefit as a result of the design, creation, formulation, or production process behind a product or service.”
- **Marketing Pedigree:** “Marketing-focused pedigrees have an added advantage of being something you can actually create. By entering into a contest, reviewing sales histories, or conducting customer research, you can often craft a piece of powerful credibility.”
- **Trademark Pedigree:** “One of the most common means for generating credibility is to use a trademarked brand name that has a pedigree of trust.”

Be Adventurous.

Write the numbers of the channels on your TV or cable system on little scraps of paper. Put the scraps in a hat, pull out a scrap, and turn to that channel. Using a timer, watch the channel for 5 minutes. Pay attention. When the timer runs out, pull out another slip.

Repeat until your eyes are bloodshot.

The five proven strategies for communicating
Real Reason to Believe
to customers:

strategy **4**

Testimonials

HOW TO BUILD REAL REASONS TO BELIEVE, USING
TESTIMONIALS:

Customer Endorsement

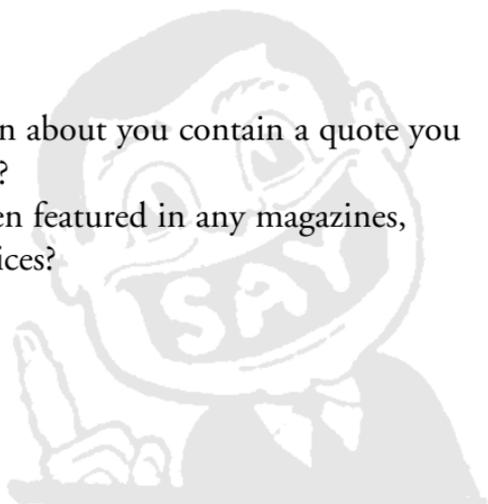
- What quotes do you have from customers?
- How could you start gathering quotes?
- Who of your customers are best known? Would they give you quotes?
- Who are your current clients?

Expert Endorsement

- Who is the most trusted person in the field?
- Who is the most well-known person in the field?
- What expert would you trust to judge quality in your business area?

Media Endorsement

- Do any articles written about you contain a quote you can use for credibility?
- Has your business been featured in any magazines, guides, or review services?



NOTES

“For a guarantee to have impact, you must maximize customer confidence rather than reduce legal risk. The power of your guarantee is directly linked to the level of risk you and your company are perceived to be taking.”

- Doug Hall

Be Adventurous.

Have dinner at the *fourteenth* restaurant listed in the yellow pages.



The five proven strategies for communicating
Real Reason to Believe
to customers:

strategy **5**

Guarantees

DEVELOPING YOUR OWN GUARANTEES:

- What do you guarantee now, as a matter of course yet don't claim?
- What part or portion of your product or service could you guarantee?
- What would be the most daring guarantee you could make?
- What type of guarantee would most scare the competition?





A Summary on the
Third Law of Marketing Physics[®]:
Dramatic Difference.

