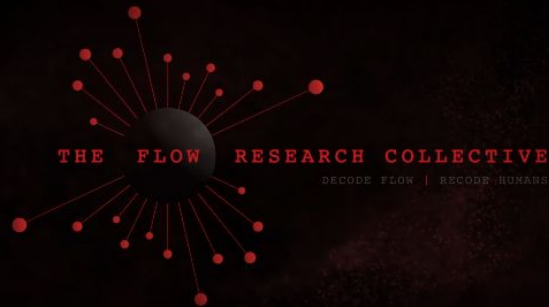


# Driving Flow With Dopamine



1. Risk
2. Novelty, Complexity & Unpredictability
3. Insight
4. Embodiment



1. Risk
2. Novelty
3. Complexity
4. Unpredictability
5. Insight
6. Embodiment

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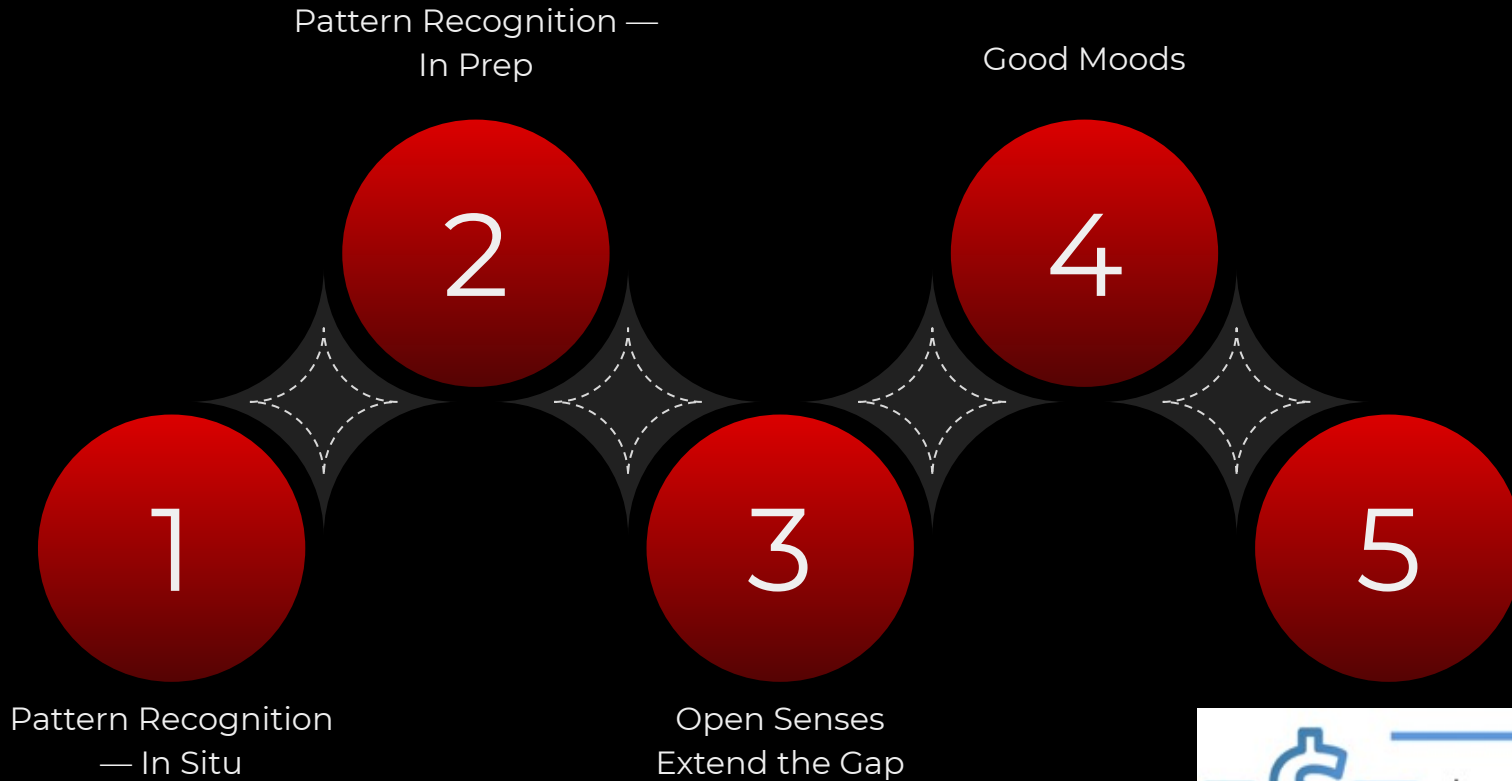
# The Truth About Risk

