

Can't Convert Your Traffic?

(Ab)use These 6 Principles



Armin Parvin

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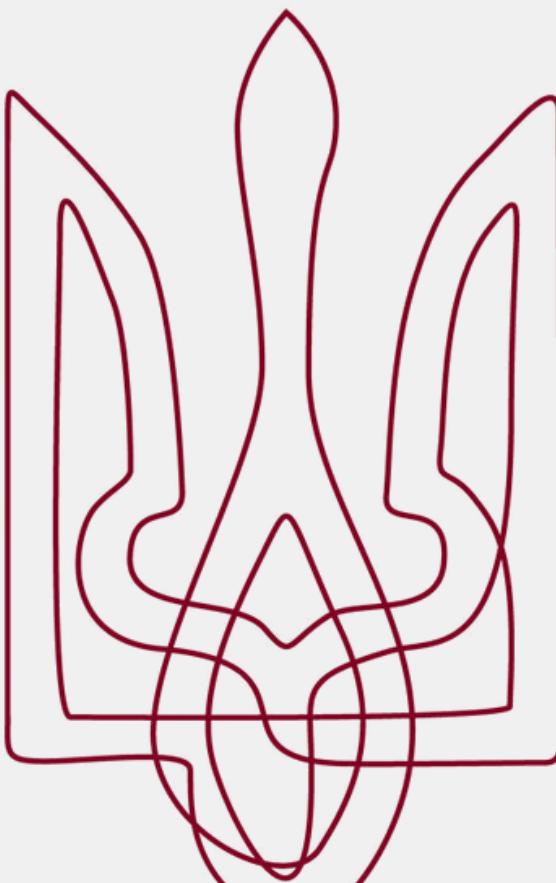
When dealing with people, let us remember
we are not dealing with creatures of *logic*.
We are dealing with *creatures of emotion* . . .

~ DALE CARNEGIE



1. Fogg Behavior Model (FBM)

(The Three-Pronged Approach)



FBM discusses how humans **take action**.

