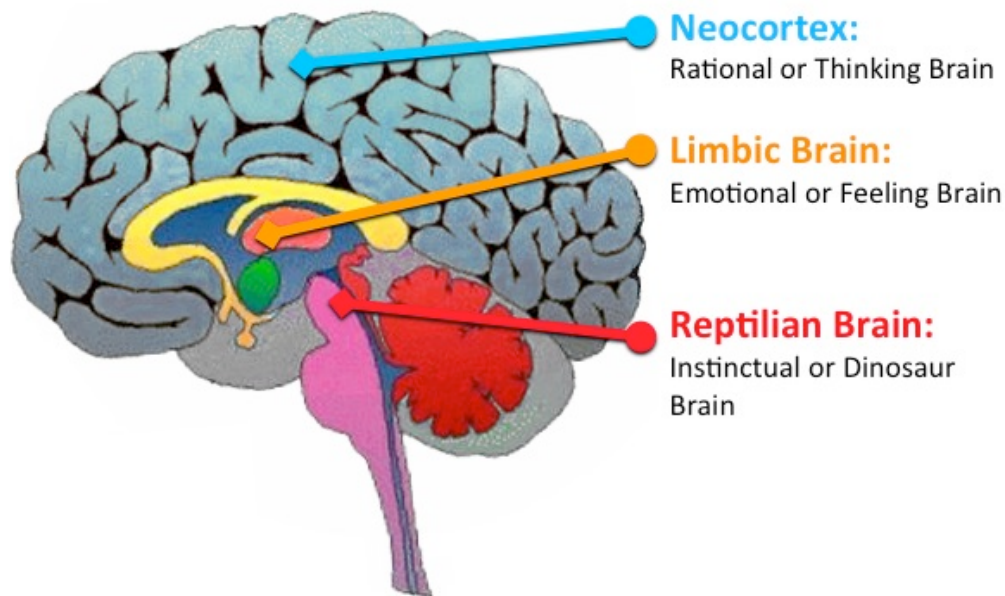


The Triune Brain Theory

The Triune Brain Theory is that there are three different parts of the human brain. There's the: Neocortex, the Mammalian Brain, then the Reptilian Brain. That all evolved on top of one another starting with the Reptilian Brain.



The Reptilian Brain, that's the fight or flight mechanism that that dictates aggressive desires, anxiety, regulates the fight or flight instinct and stuff like that. This is the most powerful and most evolved part of our brain. This is the brain that governs it dictates all decision-making processes... This is the brain that controls our survival instinct.

The next part of the brain is the Mammalian Brain. This is the part of the brain that generates your emotions it generates; memory, sexual desire, reproduction, personal achievement, and tribal acceptance.

Then there's a third part of the brain – The Neocortex, this is the newest and least evolved part of our brain and this is the part of the brain that most marketers speak to with their advertising. This part of the brain controls the rational and logical thinking parts of the mind, as well as managing the abstract thoughts and moral values, of a person.

Most marketers are speaking to the rational and logical part of the customer's brain... When they should first be targeting the two lower level parts of the brain first - before appealing to the rational part of the brain, with their copywriting.

In the 1960s, American neuroscientist Paul MacLean formulated the '**Triune Brain**' model, which is based on the division of the human brain into three distinct regions. MacLean's model suggests the human brain is organized into a hierarchy, which itself is based on an evolutionary view of brain development. The three regions are as follows:

- 1. Reptilian or Primal Brain** (Basal Ganglia)
- 2. Paleomammalian or Emotional Brain** (Limbic System)
- 3. Neomammalian or Rational Brain** (Neocortex)

According to MacLean, the hierarchical organization of the human brain represents the gradual acquisition of the brain structures through evolution.

The triune brain model suggests the basal ganglia was acquired first, which is thought to be in charge of our primal instincts, followed by the limbic system, which is in charge of our emotions or affective system, then the neocortex, which is thought to be responsible for rational or objective thought.

MacLean's model claims that activity in the three brain regions (basal ganglia, limbic system, and neocortex) is largely distinct when we are engaged in each of the mental activities outlined above.

For example, when we are in danger and must respond quickly, as an act of self-preservation, the reptilian structure is aroused, preparing us for action by initiating the release of chemicals throughout the body.

