Share a book letter: *Alchemy*

Subject: *The way people behave and make purchase decisions*

Dear ……… ,

*The human mind does not run on logic any more than*

*a horse runs on petrol*

You need to ignore what people say. Instead, you need to concentrateon what people feel. Our conscious, logical mind does not influence people behaviour and purchase decisions. Our feelings do.

There are often two reasons behind people’s behaviour. First, the supposedly logical reason and the real reason. Human behaviour is mysterious. The human mind does not run on logic any more than a horse runs on petrol. The idea is to master cracking the code how people behave and make decisions in the real world and why they make these decisions.

To strike gold in business, you must master the dark art and curious science to make something by magic, resulting in irresistible ideas. Every marketer can sell a product, but to create an emotional bond, they must give something away of value. Not the value that is in the product, that is what they expect and pay for. But building a bond with the buyer through the recognition that the brand spend time, energy and even money to make this bonding happen. That is the most effective way to let people feel they deserve something in addition. It is about is about decoding human behaviour, finding deep psychological insights, discovering the most compelling secrets to human decision-making.

Be irrational, because irrational people are much more powerful than rational people. They taking risks, which makes them amuch more convincing. Being slightly ‘mad’ can be a good negotiating strategy. Being rational means you are predictable. Being predictable makes you weak. Therefore, conventionally rational people are inadequate at predicting human behaviour in the real world.

Most issues, involving human behaviour or decision-making have been solved by market research and economic theories. Those together are supposed to provide a complete view of human actions. Both methodologies (market research and economic theory) are incapable to *measure* human behaviour or decision-making and distort our views. The author claims: ‘*Market research (asking people) distorts our views.* As people simply do not have introspective access to their motivations.

Applying a mixture of *luck, experimentation*, and *instinctive guesswork,* most often, create valuable breakthrough discoveries. Though, they don’t make sense at first. Coming up with anything genuinely new, unconscious *instinct, luck*, and *simple random experimentation* play a far greater part in the problem-solving process.

Value resides not in the product itself, but in the minds of people who value it. The nature of our attention affects the nature of our experience. *Economic logic* suggests that *more* is better value, while *Psycho logic* often believes that *less is more* value.

Be unpredictable. It sounds rather un-logical to be unpredictable, versus the opposite of being predictable. However, research reveals that it doesn’t pay to be logical if everyone else is being logical. You can’t be logical at war because your enemy can predict your moves. Similarly, in business logic will probably lead you to the same place. The same place where everybody else and your competitors go.

One of the simplest ways to solve a problem is to ask a question that no one has asked before. Why has a question not been asked before? It could be that no one has been stupid enough to ask it. Don’t walk the path of *‘approved conventional reasoning’*. Solutions that involve a greater amount of *instinct, imagination*, or *luck* will inspire others. Remember, if you never do anything differently

you will reduce your chances of enjoying lucky accidents.

The *“single right answer”* mindset is wonderful if you want to keep your job. If you want to have an original idea it is dangerous, but far more likely to create breakthroughs.

Listen to the Podcast how Rory Sutherland, the author of the book *Alchemy*, gives examples of brands that did crack the code. Study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights.

<https://globalreadingclub.com/books/alchemy>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Alchemy*