

# RAS Triggers: How to Earn Buyer Trust and Start Increasing Sales Today

How many ads do you think you see in a day? I'm betting you don't know; none of us do. Our brains have a [limited capacity](#) to take in and process sensory information. Our daily budget for this activity is around 300 calories.

Yet we're bombarded, on average, by anywhere from [6000 to 10000 advertisements](#) per day.

That's a lot. And it goes without saying that if we had to focus on every one of them, we'd all go crazy.

But our brains protect us by [filtering out](#) all but a fraction of the sensory information we're presented with. So it's no surprise that most of the ads we see go unnoticed; the sheer volume makes them overwhelming.

In marketing, consumer attention span is a big topic.

There are lots of statistics floating around out there; you may have heard some:

You've got five seconds once a consumer lands on your website to catch their attention.

[Eight out of ten people](#) will only read your headline; they won't get to the rest of your article.

And what it comes down to is: unless your ads can command consumer attention, they're filtered out in a sea of noise.

Sound discouraging? For a lot of the business owners I've worked with, it is.

And yet there are brands out there whose marketing does hit the mark. You know, those brands whose name and story come to mind in an instant for most consumers.

Apple. Ikea. Starbucks.

I could go on all day, but it begs the question; how do these big brands do it?

How do they bypass our internal filtering systems and get their message across? How do they cut through our internal noise and hook us into trusting them?

It's simple.

They understand human psychology and tailor their marketing message to hack into the part of your brain where familiarity triggers trust.

It's called the reticular activating system, and it's the place in our brains where we store cues. Cues that give us access to rapid association when prompted by something familiar in our environment.

I've spoken with a lot of clients who get confused about how to make their message stand out. Many of them come to me believing that more social media posts are the solution. Or tossing up an overwhelming amount of content on their website to get attention will help.

But all the poorly targeted content in the world won't make a difference.

What you need is well crafted, intelligent content geared to your specific audience, and RAS triggers are a vital part of that. Here's how to do it.

## **How RAS Triggers Work**

Years ago, my husband and I were traveling by car through the U.S. with our family, on our way to Edmonton, Alberta. We'd driven all day the day before and stopped in Chicago very late at night. Then we got up at 5 a.m. and hit the road again.

Now our kids, who were 9 and 10 at the time, were great travelers. You could throw them in a car or load them on a plane and they'd travel for hours, even days, without too much complaint.

But that didn't mean they loved the monotony; and on this particular day they were bored.

It was as we were pulling into a little town in the middle of... somewhere... that my daughters started hollering in delight.

What had taken them from bored to engaged in a matter of seconds?

Tim Hortons.

You see, Tim Hortons is a big chain of coffee stores in Canada. If you live in Canada or you've done any traveling here, you likely know that you can't go far without seeing one.

To say that they're familiar to most Canadians is a big understatement. In the U.S. though, there aren't so many; so, the minute our kids saw that sign they got excited!

It wasn't that they were dying for a coffee; they didn't even drink coffee. But they'd seen that Tim Hortons sign hundreds if not thousands of times.

Maybe it reminded them of those times they got Tim Hortons as a treat after skating when they were little. Or the way Tim Hortons hot chocolate tasted when they'd gone there with friends on weekends growing up.

Either way it was so familiar, it triggered the RAS region of their brain and connected to their memories of home. It was well known to them, comforting.

And that's what RAS triggers are.

Familiar cues that will trigger associations in the mind of your prospect.

The human brain is a miracle; and our RAS triggers attest to that. But what most people don't know is that using RAS triggers in your marketing can help people connect with your brand.

How?

Weaving familiar cues into your marketing makes prospects feel connected to you. It makes them sit up and take notice when they see your ads or even your logo, like with my girls and Tim Hortons.

And it's not difficult to do.

All it takes is a little forethought and some research, and you can create messages that command consumer attention.

Here's how:

### **1) Know Your Audience.**

Before you can use RAS triggers to get someone's attention, you need to know who they are. And that means knowing at least two things about your customers:

- Basic demographics.
- Psychographics.

Everyone has different RAS triggers, depending on their life experiences. So the better your RAS profiles, the easier it can be to trigger your audience to buy.

Be sure to develop your buyer personas with RAS triggers in mind, so you know what your prospects feel connected to.

### **2) Do Your Research.**

Once you've got basic RAS triggers down for a specific customer base, dig a little deeper. Choose several individual prospects and do some research into their lives.

For example, you can visit their social profiles to see what they've listed as interests. Some information you may look at is:

- **Language:** are there specific catchphrases they're using? Do they speak a certain way?
- **Pop Culture References:** are there certain television shows they're referencing? Trends they're talking about? Websites they're following or books they're reading?
- **Clubs & Organizations:** Do they belong to certain clubs or organizations? This gives you clues to issues and pursuits they're passionate about.
- **Work & Career References:** What someone does for a career can be an RAS trigger goldmine. On one level, it tells you a lot about what they do in their day-to-day lives, it hints at what their reality is like. But anyone who has taken the time to build a career is often very dedicated to what they do, passionate. And a person's passions are huge when it comes to their RAS triggers.

And of course, you should always pay attention to what they're talking about. What are they posting most often?

Are they referencing anything in particular? What appears to make them happy? What irks them?

If they're lively on social media, it can be a great place to 'get to know' prospects. And getting to know your prospects is the first step in understanding them.

LinkedIn is a great place to find information on professional RAS triggers. As far as personal interests, Facebook can be good, but nothing beats Pinterest. It's a wonderful place to figure out what your prospects spend their time looking at.

### **3) Craft your marketing messages around your prospect's RAS triggers.**

Once you know your prospect's RAS triggers, you need to connect to them.

How?

By anchoring your marketing message to their basic likes and dislikes. By ensuring you reference recognizable concepts that get their attention.

Using RAS triggers to craft your brand message opens a world of benefit. Not only does it help build brand awareness, it connects you to your customers in a deeper, more meaningful way.

To find out more about using RAS triggers to power up your marketing, get in touch today!