It has 3 elements → **B (Behavior) = M.A.P.**

a. Motivation

b. Ability

c. Prompt

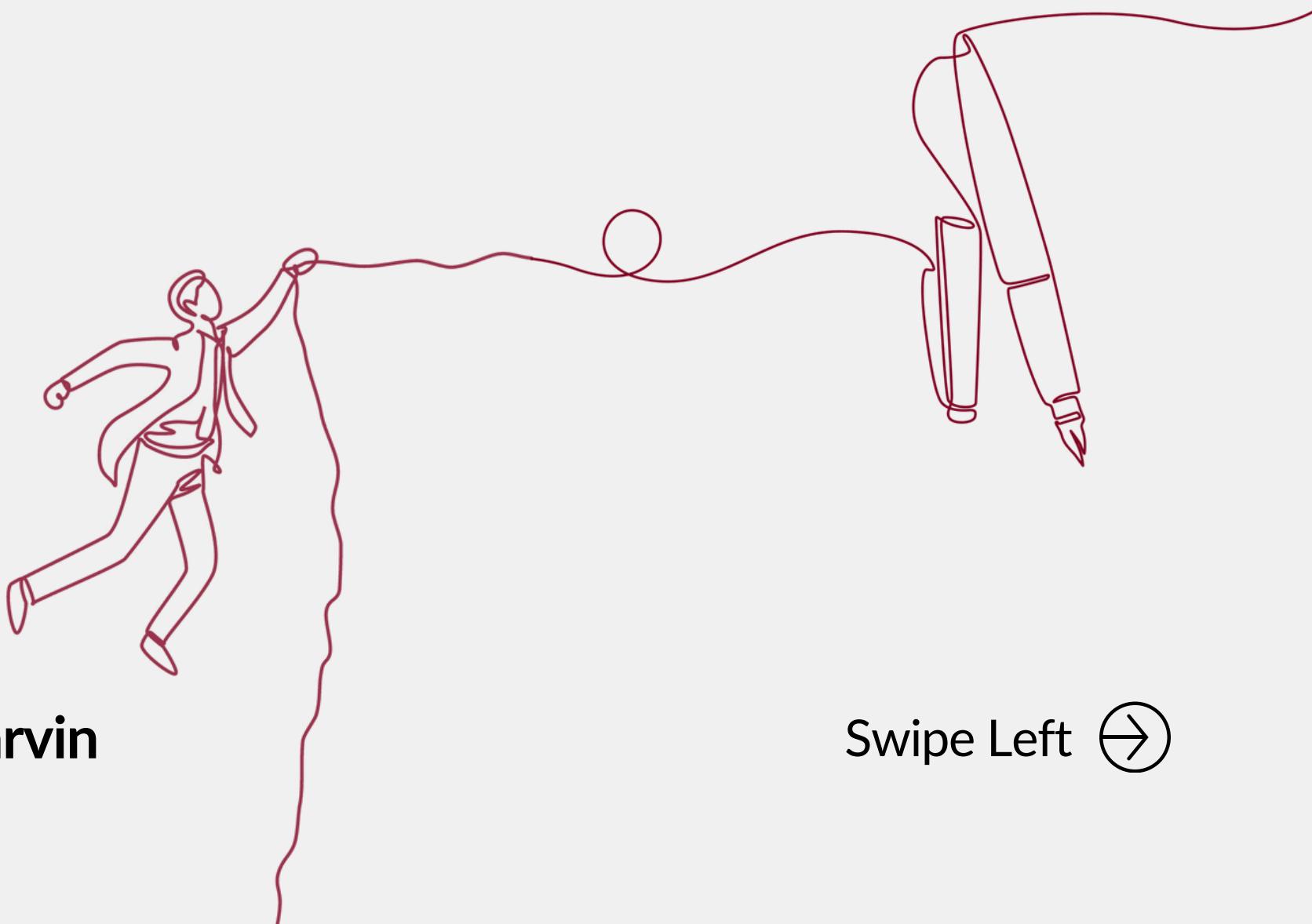


a. Motivation

Remember “Sell me this pen” by Jordan Belfort in The Wolf of Wall Street?

Don't sell pens to those who don't need it ...

But position your pens so that those who do would feel motivated to buy from you.

