NEURO HUMAN BRANDING™:

When it comes to implementation, begin to look for all the ways that you can engage your audience's senses and trigger their stories in all of the good ways.

SENSES:

- Take things offline and make them tangible
- Be descriptive
- How does it feel (literally)
- Colors
- Take the time to meet up and connect with people

STORIES:

- Talk to the universal and societal stories
- Use adjectives and verbs
- Expectations
- Hesitations
- Fairy tale desires
- Secret struggles
- How the media got it right or wrong

WHAT WAYS CAN YOU ENGAGE....

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