

Differences between	Brand building	Selling
People are	Not actively looking to buy	Actively looking to buy
They're in	Low attention mode	High attention mode
Their thinking is dominated by	System 1 (autopilot)	System 1 (autopilot) with system 2 (pilot)
They're persuaded by	Emotion	Emotion & reason
You're competing for attention with	Everyone else, not just competitors	Competitors
Aim for	Broad reach	Narrow targeting
Communicate	Associations, feelings & emotions	Emotions + messages, information & arguments
Make sure you	Show, don't tell	Show & tell
And above all else be	Distinctive	Distinctive