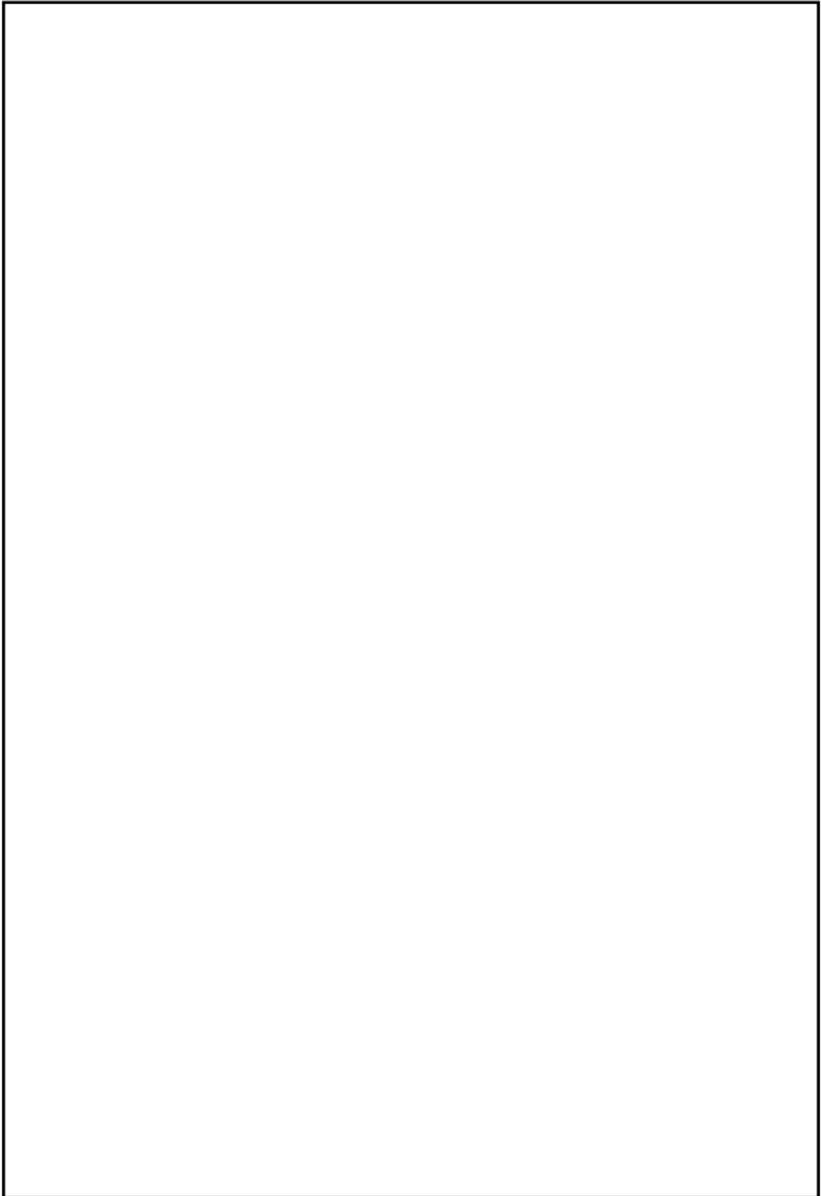
- ★ Don't forget the interrelationship between the three laws: Real Reason to Believe is relative to an Overt Benefit that is relative to a target audience that evaluates the Dramatic Difference regarding the meaningfulness of differences and pricing versus existing options.

 - ★ Make your Dramatic Difference ten times bigger than you think you need.

 - ★ Assess your Dramatic Difference.
 - o *Is your difference relevant?*
 - o *Does your difference generate real news?*
 - o *Is your difference evolutionary or revolutionary?*
 - o *How crazy are your ideas versus established ways of operation?*
 - o *What is the value ratio of what customers receive versus cost?*

 - ★ Create dramatically different ideas.
 - o *Provide leadership and take responsibility.*
 - o *Put it in writing.*
 - o *Remember, Dramatic Difference flows from Overt Benefit and Real Reason to Believe.*
- 
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NOTES



*“Your mission should be to create
a business that is as close as
possible to creating a monopoly.”*

