

5 psychological triggers to move your audience from **indifference to desire**



Josue Valles

1. The Contrast Effect

Place two contrasting objects or ideas together.

Doing so will create the perception of one being better, bigger, or more desirable than it actually is.

For example:

The image shows two pricing cards side-by-side. The left card is titled 'FULL TRAINING + COMMUNITY SUPPORT' and features a price of '\$597' with 'Once-off' written below it. It lists five benefits: 'Lifetime access', '100+ private, HD videos', 'Private community support', 'All future course updates', and '30-day money back guarantee'. The right card is titled 'FULL TRAINING + ONE ON ONE SUPPORT' and features a price of '\$4,597'. It includes the text: 'Get the entire course and updates for life plus 90-days unlimited one on one consulting from Glen and the Detailed.com team. This includes signing an NDA.' Below this, it says 'Pay in installments (\$1,665 x 3)' and 'or'. At the bottom of the right card, it says 'Add to Cart (Once-Off. Save \$400)'. Both cards have a blue 'Add to Cart' button at the bottom.

Package	Price	Payment Type	Additional Info
Full Training + Community Support	\$597	Once-off	Lifetime access, 100+ private, HD videos, Private community support, All future course updates, 30-day money back guarantee
Full Training + One on One Support	\$4,597	Pay in installments (\$1,665 x 3) or Once-off	Get the entire course and updates for life plus 90-days unlimited one on one consulting from Glen and the Detailed.com team. This includes signing an NDA.

(Suddenly, \$597 doesn't look quite as expensive).

2. The Primacy Effect

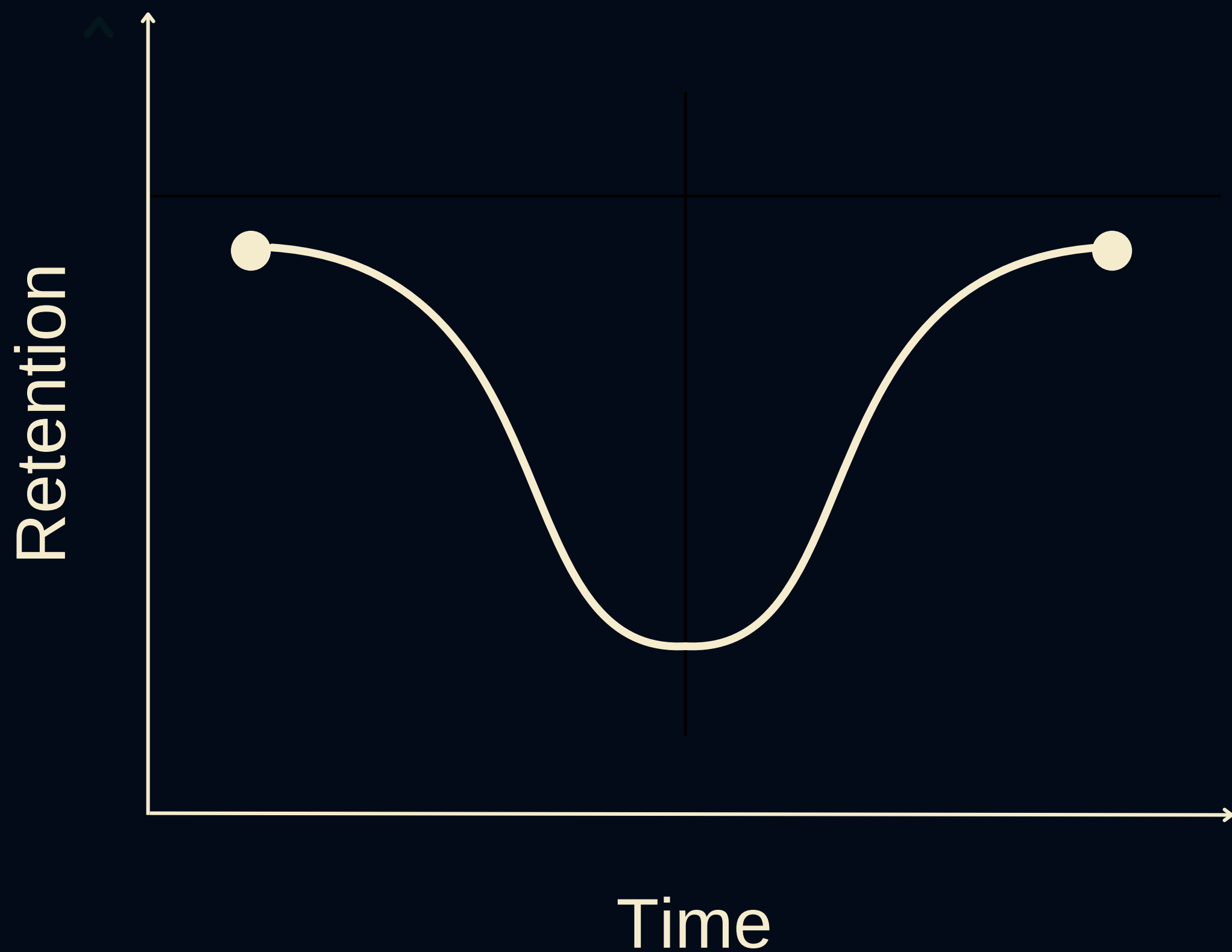
People tend to give more weight to information presented at the beginning of a sequence.

For example:

If you're presented with a list of items, you'll likely recall the first few and forget the last ones.

The takeaway?

Place your most crucial points at the beginning and end of any presentation.



3. The Blemishing Effect

Admitting the flaws in your product or service can make it more appealing to your audience.

For example:

Picture a car ad that admits it has low fuel efficiency but also presents other benefits.

This may be more appealing than an ad that only discusses the positives.

The takeaway?

Be honest and straightforward.

When presenting your product or service:

Don't be afraid to admit flaws as long as you can provide context and solutions to them.

4. The Decoy Effect

When choosing between two alternatives,

adding a third, less attractive option (the decoy) will influence your final decision.



The takeaway?

Create packages containing similar but slightly different items:

- Features
- Quantity
- Price

Then, arrange such items strategically to make your desired item more prominent and attractive.

5. The Endowment Effect

This is the tendency for people to overestimate the value of something they already own.


For example:

People tend to be reluctant to sell their cars because they think they're worth more than what the market dictates.

You can use this principle to your advantage by letting your audience "own" the product.

TESLA

Est. Delivery: Jul - Aug 2023



Paint

Pearl White Multi-Coat Included

Wheels

19" Tempest Wheels Included

\$88,490 Vehicle Price \$81,890 After Potential Savings

This image is a screenshot of a Tesla website's configuration tool. It features a central image of a silver Tesla Model S. To the right, there are two sections for customization: 'Paint' and 'Wheels'. The 'Paint' section shows five color swatches (white, black, grey, blue, red) with the white swatch selected and labeled 'Pearl White Multi-Coat Included'. The 'Wheels' section shows two wheel designs, with the first one selected and labeled '19" Tempest Wheels Included'. At the bottom, a price bar shows '\$88,490 Vehicle Price' and '\$81,890 After Potential Savings'. The Tesla logo is in the top left, and the estimated delivery date 'Est. Delivery: Jul - Aug 2023' is in the top right.

That's a wrap!

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