When we are watching a shocking news story or receive an upsetting message, the limbic system is stimulated and, again, chemicals are released, which create our experience of emotions.

Finally, when we are making decisions, solving problems or reasoning, the neocortex is engaged, without the involvement of the other brain structures.

Modern advances in brain-imaging have shown various regions of the brain are active during primal, emotional and rational experiences.

These findings have led to the rejection of MacLean's notion of a triune brain in neuroscience. However, while this model is undoubtedly an oversimplification, the concept of a triune brain provides us with a useful way of assessing *human analysis of sensory information*, in addition to the relationship between the structure and functions of the human brain.

Paul MacLean introduced the concept of a triune brain in the 1960s. This model of brain structure and function is based on three specific regions of the human brain: the

1. **Basal ganglia**

2. **The limbic system**

3. **The neocortex**

Each of these structures is thought to be responsible for a specific group of mental activities:

1. **The fight-or-flight survival response and other primal activities**

2. **Human emotions**

3. **Rational thinking**

MacLean suggested that these structures developed in this order through evolution.

However, while the triune brain model provides us with a neat way of looking at the relationship between structure and function in the human brain, evidence has shown *various* regions are involved in the three groups of activities outlined above.

Therefore, there is no such neat division; instead, primal, emotional and rational mental activities are the product of neural activity in more than one of the three regions addressed **in MacLean's model, their *collective* energy creates human experience.**

Nevertheless, MacLean's model provides a clear view of mental activity, which can be beneficial when addressing the needs of users in our marketing campaigns.

The Three Brain Systems

The **Reptile** Brain

- Common to all animals
- Basic vital functions
- Risk vs safety
- Sex
- Food

Key Principles

- Cue for sex
- Images of food
- Motion
- Compare & contrast
- Peak end rule
- Scarcity



The **Mammalian** Brain

- Limbic system
- Ancient & automatic
- Amygdala – fear, relevance, trust
- Thalamus – happy, sad, disgusted,
- VTA – dopamine – risk & reward

Key Principles

- Empathy (mirror neurons)
- Pleasure & pain
- Body language
- Story-telling
- Images of faces



The **Rational** Brain

- Unique to humans
- Higher cognitive functions
- Plan, organise, problem-solve
- Social learning & innovation
- Language, abstract thought

Key Principles

- Enable post-rationalisation
- Product demonstration
- Listing specs / product benefits
- Give evidence that it works
- Be the authority



To be persuasive and sell products online in – ecommerce, online advertising, and email marketing - you have to target all 3 brain systems.

Your copywriting, content marketing, and personal brand should be:

Primal – Arousing

Emotional – Emotionally effective

Rational – Intellectually compelling

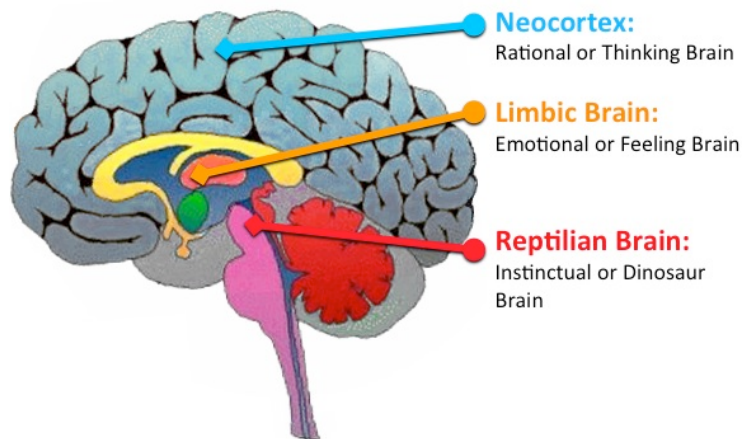
It is as simple as choosing any combination of the three brains, almost paint-by-numbers easy:

1. Find the primitive, limbic brain emotion
2. Find the negative rationale that heightens the problem
3. Find the positive rationale we use to justify it

And give them permission to ease their emotional discomfort. You are not coercing or manipulating them. They already feel the primitive emotion, which is how they ended up on your sales page, or opening your email, or clicking your ad.