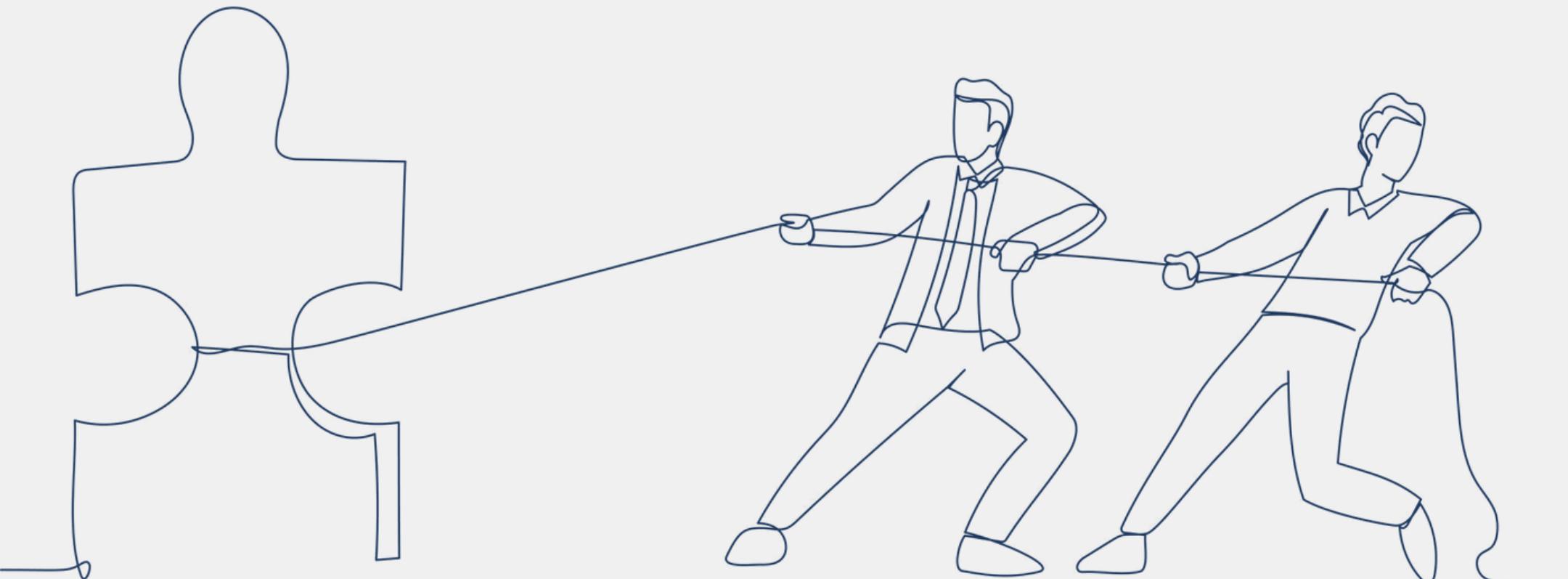


b. Ability

When was the last time you loved going through 10 steps to buy something?

Never? You're not alone.
Others feel the same way.

Make it easy for people to take action.



c. Prompt

If Motivation is high and it's Easy to take action, *Prompt* becomes the **deciding factor**.

This is where you tell the reader what to do. But it's not just that.

You should support your CTA/CTV/CTB with factors like testimonials, case studies, etc.



2. Endowment Effect (Divestiture Aversion)



People value *things they own* more than things they don't.

Give them something they can truly own.

With every use, they'd be more addicted.



3. The Fear of Missing Out (FOMO)



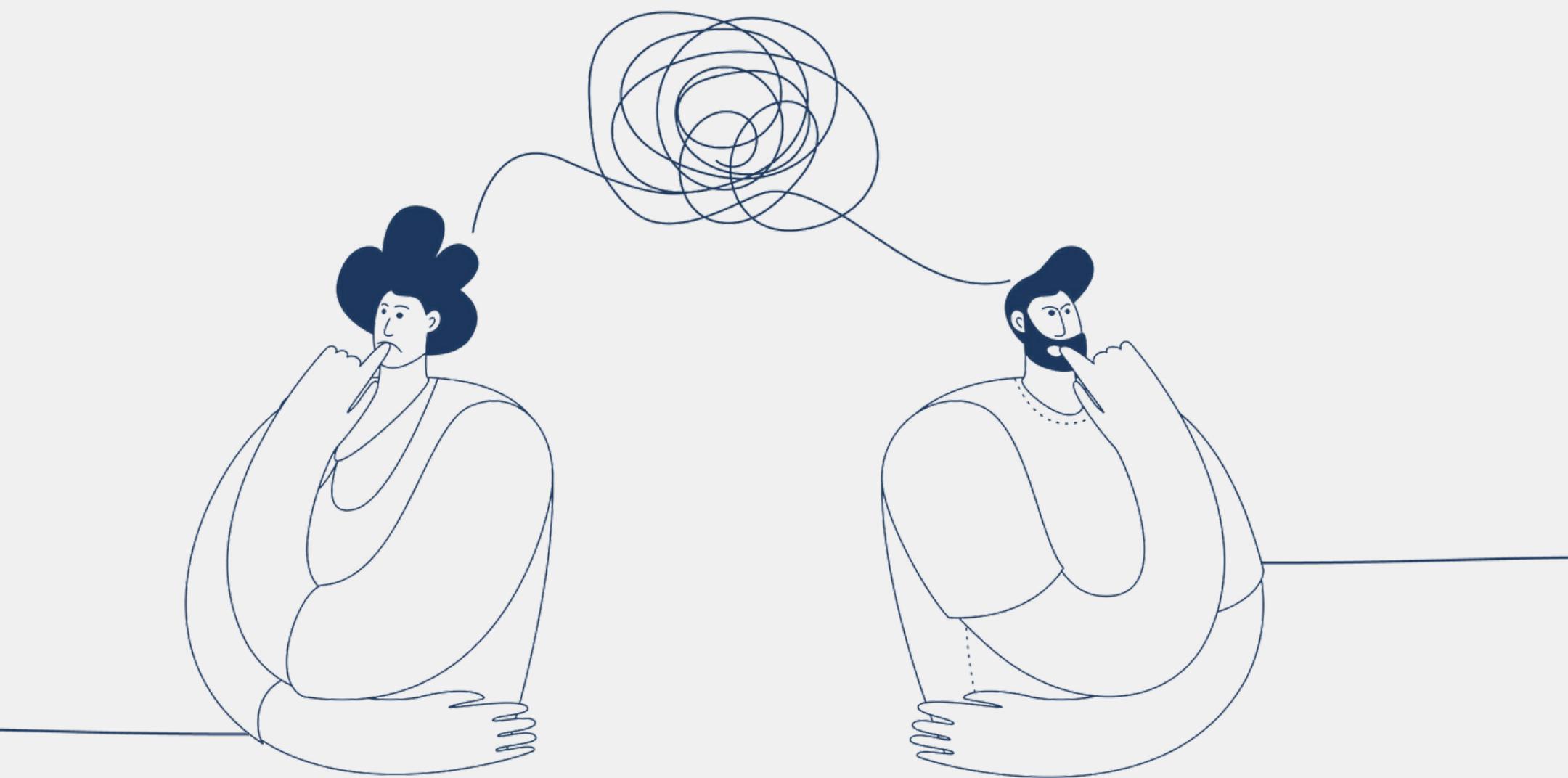
Think about the *unnerving feeling* when you feel you'd actually miss out on something.

