

AI Podcasts, NotebookLM, and Pricing Psychology

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Roger Dooley [00:00:00]: Hi Roger here. This episode is a bit of a departure from my usual interviews, but I think you'll find it very interesting. It might even give us a glimpse of the future of podcasting. Stay tuned.

Intro - Outro [00:00:11]: Welcome to Brainfluence, where author and international keynote speaker Roger Dooley shares powerful but practical ideas from world class experts and sometimes a few of his own. To learn more about Roger's books, Brain Fluence and Friction and to find links to his latest articles and videos, the best place to start is [rogerdooley.com](https://www.rogerdooley.com) Roger's keynotes will keep your audience entertained and engaged. At the same time, he will change the way they think about customer and employee experience. To check availability for an in person or virtual keynote or workshop, visit [rogerdooley.com](https://www.rogerdooley.com).

Roger Dooley [00:00:48]: Lately I've been focused a lot on AI and how to use it in the context of neuromarketing and using behavioral science in business. But but what has been really fun and what has been blowing up my YouTube channel is my experimentation with Google's NotebookLM AI model. It's what's called a rag locked model, which means it uses only the information you give it, not everything on the Internet. This has some major advantages. It's much less prone to hallucinations. It's great for quotes from text too. Unlike ChatGPT and the rest, NotebookLM can accurately quote from an article, a podcast transcript, and so on. You can add just about anything to a notebook.

Roger Dooley [00:01:27]: In essence, a folder, documents, audio files, websites, YouTube links, and more. The fun feature that gets the most attention is what Google calls an audio overview, in essence, a podcast conversation about the content you upload. You have limited control over what the two AI hosts talk about, but Google recently added the option to focus on a particular topic or aim it at a specific audience. As an experiment, I uploaded my entire book, Brainfluence. It's got a lot of diverse content, 100 chapters in 14 sections. I told the hosts to focus only on pricing and pricing psychology. In a minute I'll play it for you. But first, if you want to find out how to create these AI podcasts and customize them, I've posted multiple videos on YouTube.

Roger Dooley [00:02:13]: To find my channel. Just search for Roger Dooley on YouTube and if you like what you see, please subscribe. I've also written a couple of our how to articles at Forbes. Find my Forbes column by searching Google or wherever for Roger Dooley Forbes. Now for the remainder of the show, I'm going to play the NotebookLM AI podcast. I'm really interested to know what you think. Do these voices sound like obvious AI? Do their voices, phrasing and timing annoy you or are they ok? Does it sound repetitive after a while? What about the actual content? How might you use this even if you aren't a podcaster? Maybe dump

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a bunch of articles in and get a summary or turn a long scientific paper into something easily digested. What other ideas do you have? Leave a comment on YouTube or drop a note to me at roger-at-rogerdoolley-dot-com. Here's the AI podcast.

Roger Dooley [00:03:04]: Don't feel obligated to listen to the whole thing if it gets annoying, but do let me know what you think. Here we go.

AI Greg [00:03:11]: Ever get this feeling like those price tags are like speaking some secret language you're not in on?

AI Eva [00:03:16]: Oh, absolutely.

AI Greg [00:03:17]: Today we're cracking that code.

AI Eva [00:03:19]: Yeah.

AI Greg [00:03:20]: We're diving deep into pricing psychology.

AI Eva [00:03:22]: Right.

AI Greg [00:03:23]: Using you shared some excerpts from Brain Fluence by Roger Dooley. Yeah. And great book. Yeah. So get ready to decode those sneaky little strategies and become, like a total shopping ninja.

AI Eva [00:03:36]: Become a smarter shopper. It's amazing how much, you know, we're influenced by stuff we don't even realize when we're buying things.

AI Greg [00:03:41]: Totally. So, like, what's the most, I don't know, mind blowing thing from the book for someone who, like, wants to be, you know, immune to these pricing games?

AI Eva [00:03:50]: The biggest takeaway is that we don't always make logical decisions when we buy stuff.

AI Greg [00:03:54]: Yeah.

AI Eva [00:03:54]: You know Dooley, he shows these psychological tactics that businesses use to kind of nudge us toward a purchase. And when you know about these tactics, it's like you can make smarter choices.

AI Greg [00:04:05]: Okay, so it's like we're getting a cheat sheet for the pricing game.

AI Eva [00:04:09]: Exactly. You start to notice these things everywhere once you know what to look for.

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AI Greg [00:04:12]: I am so ready. So let's talk anchor pricing, because that one, like, always gets me.

AI Eva [00:04:18]: Oh, yeah, remember that example from the book Williams Sonoma Bread Makers?

AI Greg [00:04:24]: Oh, right, right.

AI Eva [00:04:25]: They had that model \$275, which, come on, that's already a decent chunk of change.

AI Greg [00:04:31]: Yeah, yeah. For a bread maker.

