2735 Both Halves of the Brain

Product Fieldbook · https://kb.jeffreysummers.com/docs/2735-both-halves-of-the-brain-2/

The Demand

Before your next marketing decision, name which half of your brain runs your marketing by default — the left brain of data, ROI, and metrics, or the right brain of story, emotion, and craft. Pull your last three marketing efforts and rate each one on both halves. If one side is consistently empty, that is not a personality trait, it is a gap that is costing you either attention or accountability. Decide which half you will deliberately add to your next campaign before it launches.

The Work

Your last three marketing efforts:

Effort 1 — story strength (1-5) and data strength (1-5):

Effort 2 — story strength (1-5) and data strength (1-5):

Effort 3 — story strength (1-5) and data strength (1-5):

Which half of your brain runs your marketing by default — left or right:

Name the last marketing effort that was precise but invisible, or beautiful but didn't convert:

The one half you will deliberately bring into the room before your next marketing effort launches: