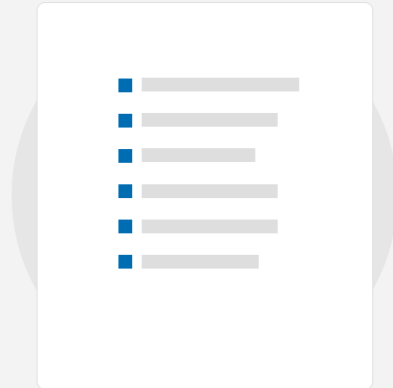


Using Psychology in Marketing



INTRODUCE DOUBT OR FEAR

- ☐ HIGHLIGHT THE CONSEQUENCES OF INACTION. MOTIVATE PEOPLE TO PURCHASE BASED ON THE FEAR OF A NEGATIVE OUTCOME.

EMPHASIZE EMOTIONAL OUTCOMES

- ☐ EMPHASIZE THE OUTCOME THE CONSUMER WILL HAVE WITH YOUR PRODUCT OR SERVICE

HIGHLIGHT SUBTLE FLAWS

- ☐ ADDRESS SOME OF YOUR PRODUCTS SHORTCOMINGS TO CREATE TRUST IN A POSITIVE LIGHT

PROMOTE EXCLUSIVITY

- ☐ CATER TO YOUR CUSTOMERS EGO IF THEY PURCHASE YOUR PRODUCT

REPOSITION COMPITITION

- ☐ DON'T BASH COMPETITION, HIGHLIGHT WHY YOUR CUSTOMERS ARE BETTER WITH YOUR SERVICES