AI Eva [00:04:32]: Exactly. But then they come out with a bigger one, 50% more expensive.

AI Greg [00:04:36]: Oh, no.

AI Eva [00:04:36]: Now here's the thing. The pricier one didn't sell well.

AI Greg [00:04:40]: Okay.

AI Eva [00:04:40]: But sales for the \$275 one doubled.

AI Greg [00:04:44]: Wait, so just by, like, having a more expensive option there, more people bought the cheaper one?

AI Eva [00:04:50]: Exactly. It's called anchoring.

AI Greg [00:04:52]: Wow.

AI Eva [00:04:52]: The more expensive one made the \$275 one seem like a steal. Our brains love a deal. Even when it's not that great of a deal.

AI Greg [00:05:00]: That's crazy. I totally fall for that. Like, if I'm looking at laptops and one's like, ridiculously priced.

Intro - Outro [00:05:05]: Yeah.

AI Greg [00:05:06]: Suddenly the other one seems, I don't know, reasonable.

AI Eva [00:05:08]: Yeah.

AI Greg [00:05:09]: Even if it's still pushing my budget.

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AI Eva [00:05:10]: It's not just high end stuff either. Think about those infomercials. They start with that crazy high price. Oh, yeah.

AI Greg [00:05:16]: And then, surprise, a limited time discount.

AI Eva [00:05:20]: Yeah. But wait, there's more.

AI Greg [00:05:22]: Exactly. Honestly, they are the masters of anchoring. You establish that high price as your anchor and then gradually lower it. Do smee suddenly that final offer irresistible. Even if you could find it cheaper somewhere else.

AI Eva [00:05:36]: So the lesson is, don't be blinded by those, like, amazing discounts.

AI Greg [00:05:42]: Right.

AI Eva [00:05:42]: Do your research.

AI Greg [00:05:43]: Exactly.

AI Eva [00:05:44]: Don't let those. What did you call them? Anchors.

AI Greg [00:05:46]: Anchors. A sale price isn't always a good deal. Sometimes it's just marketing.

AI Eva [00:05:51]: It's like mind tricks. Okay, tell me more. These, like, tactics. What about that decoy effect? It sounds so sneaky.

AI Greg [00:05:59]: Oh, it is sneaky. Remember that, that oversized shaving gel?

AI Eva [00:06:03]: Oh, yeah.

AI Greg [00:06:03]: That you mentioned? Same price as the smaller one, right?

AI Eva [00:06:06]: I thought I was getting such a steal. Even though, let's be real, I probably didn't need that much shaving gel.

AI Greg [00:06:11]: That was no accident. That's the decoy effect.

AI Eva [00:06:14]: Oh.

AI Greg [00:06:14]: By adding a less attractive option, they.

AI Eva [00:06:17]: Made the target product, the smaller can at the same price, seem way better.

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AI Greg [00:06:22]: So they're, like, using a bad option to make me buy something else?

AI Eva [00:06:25]: Pretty much, yeah. Our brains, they love to compare.

AI Greg [00:06:30]: That's kind of brilliant. Right?

AI Eva [00:06:31]: And the decoy gives us that easy comparison. Makes the target product look even better.

AI Greg [00:06:36]: I'm starting to see how, like, my brain is not really in control when I shop.

AI Eva [00:06:41]: Yeah.

AI Greg [00:06:41]: Like, what else should I be, like, looking out for?

AI Eva [00:06:44]: Well, speaking of, you know, loving a good deal, Dooley, he dives into this whole thing with free.

AI Greg [00:06:50]: Okay?

AI Eva [00:06:50]: The power of free.

AI Greg [00:06:51]: Free? Yeah. I mean, who doesn't love free stuff? But you're saying there's, like, more to it than just getting a good deal?

AI Eva [00:06:58]: It's not just about the money. Research shows, like, our brains, they light up differently when we see free. What triggers that primitive part of us that hates to miss out, even if it's on something small?

AI Greg [00:07:09]: Oh, wow.

AI Eva [00:07:10]: Powerful motivator.

AI Greg [00:07:11]: So even if I don't need it, my brain's still going to get excited because it's free.

AI Eva [00:07:14]: Exactly. It's primal. It's avoiding loss and gaining something for nothing. Dooley explains this can make us do crazy things. Remember, buy one, get one.

AI Greg [00:07:24]: Oh, yeah, classic. Totally been sucked into those. Even for stuff I definitely didn't need to have.

AI Eva [00:07:29]: It works. Offering something for free, even if it's tiny, can totally influence what people buy.

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AI Greg [00:07:34]: So should I be, like, suspicious of everything that's free?

AI Eva [00:07:37]: Not suspicious, just, like, mindful.

AI Greg [00:07:40]: Okay.