- Doug Hall

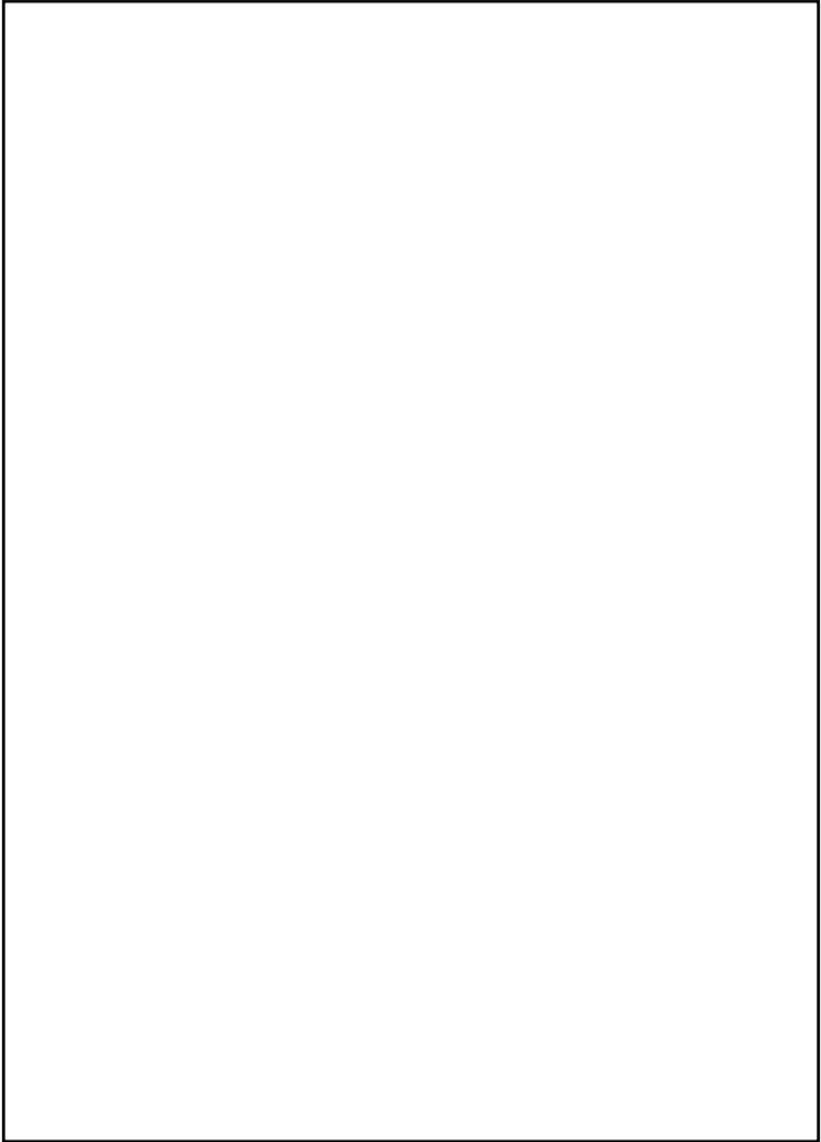
How to Know a ***Dramatic Difference***

When You See One

The five dimensions that can help you more honestly assess your level of uniqueness are:

1. How relevant is your point of difference?
2. Do you have clear news to tell your customers?
3. Is your idea evolutionary or revolutionary?
4. How crazy is your idea?
5. Does your idea offer a value ratio that generates spontaneous excitement?

NOTES



“Finding the courage to blaze a unique path takes energy. And it is easier to find that energy before you’ve started your business.”

