

The Audience Mind

Can You Use Mental Triggers to Capture Audience Attention?

If you use triggers to attract attention of the **audience mind** then you can attain your most wanted response. You need to not only reach it, you need to reach out and grab it by the audience values contained within. Are you up to the challenge?

To **reach the audience** you need to know the background, social and economic personality of the audience at large.

There is another way you will need to know your audience. You will need to **know them from the way their mind works** in general. Knowing this will allow you to attract the audience mind.

A Wonderful Concept

What's wonderful about this audience mind concept, it applies if your speaking verbally, speaking through a brochure, TV, Radio, or the Web. The mental antenna or this audience mind that receives information is the same for all of us and has been for about 6,031 years.

(Since Evolution is still a theory and there is no proof, this date is based on recorded history and the date when man first appeared.) Unfortunately or maybe not, we don't have cable hook up's for our brain yet. So the audience mind is dependent on intake from our senses.

How Does The Mind Work?

So how does our mind work when we are the audience? Somewhat like the pattern of how we listen to a radio or TV.

When you want to listen to the radio or TV you **first turn it on**. Our mind is the same. It needs to be turned on to what is being said.

To illustrate, if someone says a very close and dear friend has just been seriously injured and has been requesting to see you at the hospital and your going into a meeting, your mind is going to have a hard time turning on to the speaker. In the case of your audience mind, even though only one, it is elsewhere. It is in effect not turned on. So first it needs to be turned on.

What do you do next after you turn it on? **You tune in**. So once turned on your mind like the radio or TV you need to tune in to the channel you want to watch or listen to.

You start channel surfing. Ahhh your thinking, I have it auto programmed. You still have to tune in. That's why we have several favorite channels and you hit scan. Also, what happens when you travel outside your listening area? You still have to tune in to a channel that plays what you like.

Use Triggers

If your channel surfing or even more importantly, if a message comes along that is not on your preset tuned in stations, how will those stations or speakers catch your attention? The producers of the shows use **laws of attraction to capture the attention of the audience mind**. They do this using **triggers**.

They use triggers to actuate your mind. You no doubt have a feature on your radio where it scans for stations. Our brain does the same thing for what it wants to hear. Perhaps right now, you are scanning this page. Not reading like a book but rather much faster. You are only looking for meat, something of use to you right now.

How do you know you're on the mind meat station? Those triggers actuate your mind and say, "I better listen to this." Or they may say, "hey, there is something in this for me, I can benefit from this." It could be something minor or something dramatic.

Of course something dramatic would be a big trigger. Do you remember first hearing the 911 news, the India earth quake, the Japan earth quake, the Tsunami, or what ever disaster you may have heard? Depending to your personal relationship to the incidents, those were big triggers.

So then **how will you grab attention using smaller triggers?**

If you are very left brained and cannot see abstracts and creative things, this is not for you. If you are creative however, you will see the application to your speaking, your printed materials and your web site should you ever create one.

Before answering that question, let me say...

Believe it or not, some of the **ugliest sites get more traffic** than fancy ones. Which would you prefer, something you can look at and adore that nobody else does or hundreds or even thousands of visitors daily to your (possibly ugly) site. Visitors that click on your products, services and or offerings.

Personal note...12-16-06 Some guy who spammed me offering magic training for public speakers responded to my decline of his offer with an interesting reply. He said that if I needed help building my site, and he thought I did, he could recommend several people to help.

I declined saying it probably would not be affordable for my humble site. His site cost at least \$1000 if not more to have built. It was mostly a giant ad and no real value to his visitors. My site only cost \$300 and a bit of hard work...for a whole year.

Here is the interesting part. My site gets several hundred and more visitors a day. My Alexa ranking of all web sites is 200k to 600K and occasionally I go into the top 100K. His site is ranked at 3,600,000 when I checked it. Humble site or no traffic. Better yet, my page views are between 2 and 7 pages per visitor.

You really need to **check out my web host** and his builder if you ever want to build you own site. It is the greatest.

Go to Assist2Web.com to get the free book that will tell what is involved in capturing the attention of the audience mind of your web audience. It will redirect you to the free book offer. You can even skip the ad and download the book.

But wait, what does clicking visitors have to do with public speaking, speech and the audience mind? Great question.

The audience mind works the same regardless of whether we are looking at a web site or speaking.

If you are a progressive speaker you will probably have handouts anyway. You will probably have back of the room products you will sell. And you will eventually have a web site to market yourself. So the answer has many applications for many audience minds.

In addition to being a public speaker, coach, and trainer, I am also a student. What your reading is one of my projects. I am using an **audience mind attractor called connectives**.

Feed the Audience Mind With Connectives

The very piece your reading right now is also a lesson for you. And for me as a student of the human nature, it is a test that I have just conducted on you.

The question is **did it work?** Did I get my **Most Wanted Response?**

My most wanted response is not to get you to buy, believe it or not. Not everyone is ready to advance their career in speaking at this point. Some visitors are just getting started in their careers and they need to mature to be able to appreciate this tool.

To see what my MWR is, please go to the next page relating to audience minds.

It has to do with the way your audience's minds will want, no dare I say, need to have coherence. If you took philosophy, you might recall that one of the truth tests was called the **coherence truth test**. This is one of the more basic ways the audience minds receive information.

If you fail to do this, you will lose your audience. They will turn off or tune you out.

This applies to the written word and to the spoken word. If you want to progress beyond being a talking head, you need to know about coherence.

[Coherence Through Connectives](#) is the next page in this lesson. See what you were just taught. You will need to come back here because this page is the actual lesson and example it will refer to.