

The Power of 3 and 7

The Power of 3 & 7 in Marketing and Relationships

If you use networking groups to grow your business, then you may be aware of how you can turn up to meetings, month after month, and then suddenly, someone will turn to you and say, 'What is it you do again? I really need that!'

Or if in your relationship you want something to happen and have mentioned it a few times, and your partner doesn't seem to be listening. Then just when you begin to get fed up, they say 'Oh yes that would be great!'

In NLP terms, these are examples of something called the 'Convincer Strategy', or, what internal processes people have, before they make a decision and take action.

A lot of people have a numerical convincer: the amount of times a person needs to see read or hear a particular piece of information

Our brains are programmed to like the familiar, and ignore the unfamiliar.

So if you want someone to do something – make it familiar to them! That is, something that they have seen before enough times for the brain to take it in.

A small percentage of people have an 'automatic' convincer strategy. These are the people that see something, buy it, and never return stuff.

If you are in a relationship with this kind of person, or they are your boss, it can be useful because decisions are made quickly and early.

These are also the customers who need little marketing. They read your email, and decide they like what you offer and call you.

Automatic convincers are the minority!

The next magic number is 3. A fair percentage of people will need to be exposed to something a minimum of 3 times before they take action.

So, if you are planning email marketing, no point in doing just the one email, you need to plan ahead and roll out over a few weeks.

And, in relationships, if you want to plan something that needs your partner to agree, make sure you leave plenty of time to mention it and discuss it, for them to absorb it and decide.

Sometimes, even 3 isn't enough. The next magic number is 7.

Anyone who does marketing for a living will tell you the best way to win business is to plan campaigns around the number 7.

This can be 7 emails, direct mailings, TV adverts, blog postings etc.

Persistence pays off!

Is it the same for relationships? Yes it is. And understanding your partner's convincer strategy can make for a much less stressful household and better management of communication!

Need to know more about SlimQuest, the subject of my last blog?

[Click here to learn more about how to gain control and feel good about yourself!](#) Course begins 12th and 25th of Feb in Burnham and places are limited to 10 per course so take action!