- Doug Hall



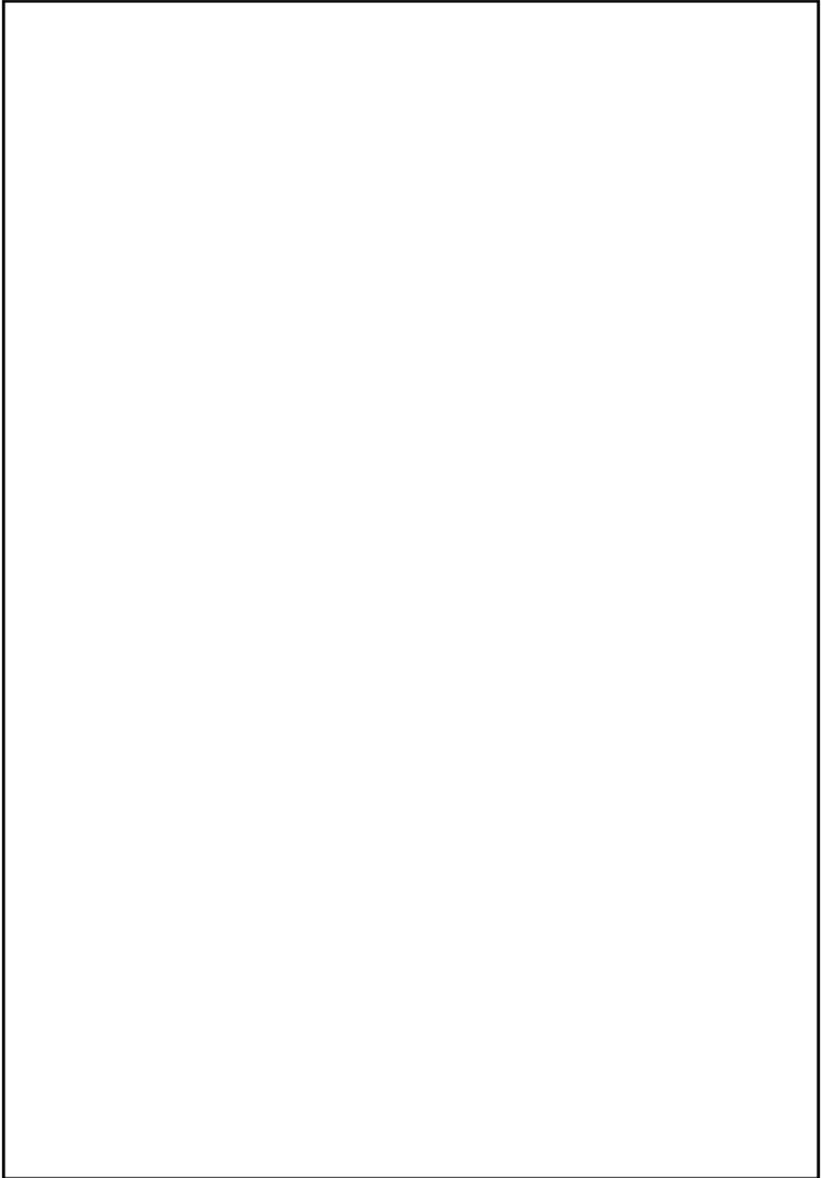
The Three Guiding Principles
You Need to Understand as You Craft a

Dramatic Difference

1. Provide leadership and take responsibility.
 2. Put it in writing.
 3. Remember Dramatic Difference flows from Overt Benefit and Real Reason to Believe.
- 



NOTES



“The process of exploring stimuli sets off a chain reaction in your brain that brings new thoughts and ideas to life.”

- Doug Hall

The First Law of Capitalist Creativity® is

“Explore Stimuli”

