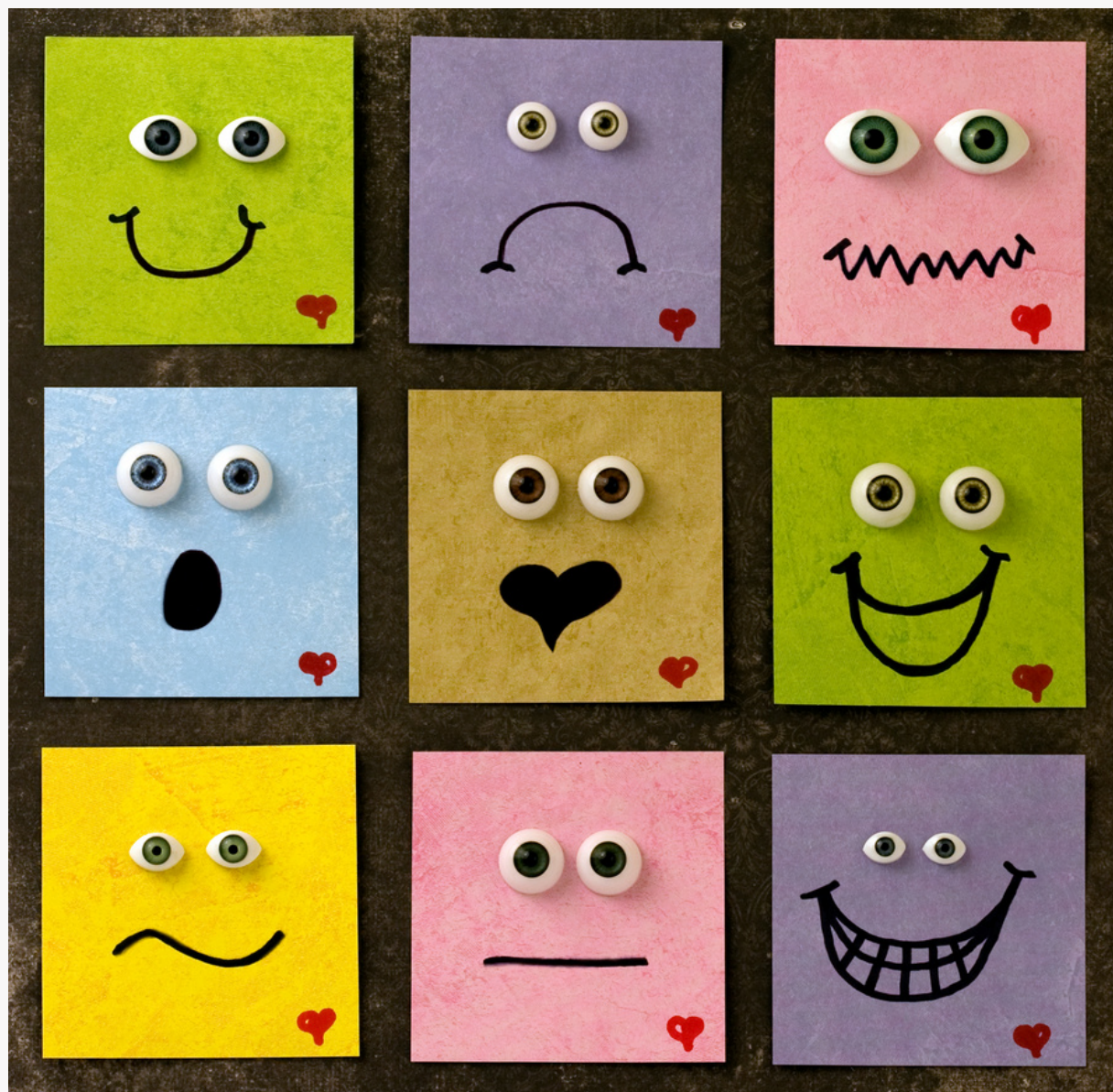




psychology
principles to
market smarter

1/ Curiosity Gap

If you want people to read your content, you need to make them curious.



Lesson: begin with the desired emotion you want to evoke in your reader before you write a headline.

7 powerful emotions to keep in mind

- LOL
- WTF
- WOW
- NSFW, crazy
- Ohhh, now I get it
- Finally, someone said it
- Yay!

h/t: Shaan Puri

2/ The IKEA Effect

We tend to **value something more if we feel a sense of ownership over it.**

Whether we've made an effort to build or assemble it, we put additional value into it.

