



COMMON THREAD
COLLECTIVE



Copywriting Club 5 : Psychology of Choice

March 17, 2022

A Good Copywriter Knows:

Exactly who their reader is ...



Where their work will be seen ...



What action they want the reader to take.



What We're Going to Cover


Copywriting Club

**Week 4 | Understanding the
Medium: Longform**

**Week 5 | The Psychology
of Choice**

Week 6 | Tips & Tricks



| The Agenda

- 1. The Elephant and the Rider**
- 2. Click and Run**
- 3. The Levers of Influence**
- 4. Q&A**



CHAPTER ONE



The Elephant and the Rider

THE DUMBEST QUOTE IN HISTORY

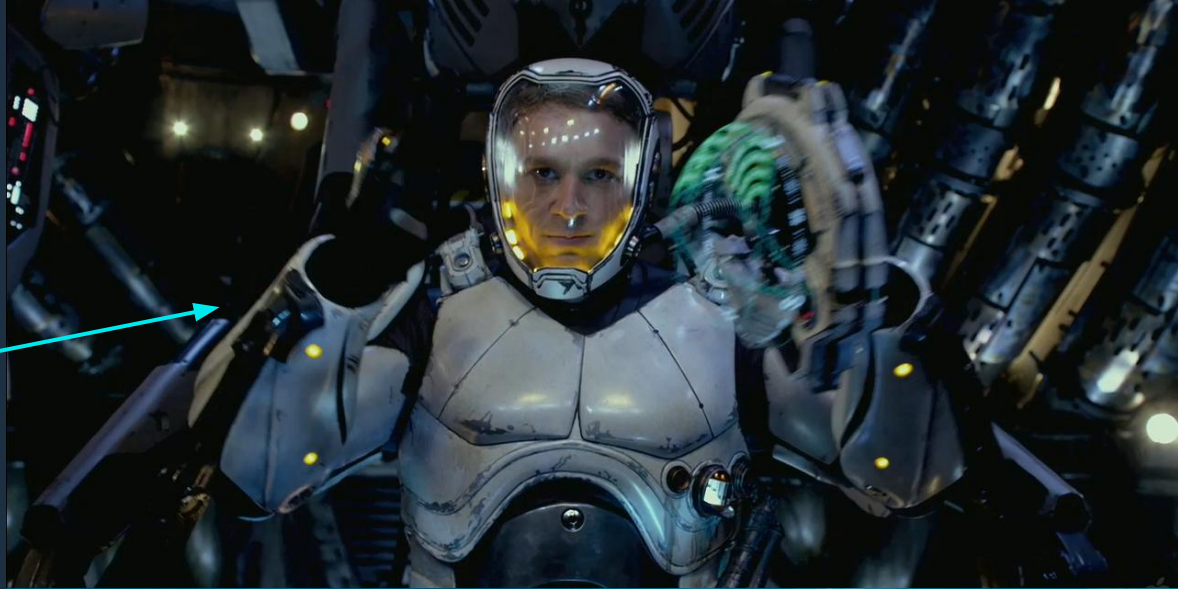
**“I am the master of my fate,
I am the captain of my soul.”**

- William Ernest Henry, “Invictus”