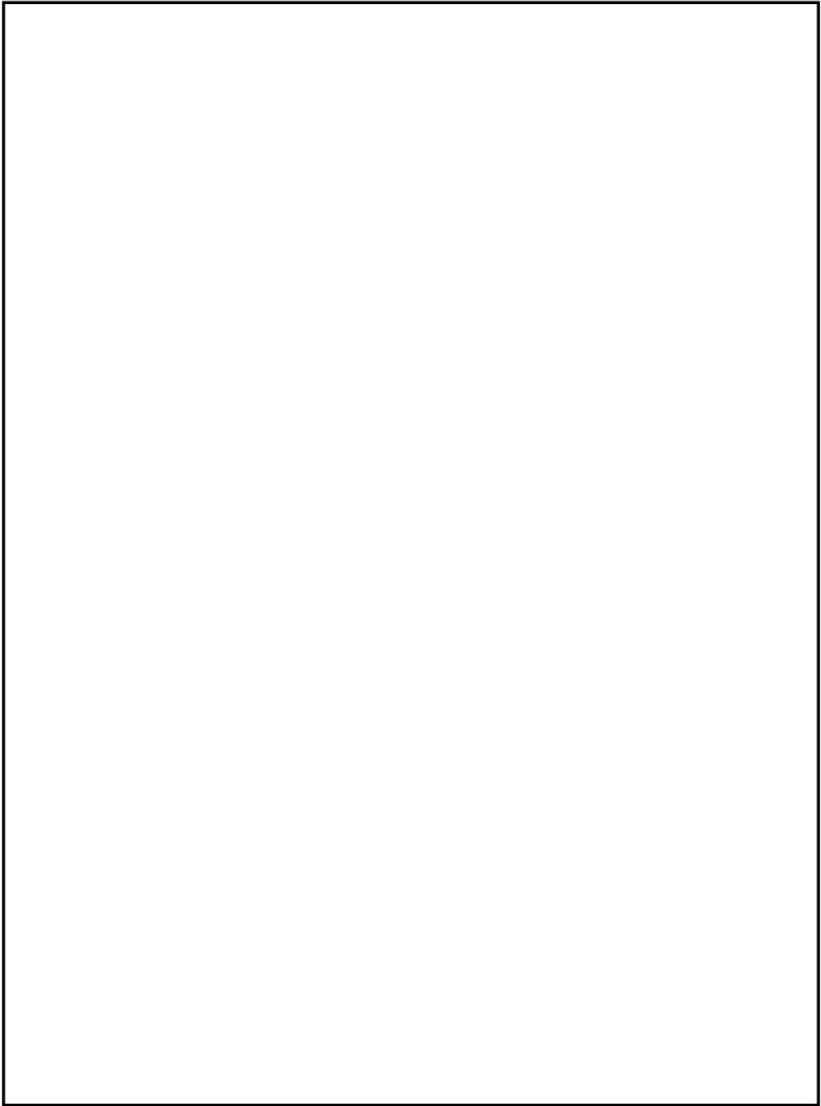
The process of exploring stimuli sets off a chain reaction in your brain that brings new thoughts and ideas to life.

Practical Tactic: Breaking Mental Constipation

- Read a magazine or book you would not normally read.
- Exercise your body.
- Create a craft project you would never otherwise complete.
- Learn a new skill.
- Cook a meal from scratch.
- Enjoy music.
- Experience new people.
- Write your thoughts on paper.
- Travel to foreign destinations.
- Visit museums.



NOTES



*“If people can’t even talk about ideas,
there is little to no chance they can
take action on the kind of dramatically
different ideas necessary to make a
tangible difference.”*

- Doug Hall

Be Adventurous.



Go to the bookstore and buy the first cookbook that you see.

Prepare the eighth appetizer,

the eighth entree,

the eighth side dish,

and the eighth dessert listed in the table of contents.

Have them with chilled white wine (even if the entree is red meat!).

The Second Law of Capitalist Creativity Is

“Leverage Diversity”

Three great sources to look for diversity are with rookies, workers, and retired workers. Thinking styles are a source of diversity. They impact how we approach challenges, and they impact the best way for us to create ideas. An outline of the Three Thinking Styles and how they each can contribute to developing and maintaining effective marketing strategies:

Left brainers are logical.

- They are most effective working with related stimuli.
- They take ideas that are relevant and add unexpectedness.