That's called FOMO, and you should use it.

Tip: People smell through bullshit. Fake FOMO doesn't work. STOP using it.



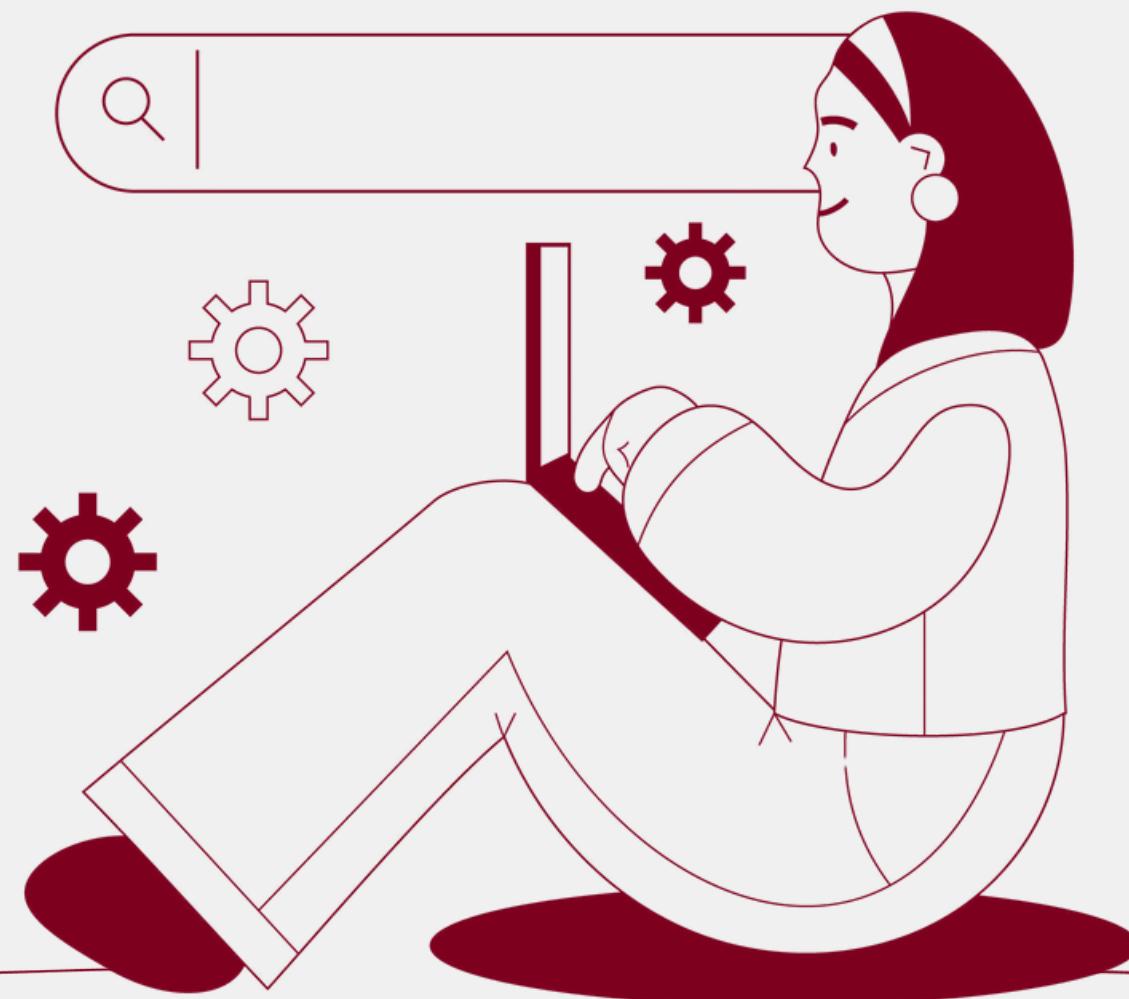
4. Confirmation Bias (Myside Bias)