HOW WE SEE OURSELVES

Mind



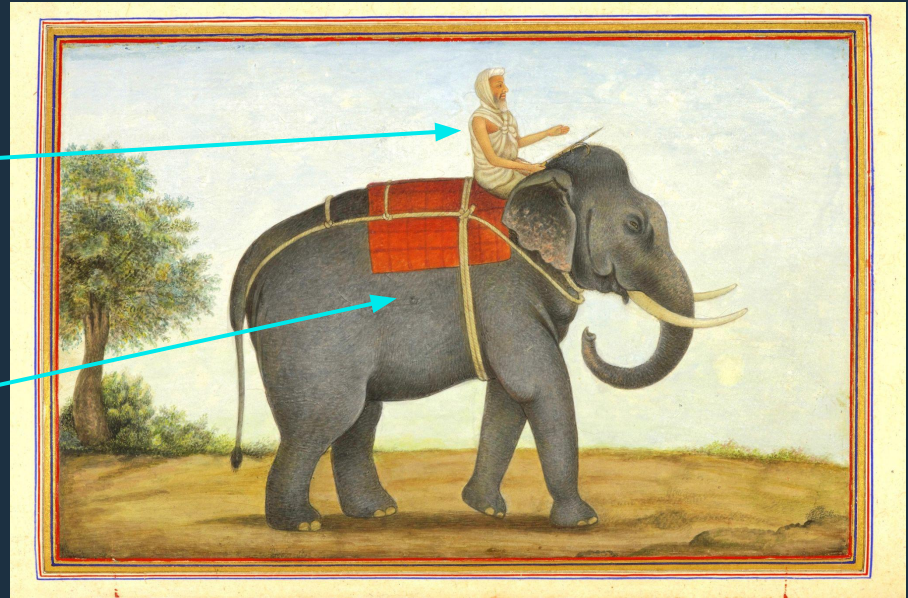
Body



WHAT WE REALLY ARE

**Rational
Brain**

**Intuitive
Brain**



Analogy Credit: Jonathan Haidt



System 1

TWO TYPES OF THINKING

System 2

Fast & Slow



THE NEW YORK TIMES BESTSELLER

THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERLY, *Financial Times*

SYSTEM 1 THINKING

Intuitive

Involuntary

Fast

Effortless



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SYSTEM 2 THINKING

Rational

Deliberate

Slow

Difficult



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SYSTEM 1 EXAMPLES

Orient to the source of a sudden sound

Complete the phrase "bread and..."

Detect hostility in a voice

Complete the equation " $2+2 =$ "

Read words on a billboard

Drive a car on an empty road



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SYSTEM 2 EXAMPLES

Brace for the starting gun in a race

Take an unprotected left turn

Walk faster than normal

Focus on a specific voice in a noisy room

Compare two products for overall value

Fill out a tax form



System 1 generates
feelings and impulses.



System 2 vets that info.

**It turns feelings into beliefs,
and impulses into actions.**



System 2 almost always
accepts the version of reality
presented by **System 1**.

Some exceptions include:



1

**You encounter a
problem you can't
solve immediately.**



2

**You detect an event
that violates your
model of the world.**



3

**You're on the brink of
physical, social, or
financial danger.**



System 2 is built to
conserve energy.

It rarely overrides **System 1**.



THE LAW OF LEAST EFFORT

People gravitate towards the **least demanding** course of action.



THE LAW OF LEAST EFFORT

System 2 defaults to System 1 whenever possible.

System 1 can't be turned off.



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"When we think of ourselves, we identify with System 2, the conscious, reasoning self that has beliefs, makes choices, and decides what to think about and what to do.."

System 2 is a supporting character that believes itself to be the hero."



THE TAKEAWAY

**All human beings are
fundamentally intuitive.**



CHAPTER TWO



Click and Run

OVER 5 MILLION COPIES SOLD

“This is the book that I give most often as a present and is my top recommendation.”—CHARLIE MUNGER

NEW AND
EXPANDED

INFLUENCE

THE PSYCHOLOGY OF PERSUASION

This expanded edition includes

- New research and examples
- New chapter on the unity principle
- New insights for digital businesses

ROBERT B. CIALDINI, PH.D.



THE PARABLE OF THE TURKEY



THE PARABLE OF THE COPIER



THE PARABLE OF THE COPIER

“Excuse me, may I use the copier?”

60%



THE PARABLE OF THE COPIER

**“Excuse me, may I use the copier?
I’m in a rush.”**

94%



THE PARABLE OF THE COPIER

**“Excuse me, may I use the copier?
I have to make some copies.”**

93%



THE PARABLE OF THE TURQUOISE



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JUDGMENTAL HEURISTICS

Mental shortcuts we employ in making everyday judgments.