1. It Comes In Many Flavors
2. Pain, Money and Reputation Are The Heavyweights
3. Risk Is Always Personal
4. Mortal Consequences Really Matter

# Thoughts on Novelty, Complexity & Unpredictability

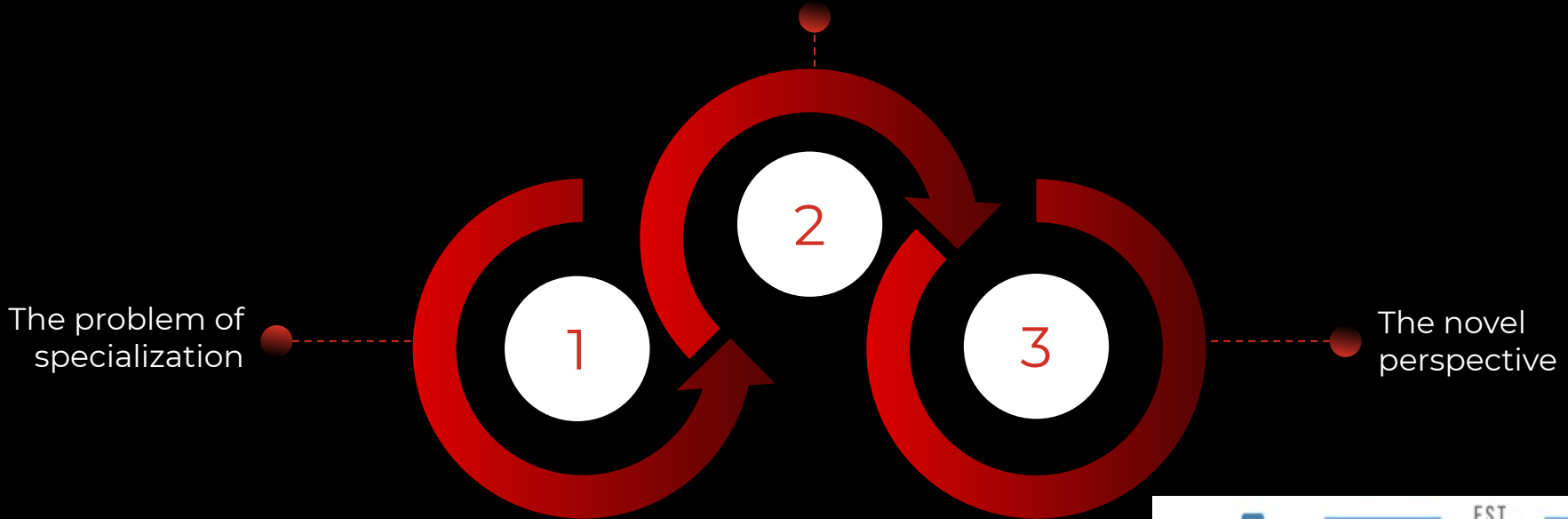
1. Routine v. Surprise (Cog. Load v. Dopamine)
2. Ideas Are Novel, But Novels Are Really Novel (Info v. Perspective)
3. Time in Nature

# The Mechanics of the Creativity Trigger



# Feeding the Pattern Recognition System

The non-fiction advantage (25-50 pages a day)



# The Truth About Deep Embodiment

1. Learning Thru Doing
2. Glen Plake's Breakthrough
3. Visual System in the Driver's Seat?



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## What We've Covered:

1. Risk
2. Novelty, Complexity & Unpredictability
3. Insight
4. Embodiment



## Exercise

# Do A Dopamine Check

## The Dopamine Trigger Spectrum

Risk————Security

Novelty————Consistency

Complexity————Simplicity

Unpredictability————Certainty

Do I need to pluck the dopamine triggers, or ease off?

Example: Dentist dialing up the dopamine triggers, entrepreneur dialing down dopamine triggers.