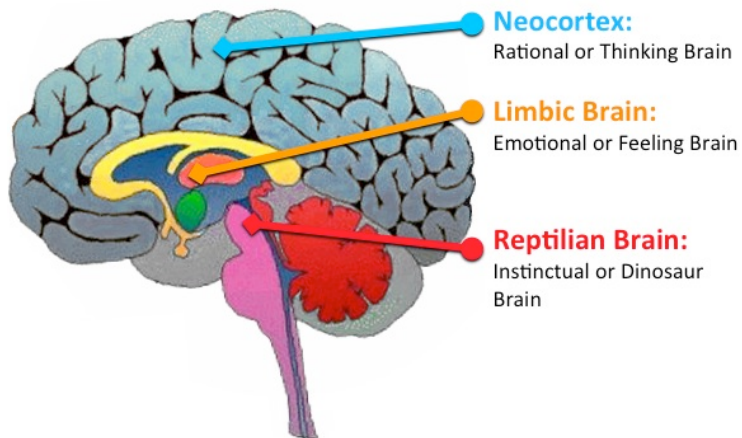
Reptilian Brain Desires

Reproduction, Security, Shelter



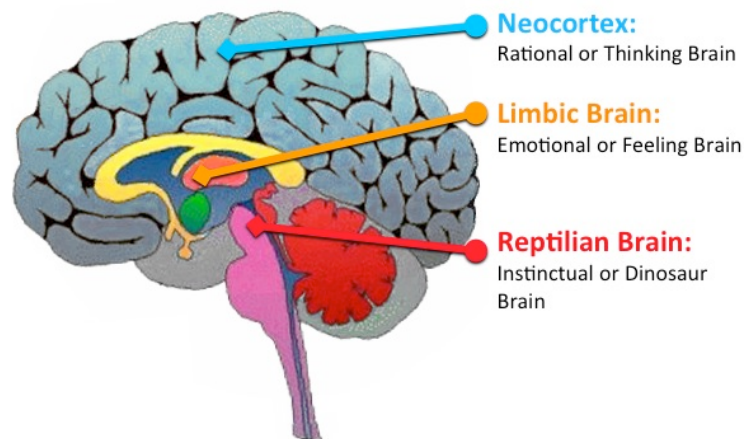
Mammalian Brain Desires

Does this product give me status? Does this product make me accepted?



Neo-Cortex Brain Desires

Is this the right decision... is it a good deal?