People love to have their values and beliefs confirmed.

Segmentation helps you put your marketing efforts in front of the right eyes.

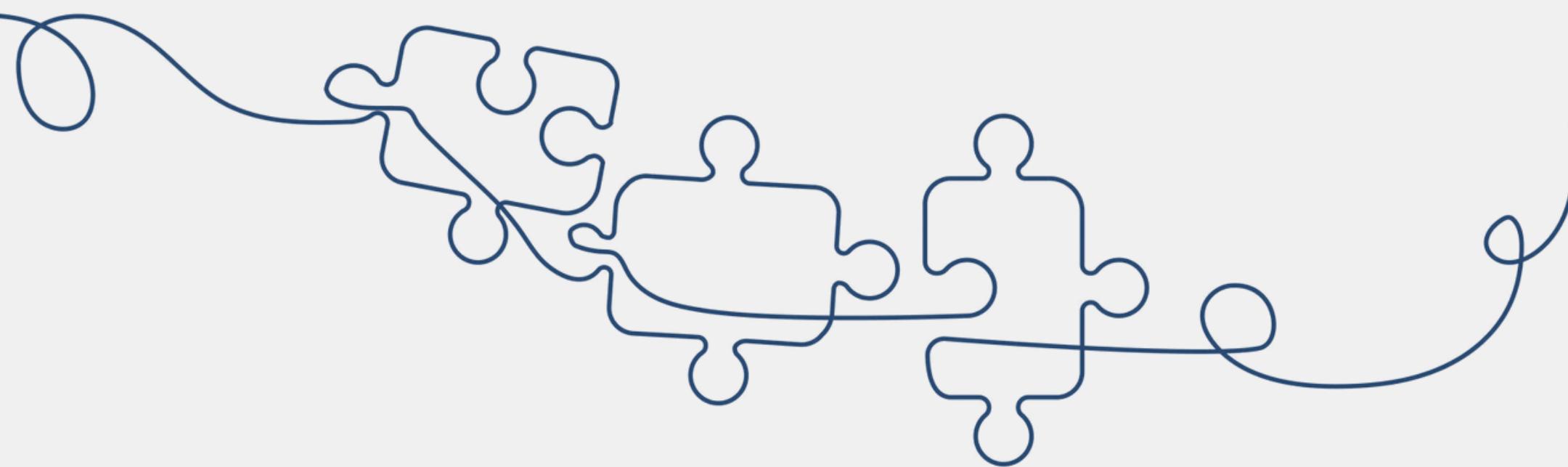
Make sure you're solving a relevant pain.



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5. The Ovsiankina Effect



Humans have an urge to finish the *unfinished tasks*.

Teasing them with *interrupted stories* make them want it more.

