**Draft letter**

Subject: The Power of Behavioral Science for personal and business growth

Dear …,

*It is an illusion we and consumer make choices consciously*

Most choices we and consumers make are based on previous existing believes and past experiences.

The reason why we do not consciously make choices over and over again, is based on saving our

thinking energy and time. You could say we make choices on the automatic pilot. This is the case

with most of our own routine choices and those made by consumers.

In Behavioral Science this habit of making 'automatic pilot' decisions is referred to as *Cognitive*

*biases.* These are systematic patterns of thinking and decision-making are influenced by our strongly

held beliefs and habitual thought processes. These biases serve as mental shortcuts that help us

understand and navigate the world around us in a way that is convenient and meaningful to us.

Essentially, they shape our perception of reality and guide our actions. It is important to recognize

that these beliefs and behavior can become *outdated* or *less relevant*, because our interests and

priorities evolve through different phases of life.

The problem with these 'automatic choices' is that our biases can get rusted' over time, blocking

our mind to walk 'new paths'. We can walk into the 'unknown' areas of life, if we are stimulating our

mind to actively look for new ideas, Especially in making important decisions or gaining inspiration

from new insights. We must, by times, rethink our existing believes and habits. Biases block walking

*unknown paths*, which is essential finding new solutions to existing problems.

In marketing, consumers make, consequently, most often buying decisions based on their existing

biases. in other words, they stay with their earlier choices. Existing biases of consumers, however,

can be influenced. If you know how. Based on research and experimentation the author discovered

16 ½ psychological biases in purchases consumers make. He explains how to approach these biases

based on real life experimental testing.

This is what *Behavioral Science* is all about, recognizing how people's beliefs and behavior are

shifting over time due to changing needs and desires, Business and organizations must meet the

shifting needs and preferences of their audience, by addressing *cognitive biases.* *Behavioral Science*

is crucial for personal growth and successful business practices alike.

In *Behavioral Science* nothing is argued from authority or gut feel point of view alone. *Behavioral*

*Science* is based on carrying out experiments through solid testing or research. *Behavioral Science* is

purely based on a scientific way of thinking. The ideas in the book, how to solve problems with

existing biases, are based on robust findings from the real world. The idea of changing existing biases

is to take the insights from the book into human nature and apply them personally and to marketing.

Listen to the engaging conversation in the *Podcast*, study the *Mindmap* and the *Actions for Impact*, then read the *Summary*. <https://globalreadingclub.com/books/think-again>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book The Illusion of Choice