AI Eva [00:07:40]: Don't let free E make you do something dumb. Ask yourself, do I actually need this? Sometimes it's better to just pay a little bit for something you'll use.

AI Greg [00:07:48]: Right.

AI Eva [00:07:49]: Than get something free that'll just sit there.

AI Greg [00:07:51]: That's a really good point. Like those free trials that end up costing you a ton if you forget to cancel.

AI Eva [00:07:56]: Exactly.

AI Greg [00:07:56]: Okay, I'm seeing how these, like, simple words can really mess with my head.

AI Eva [00:08:00]: Yeah, it's all about those associations we make, you know?

AI Greg [00:08:03]: Yeah.

AI Eva [00:08:04]: Speaking of associations, let's talk about how information is framed. Framing that can also play a big part in our decisions.

AI Greg [00:08:11]: Yeah, framing. Okay, so, like, that's where the same information can be presented in, like, different ways to make you feel differently about it.

AI Eva [00:08:19]: Exactly, exactly.

AI Greg [00:08:20]: Can you give me an example of how this, like, framing thing works, you know, in the real world?

AI Eva [00:08:25]: Okay, so Dooley talks about this experiment where people were asked about a surgical procedure.

AI Greg [00:08:31]: Okay.

AI Eva [00:08:31]: Some were told it had a 95% survival rate. Okay. Others were told it had a 5% mortality rate.

AI Greg [00:08:38]: Same information.

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AI Eva [00:08:39]: Same information. Right, right. But way more people chose the surgery when it was framed as survival instead of mortality.

AI Greg [00:08:46]: See, that's crazy. So just by, like, changing how you say it.

AI Eva [00:08:51]: Yeah.

AI Greg [00:08:51]: You can actually change people's decisions.

AI Eva [00:08:53]: It's all about triggering the right emotional response. So a positive frame, it emphasizes the good stuff, the benefits, the gains. Whereas a negative frame, you know, it highlights the risks, the losses.

AI Greg [00:09:05]: Okay, so, like, as a shopper, I need to, like, be aware of how the information is being presented. Like, is a sale actually a sale or is a limited time offer? Is it really limited time?

AI Eva [00:09:15]: Right. You got to read between the lines.

AI Greg [00:09:17]: Okay.

AI Eva [00:09:17]: Sometimes a sale is just a way to frame a regular price.

AI Greg [00:09:20]: Right.

AI Eva [00:09:21]: And that limited time offer. Yeah. That's designed to make you panic and buy something because you think you're going to miss out.

AI Greg [00:09:27]: It's like they know.

AI Eva [00:09:28]: Yeah.

AI Greg [00:09:29]: I'm telling you, this is like learning a whole new language. The language of, like, neuromarketing.

AI Eva [00:09:33]: And with that new language, you get a deeper understanding. You know, you see through the marketing tricks and you make your own choices based on what you need and what you care about.

AI Greg [00:09:42]: Yes.

AI Eva [00:09:43]: Not based on you know some subconscious influence.

AI Greg [00:09:46]: I feel like Neo in the Matrix, like, seeing the code.

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AI Eva [00:09:52]: Yeah.

AI Greg [00:09:52]: Okay, give me another one of these, like, subconscious tricks.

AI Eva [00:09:55]: Ready for this story? We all love a good story.

AI Greg [00:09:59]: Okay. I love a good story as much as the next person. But how does that, like, relate to this?

AI Eva [00:10:06]: Our brains, they light up the same way when we're engrossed in a story as when we're experiencing something ourselves.

AI Greg [00:10:14]: Really?

AI Eva [00:10:14]: We connect with the characters. We feel their emotions. It makes information way more memorable.

AI Greg [00:10:21]: So, like, if a brand tells a compelling story, I'm more likely to remember it and even, like, feel connected to them? Yes. Even if their product is just like.

AI Eva [00:10:31]: Okay, it happens all the time. Stories are powerful. They build brand loyalty. They create those good associations.

AI Greg [00:10:37]: You know, I've definitely seen brands using more storytelling. Like, some commercials now are like mini movies, right? With, like, you know, heartwarming stories and stuff.

AI Eva [00:10:46]: We're trying to connect with you.

AI Greg [00:10:48]: So it's not enough to just have a good product anymore. You need a good story, too.

AI Eva [00:10:52]: It's about the feeling. A good story can make anything seem more appealing.

AI Greg [00:10:57]: That's so true.

AI Eva [00:10:57]: Even if it's not the most practical choice.

AI Greg [00:11:00]: Right. Okay, so how do I, like, not fall for that? Do I have to just become super cynical and think everything's a lie?

AI Eva [00:11:07]: Not cynical, just aware.

AI Greg [00:11:09]: Okay.

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AI Eva [00:11:09]: Be aware of those emotional appeals. Understand how they might be working on you. A good story can be really persuasive, but you got to look at the facts, too. Don't let a nice story make you buy something you can't afford.