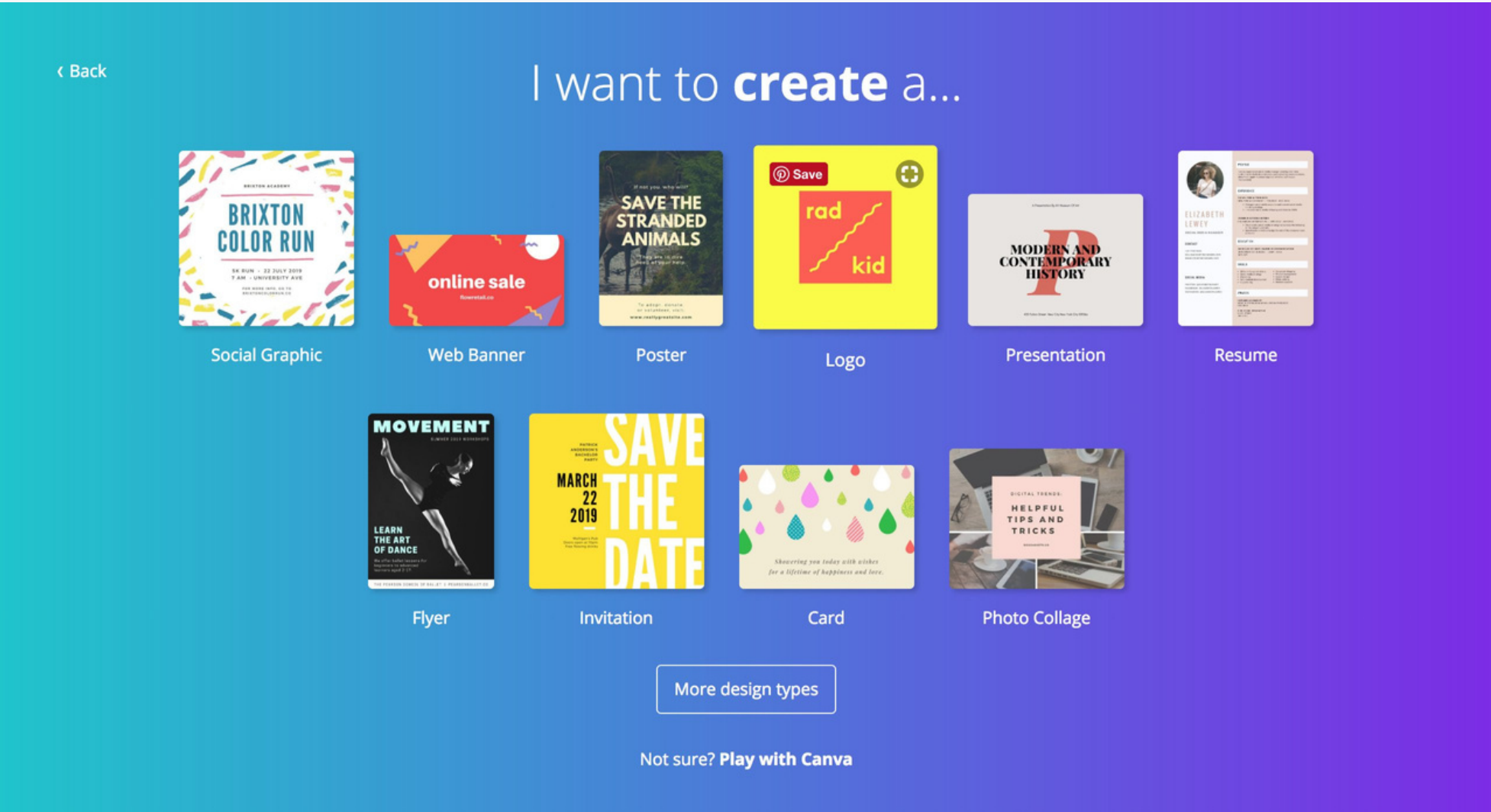
Your customers attribute a higher value to things they feel like they own.

Lesson: Help increase your user's ownership of your product.

Some ideas:

- Let them tinker with the product from the get-go
- Adjust features to their needs
- Allow them to invest their time & information
- Encourage feedback
- Involve them (chats, office hours, podcast, blog)

Canva does a superb job at this:



3/ Reciprocity Principle

We feel obligated to return favors after people do favors for us.

Ever wondered why restaurants give you mints after your meal?