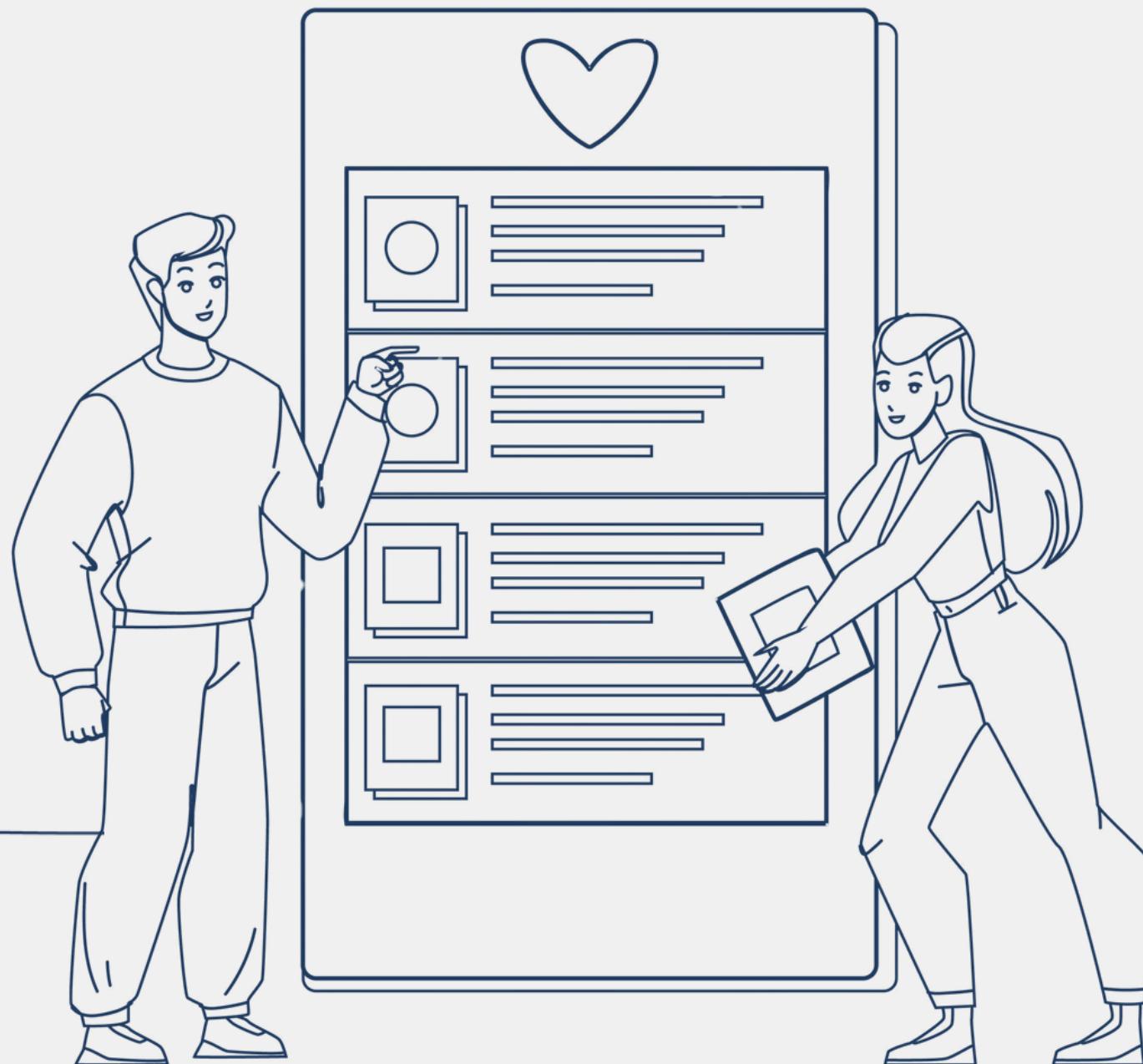
Make sure your cliff-hanger is a good one.



