

# PHOTONICS

## Marketing Newsletter



PHOTONICS MEDIA

Marketing advice for the photonics industry. A monthly newsletter from Photonics Media.

## Get Emotional With Your Advertising

Anyone who has ever worked in sales can tell you that sometimes despite rock-solid logic and perfect timing, deals can still fall apart. Why does this happen? The answer is simply that humans are emotional beings and that we buy based on emotion, not on logic. We need to feel a certain way about a choice before taking action. Need proof?



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