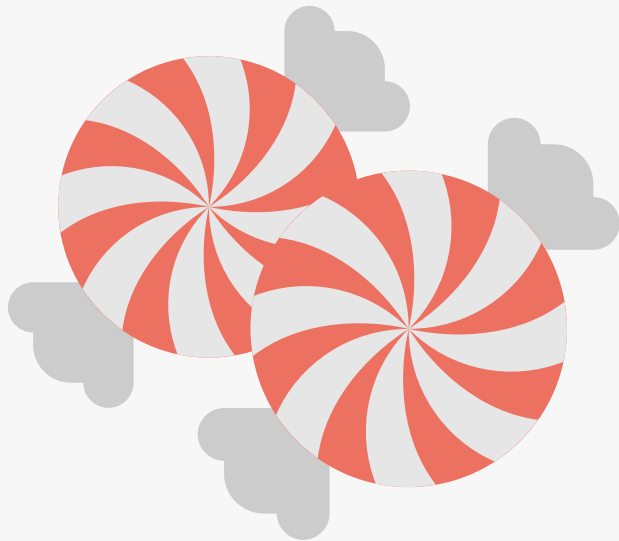
Well, on average, one mint results in a

3% higher tip



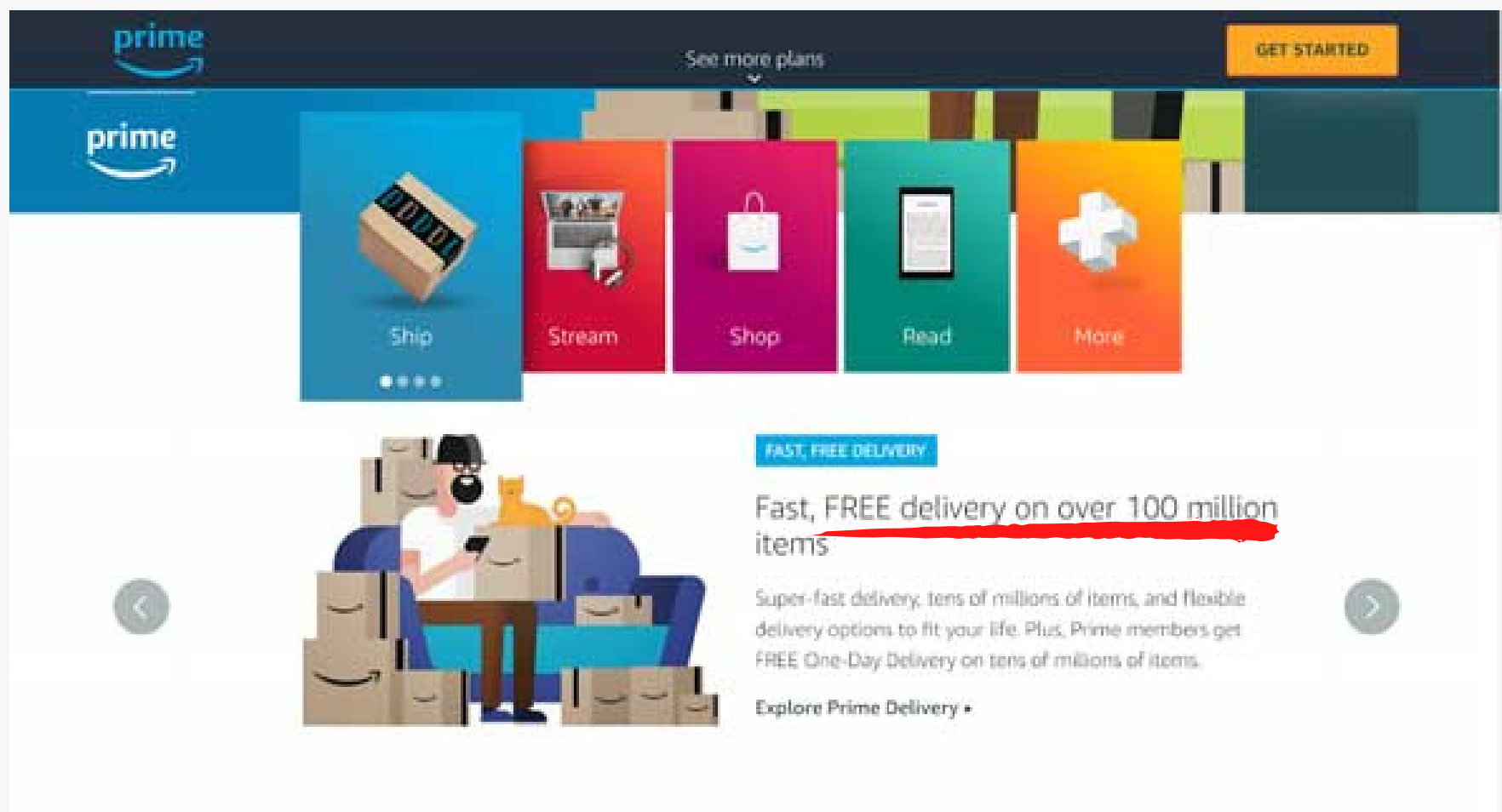
and if they add two mints,

it **goes up by 14%.**



If a brand offers you free valuable content or resources frequently, you're more likely to engage, recommend, or become their customer.