AI Greg [00:11:22]: I never thought about it like that. It makes sense. Okay, what about this scarcity and urgency. Those always get me.

AI Eva [00:11:29]: Oh, yeah, it's primal.

AI Greg [00:11:31]: Like, if I know something's about to sell out, I feel this, like, pressure to buy it.

AI Eva [00:11:35]: Now, we're wired to not want to miss out. So we react quickly, even if we haven't, like, actually thought about it.

AI Greg [00:11:44]: So all those, like, limited time offers, those only a few left in stock messages, they're designed to make me click add to cart. Like, right now.

AI Eva [00:11:53]: Oh, yeah. Before I can, like, they're playing on your fear.

AI Greg [00:11:57]: Talk myself out of it.

AI Eva [00:11:58]: Fear of missing out. Believe me, it's powerful.

AI Greg [00:12:00]: Okay, so how do I resist that? How do I not buy the thing just because it's almost gone?

AI Eva [00:12:05]: Take a breath, step back. Ask yourself, do I actually need this? Even if it's the last one, you know? Right? Sometimes it's better to miss a deal than buy something you're going to regret.

AI Greg [00:12:16]: It's like when you go to a bakery right before closing and they only have, like, a couple croissants left and you're like, I need those croissants.

AI Eva [00:12:22]: Yes.

AI Greg [00:12:23]: Even though I wasn't even thinking about pastries before.

AI Eva [00:12:25]: It's the same thing. Don't let the fear get to you.

AI Greg [00:12:30]: That's a really good point.

AI Eva [00:12:31]: Sometimes missing out is the smarter choice.

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AI Greg [00:12:33]: Okay, so flash sales. Yeah. Limited edition products. It's not about exclusivity. It's about that. That FOMO feeling.

AI Eva [00:12:41]: Exactly. Right, Exactly. And that's the key to being a smart shopper, you know?

AI Greg [00:12:44]: Yeah.

AI Eva [00:12:45]: Understand the game, recognize what they're doing, and then decide if you're going to let them play you.

AI Greg [00:12:53]: I am feeling so much more aware already. Like I'm waking up from this marketing induced coma or something.

AI Eva [00:12:59]: That's what we're going for. That's what it's all about, you know, it puts you in control.

AI Greg [00:13:03]: I like it. This deep dive into brain fluence is like, seriously eye opening.

AI Eva [00:13:09]: It's good stuff.

AI Greg [00:13:09]: It's like I'm seeing the world of marketing in a whole new light.

AI Eva [00:13:12]: That's what we're here for, to help you see those hidden forces. And once you see them right, you can make better choices.

AI Greg [00:13:19]: This is making me rethink my entire approach to shopping. It's not just about finding a good deal. It's about, like, understanding the psychology behind it all.

AI Eva [00:13:27]: It is. It is.

AI Greg [00:13:28]: It's like next level savvy shopping.

AI Eva [00:13:30]: Exactly. Brainfluence gives you the tools. It makes you a better consumer. So you can make choices that are right for you, not for some marketing scheme.

AI Greg [00:13:38]: I feel like I've, like, leveled up in a video game. Okay. What other, like, secret weapons does this book give us?

AI Eva [00:13:45]: Okay, so Dooley, he talks about how, you know, salespeople, they can really increase their chances of closing a deal by building trust and rapport with the customer.

AI Greg [00:13:56]: Okay, trust and rapport. Yeah. Those are, like, important in any relationship. But how does that, like, apply to, like, me walking into a store?

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AI Eva [00:14:04]: When we feel connected to someone, our brain, it releases oxytocin.

AI Greg [00:14:08]: Okay.

AI Eva [00:14:09]: You know, the cuddle hormone. It boosts trust. And when you trust someone, you're more likely to, like. Yeah. You're way more likely to agree with them and want to do what they want you to do.

AI Greg [00:14:17]: So a good salesperson isn't just trying to, like, sell me something. They're trying to create a bond.

AI Eva [00:14:21]: Yeah.

AI Greg [00:14:21]: To make me more, like, open to what they have to say.

AI Eva [00:14:25]: Exactly. Think about a salesperson you've met someone who is just amazing. Really made you feel like they were on your side.

AI Greg [00:14:30]: Oh, yeah, totally. It's like they're not even selling you anything. It's just a friendly conversation.

AI Eva [00:14:35]: Right. That's often the best approach. When we feel like someone gets us, we're more likely to trust them.

AI Greg [00:14:40]: It's like they're not even trying.

AI Eva [00:14:42]: Exactly.

AI Greg [00:14:43]: So is the takeaway here to, like, be wary of salespeople who are too pushy?

AI Eva [00:14:49]: Definitely a real connection. That's about trust, respect, not pressure. A good salesperson, they take the time to figure out what you need.