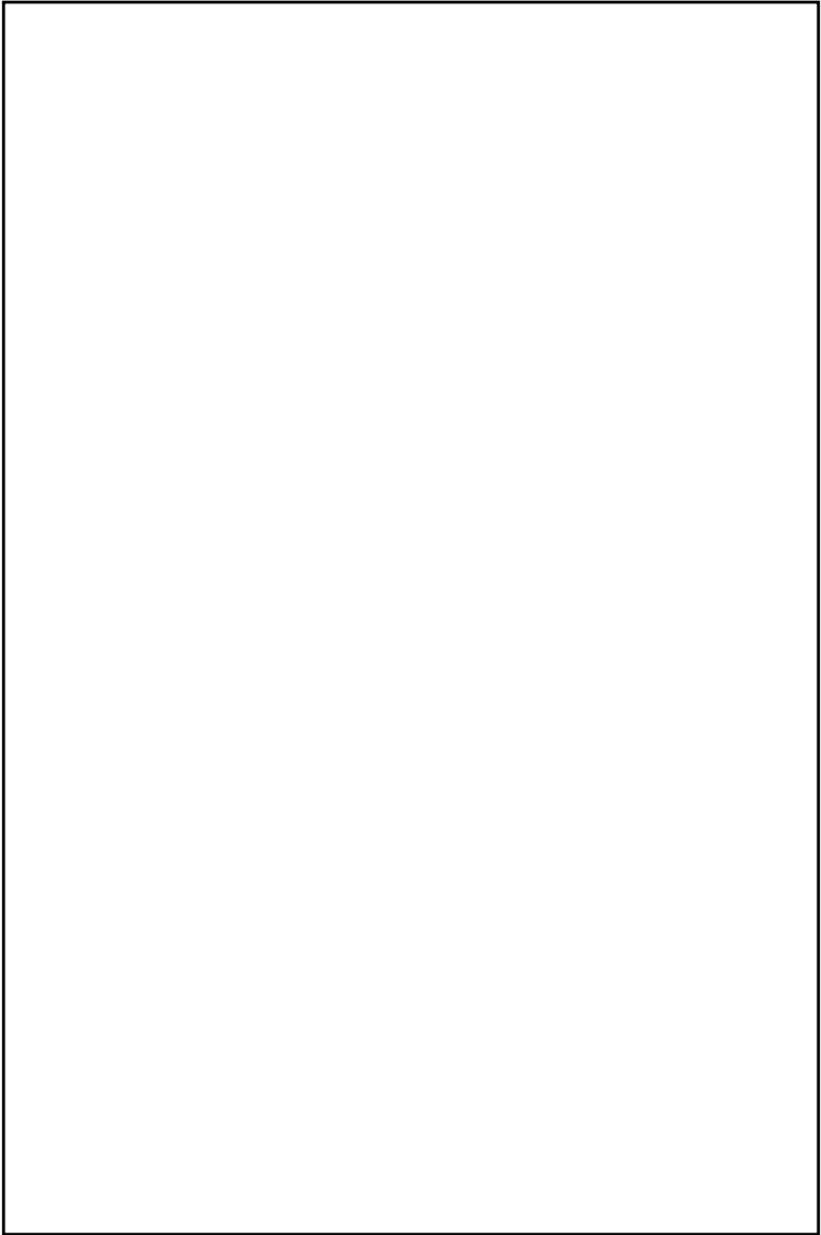
Right brainers are radical.

- They are most effective working with unrelated stimuli.
- They take ideas that are unexpected and add discipline.

Whole brainers have dual strength.

- They have the ability to access both thinking styles if they push themselves.