Lesson: Give something of value for free today, and you'll reap the rewards later.



4/ Anchoring Bias

We rely too heavily on the first piece of information (“anchor”) we are given about a topic.

It distorts our perception.

Numbers that are presented to us are powerful.

Our brain latches on to them, even when we know we are irrelevant – like thinking about your social security number.

Lesson: apply anchoring by making the 1st price or # shown so high that other prices seem like a discount.

Mailchimp Recommends					\$ USD
PLAN	Premium	Standard	Essentials	Free	
	Advanced features for pros who need more customization.	Better insights for growing businesses that want more customers.	Must-have features for email senders who want added support.	All the basics for businesses that are just getting started.	
PRICING	Starting at \$299⁰⁰ a month Select Calculate your price	Starting at \$14⁹⁹ a month Select Calculate your price	Starting at \$9⁹⁹ a month Select Calculate your price	\$0 Get Started	
TOP FEATURES	Everything in Standard, plus: Advanced segmentation Multivariate testing Unlimited seats and role-based access Phone support	Everything in Essentials, plus: Automation series Retargeting ads Custom templates Advanced audience insights	Everything in Free, plus: All email templates A/B testing Custom branding 24/7 award-winning support	7 marketing channels 1-click automations Basic templates Marketing CRM	

5/ Social Proof

We tend to copy those around us when we don't know what the "right" behavior or choice is.



We are looking for clues of trust, quality, and reputation in others.

Lesson: use the experience of others to help people see the benefits of your product.

Surround Yourself With Talented Peers



By connecting experts and peers working on the same problems, we build on top of everyone's insights to accelerate progress together. Each member has something special to offer, so we've built a path for our newest members to one day become Reforge Partners by contributing their unique insights and knowledge.



"Reforge was just as instrumental to the trajectory of our company as our time at YC. When it comes to building our Product, Reforge programs are unmatched and will provide 100x returns."

Timur Meyster, Chief Product Officer, Career Karma



Evan Lewis,
Product Manager,
PostBeyond

"The content is incredible and completely changed the way I think about product activation. I don't think I've ever had so much fun learning in my life. The content was actually far more robust and engaging than I expected."

"This program offered a multitude of amazing frameworks with great speakers and relevant content that I can apply to my company and my career."



Georgiana Ciobotaru, Product Manager,
HelloFresh

6/ Loss aversion




Studies show that the **pain of a loss is 2x as strong as the reward felt from a gain.**

Discover your customer's challenges, worries, and remove their fears upfront.



Lesson:

- To deal with loss aversion, try: risk-free trials & money-back guarantees.
- To introduce loss aversion, try: countdown timers to remind you the offer will expire soon.