AI Greg [00:14:58]: Okay.

AI Eva [00:14:59]: And then they offer real solutions, things that'll help you and that, that's how you build a lasting relationship, whether it's in a store or just in life.

AI Greg [00:15:07]: That's a really good point. Okay. This is making me rethink how I interact with salespeople. It's not about being, like, guarded or anything. It's about being more, you know, aware of the situation and seeing if there's.

AI Eva [00:15:19]: A real connection and that awareness that gives you control. You can choose who you want to work with.

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AI Greg [00:15:24]: Okay, so I can still be like friendly and open, but I should keep my guard up a little.

AI Eva [00:15:30]: Be aware. Just be aware.

AI Greg [00:15:32]: Aware. This is amazing. This deep dive into brainfluence is really like blowing my mind. I feel like I'm seeing the whole world of marketing differently.

AI Eva [00:15:40]: That's what we're here for. It's great to give you the knowledge.

AI Greg [00:15:43]: Yes.

AI Eva [00:15:43]: So you can see how it works.

AI Greg [00:15:45]: And then I can make my own choices.

AI Eva [00:15:47]: Exactly.

AI Greg [00:15:47]: This is awesome. But we gotta take a quick break. Okay, but don't worry, we'll be right back with more mind blowing insights. More brainfluence from brainfluence on the deep dive. Yeah, so before the break, we were like, geeking out about how salespeople can, you know, make you feel like your best buddies.

AI Eva [00:16:04]: Oh, yeah. Building rapport. It's powerful stuff.

AI Greg [00:16:08]: But what about just straight up visuals? Like, we are bombarded with images all day long, constantly. So how do those, like, affect my shopping?

AI Eva [00:16:17]: It's crazy how visual our brains are. You know, Dooley, he talks about how we actually process images way faster than text. So that like eye catching photo or that really cool graphic, it can make you feel a certain way about a product before you've even, like, consciously thought about it.

AI Greg [00:16:34]: So like they say a picture is worth a thousand words.

AI Eva [00:16:36]: Totally. Think about, like those food photos on menus.

AI Greg [00:16:41]: They always look so good, right? Even when you know deep down the real thing. Is not going to look like that.

AI Eva [00:16:47]: Exactly. They're designed to make you crave it.

AI Greg [00:16:50]: That's true.

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AI Eva [00:16:51]: Works make you want it, even if it's not as great in real life, you know?

AI Greg [00:16:55]: Right.

AI Eva [00:16:55]: Like those pictures in fancy magazines. They're selling an image.

AI Greg [00:16:59]: It's like those social media influencers who, like, make everything look glamorous. I'm going to be realizing how, like, I can be totally swayed by a pretty picture.

AI Eva [00:17:09]: It's not about ignoring the visuals. Just, like, be aware.

AI Greg [00:17:12]: Okay.

AI Eva [00:17:12]: Know that they have an effect on you. You know, a good visual that's persuasive. But don't forget to look beyond that. Ask yourself, what's the substance here?

AI Greg [00:17:21]: Yeah, good point. Because just because something looks amazing in a photo doesn't mean it's the best quality or right for me or whatever.

AI Eva [00:17:28]: Right. Don't let your eyes make all the decisions.

AI Greg [00:17:30]: Okay, so the images themselves are super powerful. But what about, like, the placement of the images? Does that actually matter?

AI Eva [00:17:37]: Absolutely. Placement is huge. Dooley talks about this thing called the. Oh, what is it? The corner of death.

AI Greg [00:17:45]: The corner of. Okay, now I have to know more. That sounds kind of ominous.

AI Eva [00:17:48]: Right? So it's like, think about an ad or a web page. The lower right hand corner, that's the corner of death. Eye tracking studies, they show people don't really look there.

AI Greg [00:18:00]: No way.

AI Eva [00:18:00]: Our attention fades as our eyes move to that spot. And guess what marketers put their.

AI Greg [00:18:05]: What?

AI Eva [00:18:06]: Their logos or, like, the most important message?

AI Greg [00:18:10]: No. Are you serious? So, like, even if a brand has an amazing logo.

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AI Eva [00:18:14]: Yeah.

AI Greg [00:18:15]: It could be totally missed if it's in that corner.

AI Eva [00:18:17]: Exactly. Waste time.

AI Greg [00:18:19]: Yeah. I would never have thought about that. It's like they're playing 3D chess with our brains.

AI Eva [00:18:23]: That's a great way to put it. It's all strategy. It's understanding how we see, how our eyes move and then, like, using that to make us pay attention to certain things.

AI Greg [00:18:32]: It's like design meets psychology.

AI Eva [00:18:34]: Totally.

AI Greg [00:18:34]: This is making me look at, like, ads and stuff with a whole new perspective. It's not just about, like, making it look pretty. It's about understanding how those visuals are, like, sending me messages.