NOTES



*“Your potential to achieve is limited
only by the level of your fears.”*

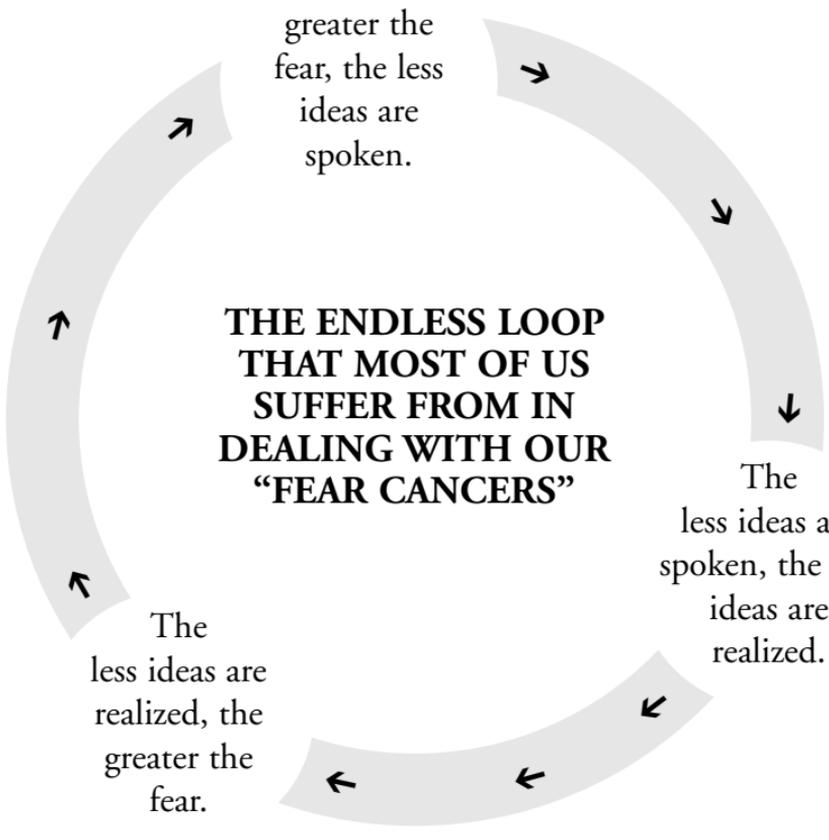
- Doug Hall

The
greater the
fear, the less
ideas are
spoken.

**THE ENDLESS LOOP
THAT MOST OF US
SUFFER FROM IN
DEALING WITH OUR
“FEAR CANCERS”**

The
less ideas are
spoken, the less
ideas are
realized.

The
less ideas are
realized, the
greater the
fear.



Be Adventurous.



Look in the newspaper and find the movie with the greatest number of letters in the title.

Go see it.

The 8 Fear Battle Tactics

1. Do the Right Thing
 - There is no more powerful way to face your fears.
 - Are you offering your customers an Overt Benefit? If not, why not?
 - Are you offering your customers a Dramatic Difference? If not, why not?
 - What is the right thing to do for your customers?
 - Have you written your concept? The written word is the best defense against floating fears.
2. Use Pain to Motivate Gain
 - Use your discontent with today as courage to take charge of your future.
 - One of the greatest barriers to change is success.
3. Try, Try, Try Your Way to Courage
 - Through constant dripping, water wears away the stone.
 - $\text{Momentum} = \text{Mass} \times \text{Velocity}$
 - “To introduce new ideas, you’ve got to be willing to take a lot of ridicule.”
 - Regret – the alternative
4. Reduce the Cost of Failure and Increase Your Courage
 - Prototype and learn at the lowest possible cost.
 - Fail fast. Fail cheap.
5. Manage Your Fears Like Your Stocks
 - Always invest in a portfolio of short- and long-term ideas.
 - Clients are advised to pursue three ideas, then choose one.
6. Play Probabilities, Not Certainties
 - Manage the variable nature of risk with an understanding of the odds.
 - You need to be flexible and ready for the unknown.
7. Play the Revolutionary Law Breaker
 - Overtly break the rules.
 - Give yourself permission to think like a revolutionary.
8. Change Your Frame of Reference
 - Step back and look again with a fresh perspective.
 - Practical Tactic: Great Escape

Be Adventurous.



Convince a Rolls-Royce salesman that you're wealthy and take a Corniche for a test-drive.

**Expand Your Learning Library With
These Exciting Programs From Nightingale-Conant!**

The Einstein Factor:

A Proven New Method for Increasing Your Intelligence

By Dr. Win Wenger and Richard Poe

21461CD

Mega-Learning:

*A Powerful New System for Processing and Applying New Information
at Rapid Speed*

By Donna Cercone

21400CD

The 28 Principles of Attraction:

Stop Chasing Success and Let It Chase You

By Thomas Leonard

22550CD

Quantum Memory Power:

Learn to Improve Your Memory With the World Memory Champion!

By Dominic O'Brien

22010CD

Accelerated Learning Techniques:

The Express Track to Super Intelligence

By Brian Tracy and Colin Rose

11970CD

Magical Concentration:

Eliminate Distractions, Sharpen Your Focus, Awaken the Genius Within

By Ed Strachar

21290CD

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