2735 Both Halves of the Brain

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

The best operators market with both halves of their brain working at the same time.

The left brain — data, analysis, ROI, metrics, reach, frequency — tells you whether your marketing is working. The right brain — creativity, storytelling, emotion, craft — determines whether it's worth noticing in the first place.

Most operators lean one way or the other. The analytically-minded operator tracks everything and feels nothing. Their marketing is precise and invisible. The creatively-driven operator makes beautiful content that doesn't convert. Their marketing is noticed and forgotten.

Neither one is marketing.

Real marketing is what happens when the story is compelling enough to stop someone and the strategy is smart enough to put it in front of the right person at the right time. Every time a marketing effort fails, it's because one side of the equation was missing. The data without the story. The story without the data. Both halves have to be in the room.