

JUMP START YOUR BUSINESS BRAIN

**Scientific Ideas and Advice That
Will Immediately Double Your
Business Success Rate**

DOUG HALL

DOUG HALL is the founder of his own consulting company specializing in business innovation. A graduate of the University of Maine, Mr. Hall began his career with Procter & Gamble where he developed marketing programs. He then founded his consulting company Eureka! Ranch as a corporate think tank with offices in Cincinnati and London. Mr. Hall is the host of *Brain Brew Radio*, a syndicated radio show which helps entrepreneurs. He also served as a judge on ABC's reality show, *American Inventor*. He is the author or co-author of three business books including *Jump Start Your Brain* and *Maverick Mindset*.

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MAIN IDEA

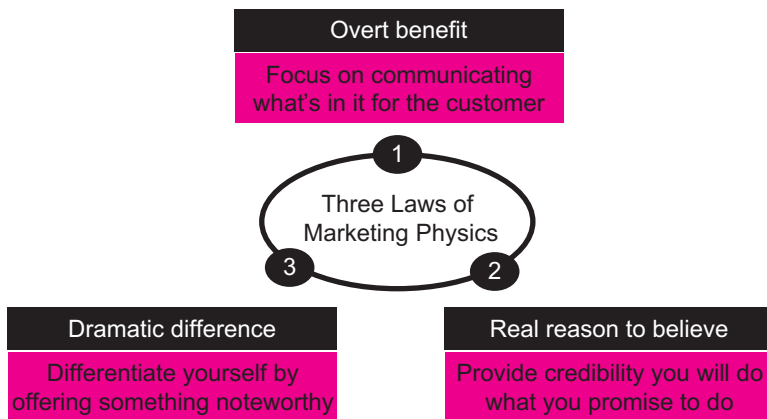
In just the same way as the laws of physics apply all the time and in all situations, success in business is not random. There are laws which apply to business marketing and business creativity. If you comply with these laws, you will discover, develop and harness great ideas for new products and services. You increase your odds of success by using scientifically proven concepts rather than leaving everything to chance.

“Ideas are the only true fuel for winning customers and growing profits. In fact, the idea is, at its essence, the core reason for being for any business enterprise. Without an idea, nothing else matters. You can have the most cost-efficient manufacturing process and the most outstanding customer service system and distribution system on the earth. Without an idea that excites customers, you will soon no longer be an operating business. Customer-focused ideas drive sales and fundamental valuation of your company. Ideas are the secret weapon that allows small businesses to compete with and beat larger companies. Now is the time to increase your odds of success by learning the skills you need to take action and to take control over your probability of future success.”

– Doug Hall

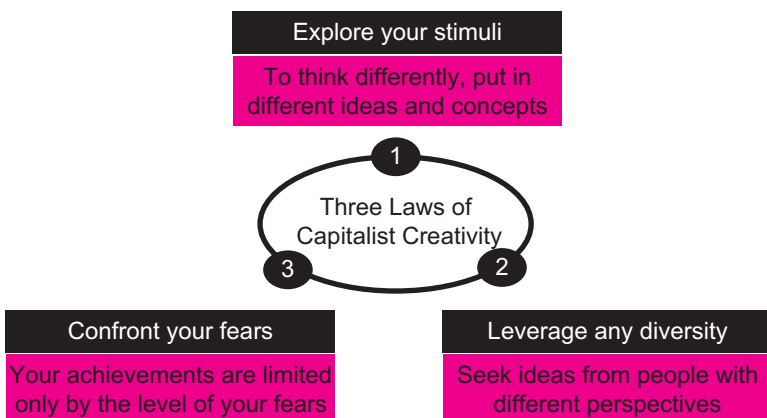
1. The three laws of marketing physics Pages 2 - 5

These laws are scientifically proven ways to identify, improve and enhance your ideas so as to maximize their chances of success in the marketplace. By following these laws, you will sharpen your marketing, enhance the power of the messages you communicate and ultimately become successful in the marketplace.



2. The three laws of capitalist creativity Pages 5 - 8

This second set of three laws helps increase your effectiveness at creating or reinventing a business offering. These laws focus on crafting customer-focused ideas which can make a tangible difference to top-line sales and bottom-line profits. They center around the concept of “capitalist creativity” – inspiring the ideas which will tangibly grow the sales and profits of a business enterprise.



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