*AS LOW AS 2.99% APR
For 36 Months*



Reptilian Brain Psychological Triggers

Sex & Reproduction



Julian Wolkenstein – Symmetrical Portraits

Food



Scarcity

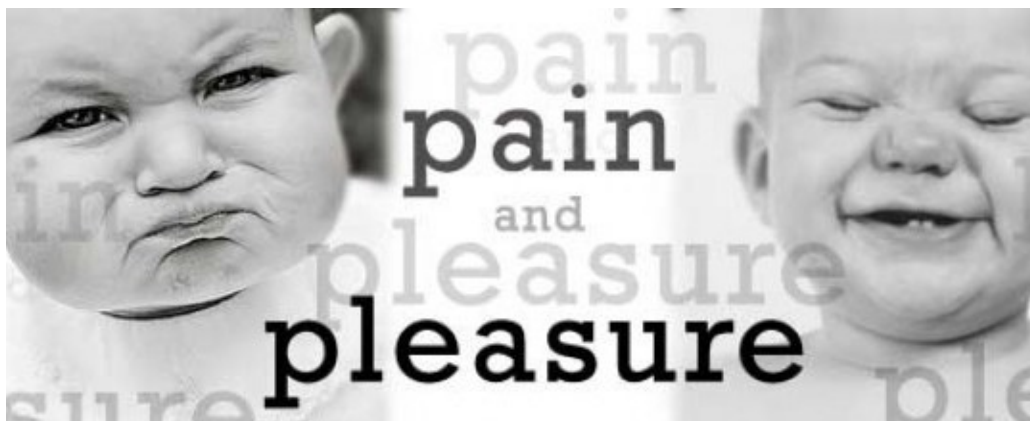


Mammalian Brain Psychological Triggers

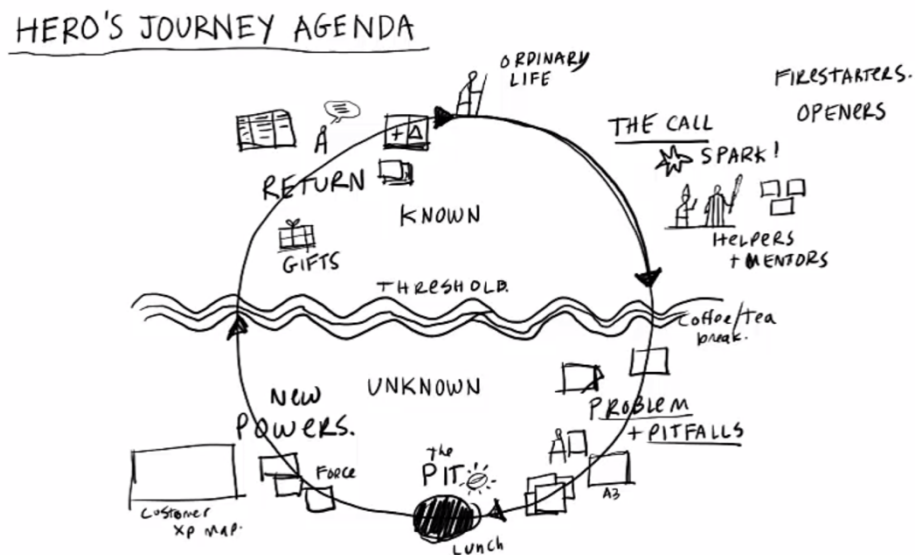
Faces



Pleasure & Pain



Storytelling



Neo-Cortex Brain Psychological Triggers

Rationalization

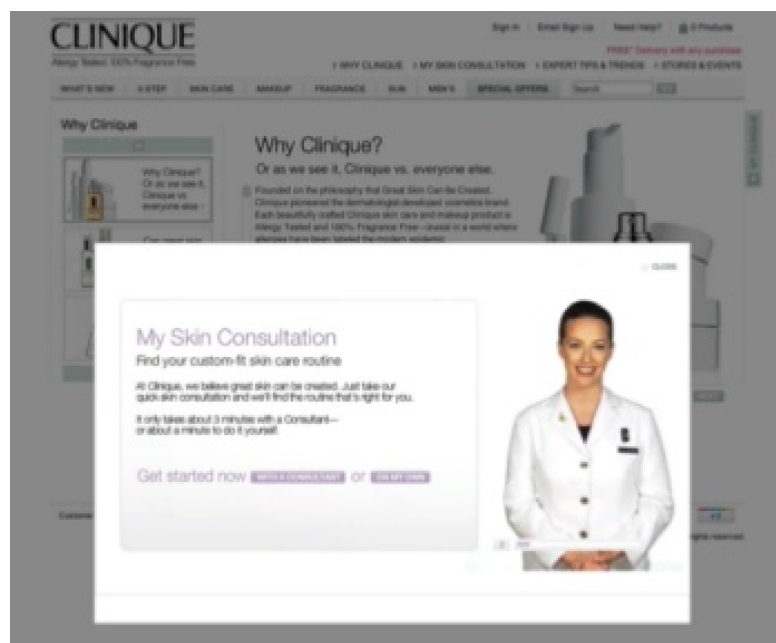
CHOICE-SUPPORTIVE BIAS



Evidence



Authority



DARK PERSUASION MATRIX

512 Emotional Trigger Combinations To Create
Desire, Customer Action, And Sales!

Primal Emotion	Pleasure Logic	Pain Logic
Greed	Wealth	Causes Pain
Pain	Eliminating Pain	Loneliness
Ego	Eliminating Waste	Makes You Unhealthy
Laziness	Becoming Attractive	Makes You Ugly
Jealousy	Living Longer	Makes You Broke
Lust	Love	Is Boring / Tiring
Anger	Caring	Injustice / Justice
Fear	Enjoyment	Death

1. You are sharply defining their actual emotional need for them.
2. You are showing them the cost of continuing to deny that need.
3. You are showing them the rewards of taking action to meet their need

(with your product).

