

Psychological cues your readers need to hear

Big Promise...

Give your reader what they WANT, not what they NEED in the headline or subject line. We need toilet paper. We WANT, and will buy, SOFT toilet paper.



Social Proof

Logos. How many others doing it. Testimonials. Reviews. (reduces risk AND shows your credibility/believability)

Benefits & Features

Real benefits (admiration, socialization, family time), plus features to prove the believability of the benefits



Urgency or Scarcity

Loss aversion

Emotion

We all buy on emotion, not logic, you MUST stir emotion to get a click



Easy Button

Easy to buy, donate, get started, removes mystery and hesitation. Chance to overcome objections



Freedom of choice

I have choices (including doing nothing) and you've assured me that this is the best of all choices.

Your Turn: Psychological cues your readers need to hear

Big Promise...





Social Proof

Benefits & Features





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Emotion





Freedom of choice



Easy Button