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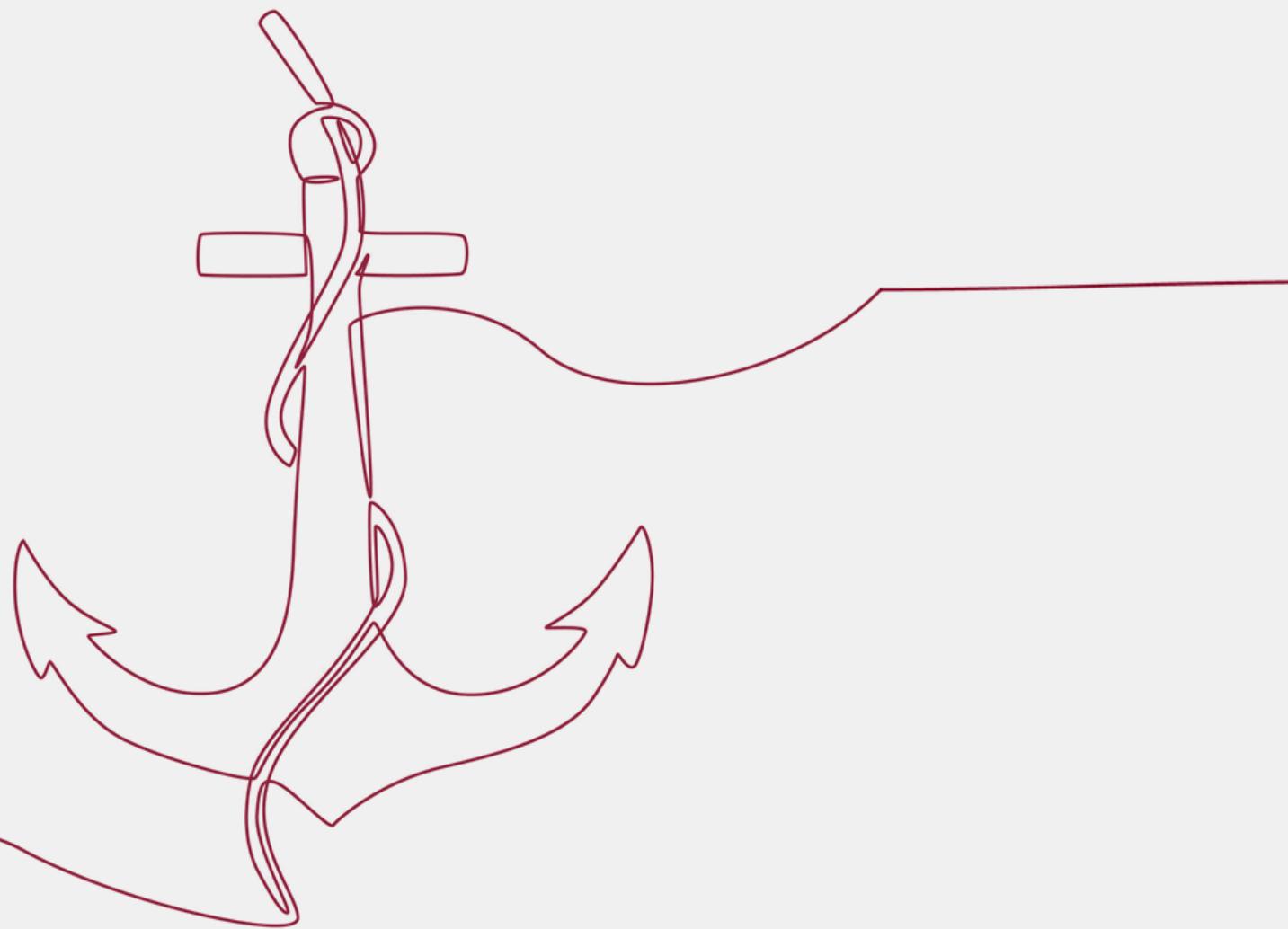
6. Social Validation



People need to ensure they view themselves accurately.

Feel bad → they compare themselves down
Feel good → they compare themselves up

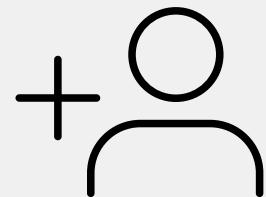
Validate them to hook them even.



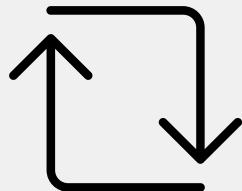
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