

# Six Simple Ways You Can Appeal To The Reptilian Brain

[\(Read The Full Article Here\)](#)

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## **Make it about them.**

The reptilian brain cares about preserving itself, and only pays attention to information that is in some way helpful to that mission.

## **Use contrast**

This is interesting to the reptilian brain: before and after, big small, black white - contrast appeals and piques the interest of the reader.

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## **Make it tangible**

This is not the thinking part of the brain so you have to make whatever you are communicating immediately obvious - the more tangible you can make a concept the better.

## **Beginning and end**

Focus on the beginning and the end: the reptilian brain is awake at the beginning falls asleep in the middle and remembers the end. .

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## **Be visual**

The optical nerve goes straight into the reptilian brain and has the most capacity for information. So appeal to it.

## **Get Emotional**

This part of the brain gets emotion, so use that. Logic comes later, here focus on emotion and how what you do impacts your audience.

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