AI Eva [00:18:45]: Exactly. And brainfluence is all about understanding those messages. We've talked about what we see. But sound sounds huge, too. Sound like music.

AI Greg [00:18:54]: Okay.

AI Eva [00:18:55]: It influences us in ways we don't realize.

AI Greg [00:18:57]: Okay. Yeah. Music can, like, totally affect my mood.

AI Eva [00:19:00]: Right.

AI Greg [00:19:01]: But how does that make me buy more stuff?

AI Eva [00:19:03]: Think about being in a store.

AI Greg [00:19:05]: Okay.

AI Eva [00:19:06]: How does the music make you feel?

AI Greg [00:19:08]: Sometimes if it's like really loud and annoying. I just want to get out of there.

AI Eva [00:19:11]: Exactly. Or the opposite.

AI Greg [00:19:12]: Oh, yeah.

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AI Eva [00:19:13]: What about when the music makes you want to just, like, hang out, relax, maybe buy something?

AI Greg [00:19:17]: Okay, yeah, like, music can definitely create a whole atmosphere.

AI Eva [00:19:21]: Exactly. Dooley, he talks about how music sets the mood. It can even trigger certain memories, you know, and all of that, it affects how we feel about a product.

AI Greg [00:19:30]: That's so interesting.

AI Eva [00:19:32]: It's not an accident. Like, think about a clothing store, right? They're probably playing something upbeat, high energy. Yeah, but then you go to a spa, right? Totally different vibe, soothing music. It's all about creating an experience.

AI Greg [00:19:45]: Wait, so the music could actually make me spend more money just because it puts me in a certain mood?

AI Eva [00:19:51]: It can. If you're happy, you're more likely to buy on impulse. But if you're relaxed, maybe you splurge on a little self care.

AI Greg [00:19:58]: That's kind of crazy, right?

AI Eva [00:19:59]: It's all connected.

AI Greg [00:20:00]: Wow. I'm going to be, like, way more aware of the music now when I'm shopping. Yeah, it's like a secret weapon marketers are using.

AI Eva [00:20:06]: It's about being aware of the sights, the sounds.

AI Greg [00:20:09]: Right.

AI Eva [00:20:10]: Knowing how they're being used. Now, speaking of influence, let's talk about personalization.

AI Greg [00:20:15]: Okay.

AI Eva [00:20:16]: It can be a really powerful marketing tool, personalization.

AI Greg [00:20:19]: Okay, Well, I mean, everyone likes to feel special, right? Like someone's going the extra mile.

AI Eva [00:20:24]: Exactly. But it can be used in sneaky ways. You know, even just seeing your name, like, in a marketing email can trigger this thing called implicit egotism.

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AI Greg [00:20:36]: Implicit egotism? What's that?

AI Eva [00:20:38]: It's basically like when you see your name, it activates those good feelings and you're more likely to respond positively, you know, to the message.

AI Greg [00:20:47]: Oh, so you're saying like, if I get an email and it's like, hi, my name.

AI Eva [00:20:51]: Exactly.

AI Greg [00:20:52]: Even if it's like a mass email.

AI Eva [00:20:54]: Yes.

AI Greg [00:20:54]: I'm more likely to, like, actually open it because it feels like they're talking just to me.

AI Eva [00:20:59]: It feels personal even when it's not. It creates that connection, that feeling that they value you as a customer.

AI Greg [00:21:06]: It's true. I've totally noticed that, like, I get these emails from this one store and it's like, hi, my name. And I'm like, way more likely to open it than if it's just, you know, a generic subject line and then.

AI Eva [00:21:14]: You're hooked, you're engaged, and that's the goal.

AI Greg [00:21:17]: It makes sense, but it's kind of like, I don't know, it makes me feel Less special. Knowing. It's just a tactic.

AI Eva [00:21:22]: Right. But it's about being aware, right?

AI Greg [00:21:24]: Yeah.

AI Eva [00:21:24]: Personalization can be a good thing, right?

AI Greg [00:21:27]: If it's done by a brand you like, a brand that you connect with.

AI Eva [00:21:30]: Okay, so, like, what's the takeaway here? Should I be, like, suspicious every time I see my name in an email?

AI Greg [00:21:37]: Not suspicious, just aware.

AI Eva [00:21:38]: Okay.

AI Greg [00:21:39]: Ask yourself, does this feel genuine or does it feel, I don't know, kind of icky? You have a choice. Don't be afraid to unsubscribe.

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AI Eva [00:21:47]: I like it. Okay, Speaking of things that make you feel a certain way, let's talk about touch.

AI Greg [00:21:52]: Oh, interesting.

AI Eva [00:21:52]: Like, I'm a very tactile person.

AI Greg [00:21:54]: Okay. Yeah.

