

## The Dopamine Connection

### What does all this mean to me, the advisor?

It comes down to philosophical differences and an inability to imagine being anything we are not. Like water to the fish, or air to a bird, we explain our world in common narratives so deeply ingrained that we often don't notice it. Use this knowledge to create your own communication strategy designed to maximize dopamine for both types of individuals—the dopamine-starved and the dopamine-abundant.

### Strategies - light up their pleasure pathway

If you want successful communications, choose language that has the best chance of opening your client's "pleasure pathway." The pleasure pathway got its name because it has more dopamine receptor sites than any other part of the brain.

### Language patterns that create dopamine in your listener

For dopamine-starved hunters like Pete, get right to the point; use visual words, short sentences, and simple words to create the bigger picture. For the more analytical guys like Joe, use lots of details, have an abundance of backup information and the latest research.

Most advisors have a very analytical style; therefore, everything they say is logical and factual, with no consideration for feelings. Often, just changing the tone of your voice to make it softer and lower can improve communication and invite in feelings.

Storytelling also works for both groups. Abstract analysis is easier to understand when experienced through a well-chosen story.

Lastly, if you want to test yourself to see how successful (or not) you are at lighting up your client's pleasure pathway by creating dopamine, try this. The next time you give a private consultation, match the language patterns to your client's need for dopamine, then at the end of the session, ask how fast the time went by. If he/she says, "It went by just like *that*," you know you what you said worked because dopamine compresses time. If the client indicates that the time dragged, reread this article.

### Summary

- Risky and extreme behaviors create the one thing most wealthy risk-takers lack: *dopamine*.
- Dopamine is the chemical that turns your brain on.
- Some people are dopamine-deficient and others have a surplus of dopamine.
- Anything new or novel creates dopamine, including risk-taking.
- A percentage of super-wealthy entrepreneurs fall into this category. They don't get the same level of pleasure from their brains that "normal" people do from doing routine tasks. They need more stimulation.
- This trait appears to be a leftover survival strategy carried down by what modern day scientists refer to as the hunter gene.
- Most advisors have a surplus of dopamine and have a hard time relating to these risk-takers. Our communications are consistent with the way we think. The pleasure pathway has more dopamine receptor sites than any other part of the brain.