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JUDGMENTAL HEURISTICS

- ◆ **Expensive = Good**
- ◆ **If an expert says it, it must be true**
- ◆ **If everyone's doing it, it must be right**



CHAPTER THREE



The Levers of Influence



Reciprocation



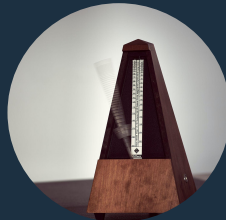
Liking



Authority



Social Proof



Consistency



Scarcity



Unity





RECIPROCATION

The tendency to feel obliged to return a favor.





RECIPROCATION

THE JUDGMENT HEURISTIC

“If someone does something for me, I have to do something for them.”





RECIPROCATION

RECIPROCATION EXAMPLES

- ◆ **Offering a free trial period**
- ◆ **Correcting a customer service problem**
- ◆ **Giving a price concession**





LIKING

**The tendency to trust
people whose
company you enjoy.**





LIKING

THE JUDGMENT HEURISTIC

“My friends are more trustworthy than strangers.”





LIKING

WHAT MAKES YOU LIKEABLE

- ◆ **Physical attractiveness**
- ◆ **Similarity**
- ◆ ***If you like people***





LIKING

LIKING EXAMPLES

- ◆ **Using influencers**
- ◆ **Using your audience's language in your ad copy**
- ◆ **Using welcoming language in post-purchase email flow**





AUTHORITY

**The tendency to
believe people with
power or expertise.**





AUTHORITY

THE JUDGMENT HEURISTIC

“Authorities are more trustworthy than non-authorities.”





AUTHORITY

AUTHORITY EXAMPLES

- ◆ **Using a customer review in your ad copy**
- ◆ **Dressing an actor like a doctor in a TV commercial**
- ◆ **Writing an ad read for a podcast**





SOCIAL PROOF

**The tendency to go
along with the crowd.**





SOCIAL PROOF

THE JUDGMENT HEURISTIC

**“If everyone’s doing it,
it must be worth
doing.”**





SOCIAL PROOF

SOCIAL PROOF EXAMPLES

- ◆ **Using words like “Bestselling,” “Most popular” in your copy**
- ◆ **Talking about the number of products you’ve sold**
- ◆ **Discussing # of 5–star reviews**





CONSISTENCY

**The tendency to
remain committed to
a choice.**





CONSISTENCY

THE JUDGMENT HEURISTIC

“People don’t like it when I break my promises.”





CONSISTENCY

CONSISTENCY EXAMPLES

- ◆ **Using a quiz landing page**
- ◆ **Offering a deep first-purchase discount**
- ◆ **Distributing free merch**





SCARCITY

The tendency to view opportunities as more valuable when they're less available.



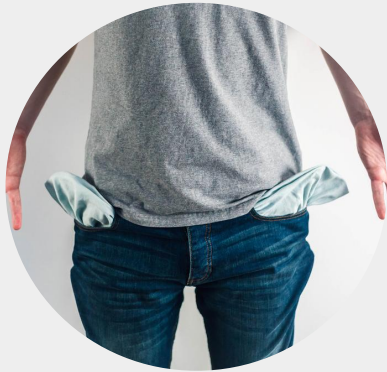


SCARCITY

THE JUDGMENT HEURISTIC

“Things that are difficult to get are better than things that are easy to get.”





SCARCITY

SCARCITY EXAMPLES

- ◆ **Limited-release product drops**
- ◆ **“Only X remaining!” copy on PDP**
- ◆ **Using a countdown timer**





UNITY

**The tendency to trust
someone who is part
of your group.**





UNITY

THE JUDGMENT HEURISTIC

“People in my group are safer than people outside of my group.”





UNITY

UNITY EXAMPLES

- ◆ **Artist/brand collaborations**
- ◆ **Including a founder story**
- ◆ **Using familiar music or imagery**



| Questions?

| Thank You!