AI Eva [00:21:55]: If I touch something in a store, I'm way more likely to buy it.

AI Greg [00:21:58]: You're not alone. It's a real thing. When you touch something, your brain, it releases dopamine.

AI Eva [00:22:04]: Okay.

AI Greg [00:22:05]: The feel good chemical. Right. And that makes you connect with the thing.

AI Eva [00:22:10]: Interesting.

AI Greg [00:22:10]: You feel like you own it just for a second, even if you don't buy it.

AI Eva [00:22:13]: That's so true. Like, if I'm in a store and I pick up, like, a sweater and touch it, suddenly I'm, like, imagining myself wearing it, even if it's, like, not my style at all.

AI Greg [00:22:23]: That's what they want. They want you to touch it.

AI Eva [00:22:25]: Oops.

AI Greg [00:22:26]: To engage with it, to create that subconscious link.

AI Eva [00:22:29]: It's powerful stuff.

AI Greg [00:22:30]: Okay, so what am I supposed to do? Yeah, just, like, not touch anything.

AI Eva [00:22:34]: You can't go through life with your hands in your pockets. It's about knowing the power of touch. Ask yourself, am I touching this because I like it, or am I being played?

AI Greg [00:22:44]: Okay, that's a really good way to think about it. Yeah, I need to be more, like, present when I'm shopping. Like, not just let my senses, like, make decisions for me.

AI Eva [00:22:53]: Yeah, exactly. And that's the beauty of this, you know, Neuromark marketing. It's not about tricking people. It's about understanding these little cues and creating better experiences.

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AI Greg [00:23:02]: This is blowing my mind.

AI Eva [00:23:03]: It's cool stuff.

AI Greg [00:23:04]: We've covered so much, but I'm ready for more. What other, like, neuromarketing secrets does Dooley let us in on?

AI Eva [00:23:11]: All right, Ready for this? Novelty and surprise.

AI Greg [00:23:14]: Okay.

AI Eva [00:23:14]: We are hardwired to crave them.

AI Greg [00:23:16]: Okay, yeah, that one makes sense to me. Our brains love shiny new things, right?

AI Eva [00:23:21]: When we experience something new, something we don't expect, our brains, they light up. Dopamine gets released, Makes us feel good. And here's the kicker. It makes us Remember it.

AI Greg [00:23:31]: So if a brand wants me to, like, actually pay attention.

AI Eva [00:23:34]: Yeah.

AI Greg [00:23:35]: They gotta keep things interesting. Offer something new and different.

AI Eva [00:23:38]: Exactly. Our brains, they're wired to crave novelty. It's how we learn. And that's why smart brands, they're always trying to surprise us.

AI Greg [00:23:47]: So if a brand keeps me guessing, keeps things fresh, I'm more likely to, like, become a loyal customer 100%.

AI Eva [00:23:54]: You start associating that brand with those good feelings of, like, discovery.

AI Greg [00:23:59]: That makes sense.

AI Eva [00:24:00]: It keeps you coming back for more.

AI Greg [00:24:01]: Okay, so how do I, like, make sure I'm not being played by this whole newness thing? Because I gotta be honest, I do love to try new stuff.

AI Eva [00:24:09]: Of course, trying new things keeps life exciting.

AI Greg [00:24:12]: Right.

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AI Eva [00:24:12]: But be picky about your novelty.

AI Greg [00:24:14]: Okay, how do I do that?

AI Eva [00:24:15]: Ask yourself, is this brand actually innovative?

AI Greg [00:24:18]: Right.

AI Eva [00:24:19]: Or are they just, you know, dressing up an old product to look new?

AI Greg [00:24:23]: Right. Because, like, novelty for the sake of novelty, that's not really, like, a good thing.

AI Eva [00:24:27]: Exactly. Look for the brands that are really trying to do something different, something better.

AI Greg [00:24:31]: Like put your money where your values are.

AI Eva [00:24:33]: There you go.

AI Greg [00:24:33]: Support the innovators.

AI Eva [00:24:34]: Exactly.

AI Greg [00:24:36]: Wow. This has been like a crash course in understanding, like, all these hidden messages.

AI Eva [00:24:42]: Brain fluence. Right. Full of good stuff.

AI Greg [00:24:44]: It's like you're giving me the secret decoder ring to the world of marketing.

AI Eva [00:24:48]: That's what we're going for.

AI Greg [00:24:49]: I like it. And I think we've got even more to decode.

AI Eva [00:24:53]: Oh, we're just getting started.

AI Greg [00:24:55]: So let's take a quick break, and then we'll dive back into brain fluence with even more juicy insights. You know, before the break, we were, like, really geeking out on novelty.

AI Eva [00:25:04]: Oh, yeah. It's powerful.

AI Greg [00:25:06]: But I think this next one might be even more, I don't know, like, next level.

AI Eva [00:25:11]: Okay.