 <p>DEAL OF THE DAY \$4.06 - \$50.37 Ends in 18:08:22 Save up to 50% on your laundry essentials ★★★★★ 2</p> <p>See details</p>	 <p>DEAL OF THE DAY \$119.00 Price: \$169.00 (30% off) Ends in 18:03:23 DeskCycle 2 Under Desk Exercise Bike Sold by Woot and Fulfilled by Amazon. ★★★★★ 2029</p> <p>Add to Cart</p>	 <p>DEAL OF THE DAY \$7.49 - \$59.99 Ends in 18:03:22 Save up to 50% on Anker Charging Accessories ★★★★★ 986</p> <p>See details</p>
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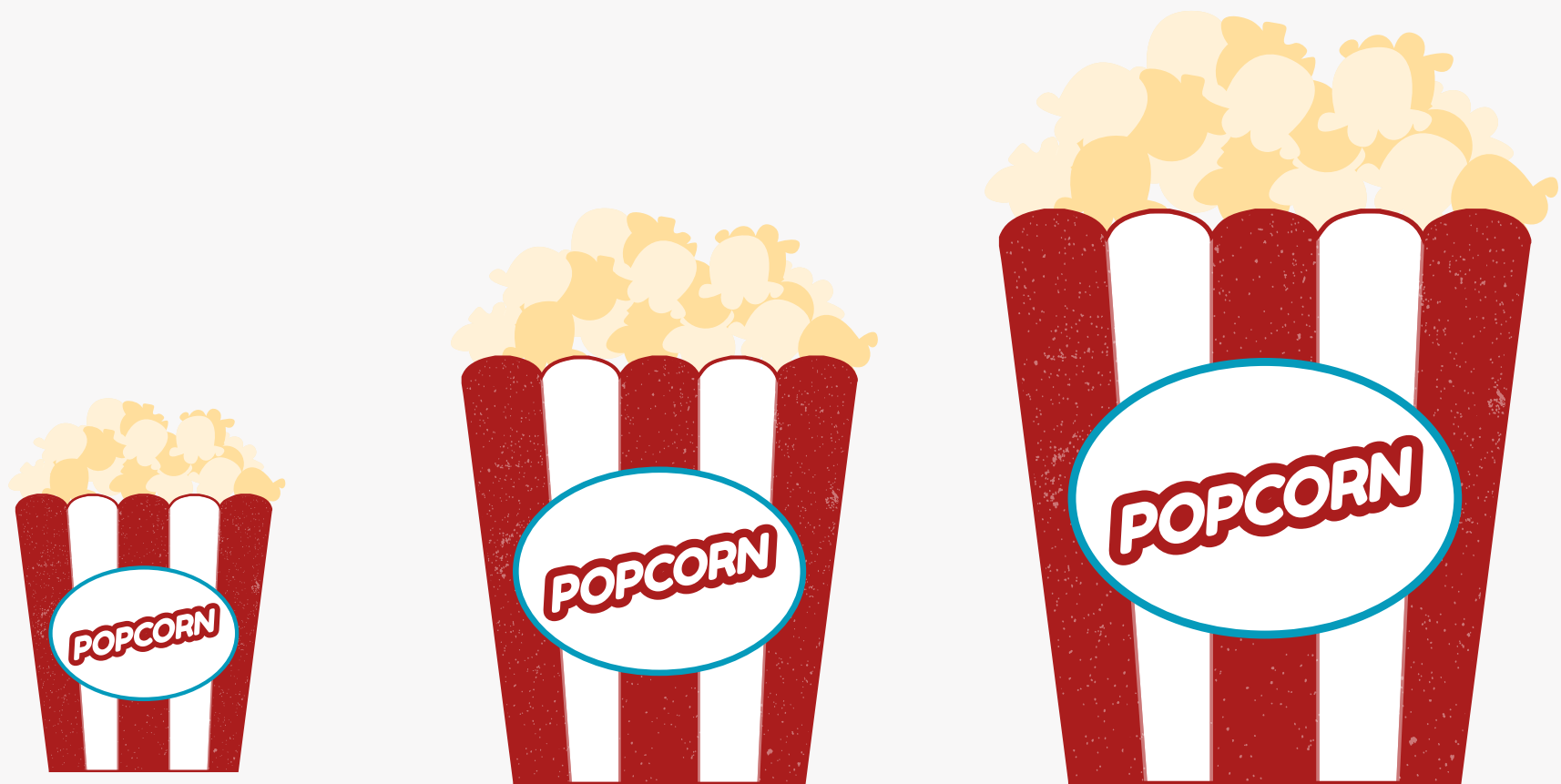
7/ Decoy Effect

Adding a 3rd less attractive option can influence our perception of the two previous choices.

Lesson:

Add an option that seems faulty, or that doesn't quite add up. It'll make the other 2 more appealing.

The Decoy Effect encourages people to go for the expensive option



Small

\$3

Medium

\$6.5

Large

\$7

DECOY

8/ Mere Exposure Effect

We tend to like things or people that we see often.

Repeated exposure increases familiarity.

Lesson: repurpose your content so that you show up often and stay top of mind.

9/ Social Currency

We share stuff that makes us look cool, smart, and in the know.

Repeated exposure increases familiarity.

Lesson: identify what's remarkable about your brand and make people feel like insiders.

Recap:

The most successful marketers understand and use behavioral psychology to their advantage.

1/ Curiosity Gap

2/ The IKEA Effect

3/ Reciprocity Principle

4/ Anchoring Bias

5/ Social Proof

6/ Loss aversion

7/ Decoy Effect

8/ Social Currency

9/ Mere Exposure

Effect



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Thanks for reading!

If you found the content helpful,
follow me for more marketing and
psychology insights to scale your startup.