



Brain Bump

What it does

People quickly forget what they read in a book or hear on a podcast. Many don't even read a book all the way through or listen to the whole podcast. Brain Bump helps people retain what they read and hear.

How it works

Brain Bump is a patent-pending app that combines the core functionality of a book summary app, a flashcard app, and a daily affirmation app. It takes the highlights from the content and puts them in the user's pocket.

The innovation

The user doesn't even need to open the app, since the passive learning of the push notifications helps keep the content (and brand) top of mind without requiring the user to take any action.

Why it's unique

- Book summary apps don't help you remember what you learn.
- You don't need to open the app; it can push the information to you and takes only seconds a day to work.
- It supports multiple types of content: books, blogs, podcasts, classes, and talks.
- The tips are provided for you.
- It's completely free.

Other

It has an innovative social media share that combines the functionality of a design tool like Canva and a content set like Bartlett's Familiar Quotations. People can readily find and share relevant content in seconds.

Website

<https://brainbumpapp.com>

<https://www.cognoscomedia.com>

<https://www.youtube.com/watch?v=ZAezIOwrDk&t=1s> (90s video)

Click the badges or snap the QR codes to get the app.

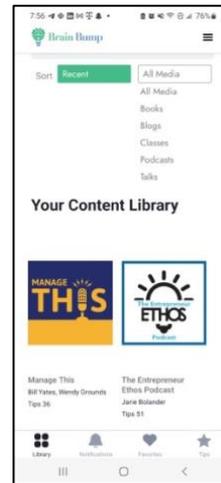
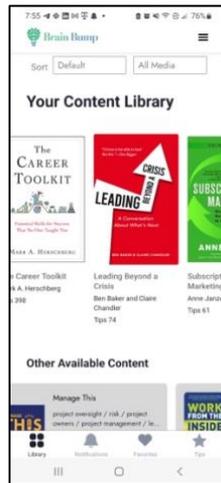


<https://apps.apple.com/us/app/brain-bump/id1616654954>

https://play.google.com/store/apps/details?id=com.brainbump&hl=en_US&gl=US

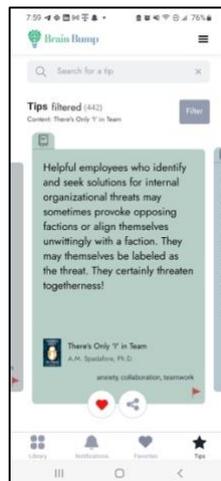
Library

Discover content and add it to the app. This can be content you use or new ones you find.



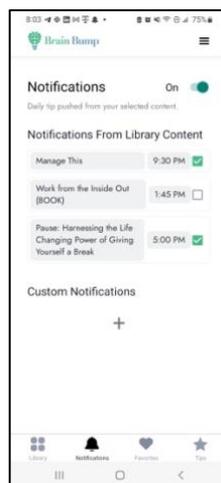
Tips

Find tips when needed. Search and filter. Save some to favorites or share on social media with full formatting functionality.



Passive Learning

Browser tips. Save some to favorites or share on social media.





Mark A. Herschberg

(pronunciation: Mark Hersh'-berg)

Mark is the creator of Brain Bump and author of *The Career Toolkit, Essential Skills for Success That No One Taught You*. Mark has spent his career launching and developing new ventures at startups and Fortune 500s and in academia. He helped to start the Undergraduate Practice Opportunities Program, dubbed MIT's "career success accelerator," where he teaches annually. He also works with many non-profits, currently serving on the board of Plant a Million Corals.

Cognosco Social Media

<https://www.linkedin.com/in/hershey/>

<https://www.instagram.com/CognoscoMedia>

<https://www.facebook.com/cognoscomedia>

<https://twitter.com/Cognoscomedia>

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Book Social Media

<https://twitter.com/CareerToolkitBk>

<https://www.facebook.com/TheCareerToolkitBook>

<https://www.instagram.com/thecareertoolkit/>

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@thecareertoolkit

Interview Topics & Questions

App

- App
 - How does it work?
 - How does it compare to other apps? What makes it unique?
 - How much effort does the user need to make?
 - How can you learn without opening it?
- Content
 - What type of content is supported?
 - Where does the content come from?
 - How can an author, podcaster, or other content creator get involved?
- Benefits
 - How does it benefit app users?
 - How does it benefit content creators and thought leaders?
- Sharing
 - How does the social media sharing work?
 - What else can be shared?
- Background
 - What led you to create the app?
 - How did you design it?
 - How did you come up with the name?
 - Anything you can share for future app developers?
- Other
 - What insights do content creators get?
 - Are you tracking users?
- Access
 - How much does it cost?
 - Where can people find the app?

Media

- Future of Media
 - You talk about non-linear and context dependent content, what do you mean by that?
 - You've talked about media converging, what do you mean?
 - What did you mean in your article *The Book of Theseus*?
 - What is the future of non-fiction work?
 - What is the future of fiction work?
 - What is the future of books / blogs / podcasts / talks?
- Content Creators
 - How should authors, podcasters, bloggers, speakers, and other content creators think about their content?
 - How can content creators engage their audience during the creation process?
 - What are examples of how content creators can re-use their content?
- Other
 - People have complained about the quality of content on social media, but you raise structural concerns about it; why?
 - What will future social media channels look like?
 - What would you do to fix social media?

Related articles

- [The Book of Theseus: When is a Book Not a Book?](#) (2 min)
- [The Future is Context Dependent Content](#) (2 min)
- [How Museums Are Breaking the Glass](#) (2 min)

Praise for Brain Bump

“I truly believe that this new innovative format enables people the microlearning they desire and the ability to reference larger amounts of content when it suits them. It is a great way to build my brand and content library.”

—Ben Baker of Your Brand Marketing and co-author of *Leading Beyond a Crisis*, one of the many books on the app.

“I love the Brain Bump app! It’s so fast and easy and jumpstarts my day with tips and information I can use right away. It’s good to know that I can go there and find what I’m looking for – any time, even at the last minute. It’s helped me prepare for presentations, and I can go back and review key ideas whenever I want to. Brain Bump does even more than I expected, so I use it every day.”

—Jan Wallen author of *Raise Your Fees Without Losing Clients*

“At a time when our work lives are constantly changing, I believe it is critical to have effective and efficient ways to offer people the information they need to navigate their careers and the marketplace. I am thrilled to share my expertise and experience as a career and executive coach through Brain Bump, as I can best address people's career needs in a timely manner.”

—Tammy Gooler Loeb, author of *Work from the Inside Out*