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AI Greg [00:25:11]: Dooley talks about how brands can, like, create a sense of community.

AI Eva [00:25:16]: Right.

AI Greg [00:25:16]: To make you feel like you're part of something bigger.

AI Eva [00:25:18]: It's huge. It's that feeling of belonging, you know? We all want that.

AI Greg [00:25:22]: Totally.

AI Eva [00:25:23]: And smart brands, they get that. They know how to use it.

AI Greg [00:25:26]: Okay, so how do they do it? Like, how do you create a community? I don't know, out of, like, a brand.

AI Eva [00:25:31]: Think about those brands with, like, a cult following.

AI Greg [00:25:34]: Oh, yeah. Okay.

AI Eva [00:25:34]: People who, like, tattoo the logo on themselves.

AI Greg [00:25:38]: Okay, maybe not tattooing logos, but I get it.

AI Eva [00:25:40]: It's that feeling of, like, you're one of us.

AI Greg [00:25:42]: Yes. Like a club or.

AI Eva [00:25:44]: Exact. And they do it by tapping into, like, shared values.

AI Greg [00:25:48]: Okay.

AI Eva [00:25:48]: Shared interests, aspirations, even it's not just.

AI Greg [00:25:53]: Like, buying a thing. It's.

AI Eva [00:25:55]: It's an identity.

AI Greg [00:25:56]: Yeah. Like you're buying into a whole, I.

AI Eva [00:25:58]: Don'T know, a lifestyle.

AI Greg [00:25:59]: Yeah, exactly. It makes me think about, like, online communities.

AI Eva [00:26:04]: Oh, yeah, totally.

AI Greg [00:26:05]: Around hobbies or, you know, whatever you're into.

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AI Eva [00:26:07]: Right. You find your people.

AI Greg [00:26:08]: Yeah. You connect, you share. And it. It doesn't feel like you're part of something, like, bigger than yourself.

AI Eva [00:26:13]: And brands are, like, figuring that out. You know, they're building those online spaces, hosting events, giving people a way to connect.

AI Greg [00:26:22]: So it's like they're not just selling a product, they're selling a connection. Yeah. Okay, so how do I make sure, like, I'm not just getting sucked into a community because of, like, clever marketing?

AI Eva [00:26:34]: Be picky. Just like, with everything else, you know?

AI Greg [00:26:36]: Okay, so be picky about my communities.

AI Eva [00:26:38]: Ask yourself, like, do I actually connect with what this brand stands for?

AI Greg [00:26:42]: Right, right.

AI Eva [00:26:43]: Do I really want to be part of this, or am I just, like, caught up in the moment?

AI Greg [00:26:47]: Yeah, because just because a brand has, like, a cool logo and throws a good party.

AI Eva [00:26:51]: Exactly.

AI Greg [00:26:52]: Doesn't mean I actually agree with, like, you know, their whole deal.

AI Eva [00:26:55]: Exactly. You have the power. You decide what you want to be a part of.

AI Greg [00:26:59]: Okay, I like that.

AI Eva [00:27:00]: Right.

AI Greg [00:27:01]: This has been, like, seriously mind blowing.

AI Eva [00:27:03]: It's good stuff, right?

AI Greg [00:27:04]: So many insights from Brainfluence. Okay, but we're, like, almost out of time, so I gotta ask, like, what's the one big thing you want our listeners to take away from all this?

AI Eva [00:27:15]: You are not powerless.

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AI Greg [00:27:17]: Okay, I like that. Tell me more.

AI Eva [00:27:19]: Once you understand the psychology, you know, behind all the prices and marketing and everything, you become a better shopper.

AI Greg [00:27:26]: So it's like, instead of feeling tricked or whatever, I can use this knowledge to actually get what I want.

AI Eva [00:27:31]: You got it.

AI Greg [00:27:31]: Awesome. I love it. This deep dive has been amazing. I feel like I've unlocked, like, a whole new level of shopping awareness.

AI Eva [00:27:41]: That's what we like to hear.

AI Greg [00:27:42]: And for everyone listening, think about something you bought recently. Were any of these sneaky little tactics at play? Did you notice them?

AI Eva [00:27:49]: It's fun to think about, right? We're all susceptible to this stuff, but just being aware, that's the first step to taking control.

AI Greg [00:27:56]: So true. Well, that's all the time we have for today's deep dive into brainfluence. Thanks for joining us on this wild ride through the world of neuromarketing. Until next time, happy shopping.

Intro - Outro [00:28:08]: Thank you for tuning in to Brainfluence to find more episodes like this. One and to access all of Roger's books, articles, videos and resources. The best starting point is [rogerdooley.com](https://www.rogerdooley.com) to check availability for a game changing keynote or workshop in person or virtual, visit [rogerdooley.com](https://www.rogerdooley.com).

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