This emotional formula works in any written copy - a 280 character tweet to a 60-page sales letter...

Show them you understand their underlying emotional need, heighten the emotional cost of denying their need, and relieve them of their emotional burden by showing them the solution. It really is that simple.

You could use all three columns to set up both negative and positive reinforcement. Or use two to cover both the limbic impulse response and the rationale.

If your hook (big idea) is strong enough, you can even use just one to create emotional tension.

Because that – EMOTIONAL TENSION – and your ability to both create it and relieve it IS YOUR SUPER POWER.

You can go as shallow or deep as you want. And the coolest part is that you don't even need all three.

In hockey, 3 is the “hat trick,” the ultimate score. Think of using all three columns as your “hat trick.”

They're there if you need them, but you don't have to use them all unless you want to...

And, I only gave you the first 512 possible combinations.

Your first column is your Limbic Impulse.

That's those bottom-most rungs on Maslow's famous Hierarchy of Needs: Air, food, water, shelter, safety, etc. And then you look to the rationalization or “higher need” that we rationalize feeding our limbic impulse achieves.

Say you want to help someone lose weight. What's the limbic impulse?

Is it to overcome physical pain? To stop feeling lazy? To inspire lust or get who you're lusting after?

Then what is the positive rationale for those thoughts?

Let's zero in on Lust for our example. Will they find excitement & fun? Sex? Love? And what will happen if they don't purchase your product to achieve their desires?

Column C gives you a smorgasbord of choices.

- Be in physical pain from illness or overweight.
- Be lonely because no one wants you.
- Be unhealthy.
- Be tired all the time.
- Be dead.

So, your “future-cast” of what life could be like after losing weight (Column B)

could include:

- Gaining energy
- Living longer
- Getting the man or woman of your dreams...
- Even exacting justice (think High School reunions!)

And here's the hidden bonus that brings it home every time... **If you can tie your combination to STATUS/SELF-ACTUALIZATION/SELF-ESTEEM, you will be unstoppable.**

Your fictional customer wants to lose weight because they're slowly drowning in an unending cycle of shame and pain at their inability to do what they need to do...

Their kids no longer ask them to play ball...

Their wife no longer wants to get frisky...

Their doctor is talking about statins and the spectre of diabetes...

But all they can really think about is that their 15-year reunion is coming up and they are thinking of bailing.

Of inventing some excuse and not going, just to avoid the lack of status and self-esteem that being subjected to ridicule by the people who watched them at their most awkward – going through puberty – who will have a front row seat for their latest humiliation.

KA-FUCKING-BLAM!

- Your product could get them active in the sack,
- Make their kids look up to them again,
- Keep them from disease and certain early death,
- And let them strut into their reunion with all the power, virility, and STATUS being fit conveys.

This Matrix will help you find the underlying impulse, the problem, and the relief/permission to buy for any customer base for any product or niche.

I have used these ideas to sell everything all sorts of products ranging from beauty to video game verticals, so I know the Dark Persuasion Matrix™ works.

Once you get started with it, you may never worry about how to write emotionally moving copy again.

For an example, let's say you're selling Vitamin Water...

It's going to have a better pH balance. It's going to be healthier for you, etc.. those “benefits” just written, are designed and written for the rational parts of the brain.

This is how most people trying to sell their products write, they write to the “rational” part of the mind. What they're **not saying** is; hey look this water is going to protect your family.

This water is going to keep you alive longer. It's going to help you get laid, it's going to help you regulate your anxiety. It's going to help you regulate these subconscious desires.

When writing your marketing campaigns - always target the lizard brain first, don't worry about rational features / benefits, like the pH balance... That comes later on in your copywriting.

You want to talk about how this product is going to affect your customers reproductive success and target the most primal parts of their subconscious. That's much more powerful than saying; hey drink this, it's healthy and it changes your PH balance.

When you can write your copy targeting the two lower parts of the brain and not just hitting the higher “rational” part of the brain, your marketing success is going to explode!

By targeting the deepest and darkest crevices of the mind and not just the features, benefits, and rational parts of the brain, your target audience are going to be unable to refuse your offer.

It's going to be inevitable for them to take action... They won't have a conscious choice in the matter.