

MOZCON

2014

WELCOME!



The Psychology of Persuasive Content for "Boring" Industries

Nathalie Nahai • The Web Psychologist

@TheWebPsych • hello@thewebpsychologist.com

#MozCon

WHAT IS A 'BORING' INDUSTRY?!

WHAT IS A 'BORING' INDUSTRY?!

- Banking

WHAT IS A 'BORING' INDUSTRY?!

- Banking
- Insurance

WHAT IS A 'BORING' INDUSTRY?!

- Banking
- Insurance
- Plumbing

TODAY'S TALK

1 Persuasive copy

TODAY'S TALK

- 1 Persuasive copy
- 2 Engaging images

TODAY'S TALK

- 1 Persuasive copy
- 2 Engaging images
- 3 Viral videos



PERSUASIVE COPY



A GOLDEN RATIO?

80:20

ASK YOURSELF

“ Would this make me want to read on? ”

SEDUCTIVE HEADLINES

Whatever industry you're in, to get
people to read your copy,
you need a hook...

9 STEPS

————— *to* —————

PERSUASIVE HEADLINES



Understand your target
audience

PERSONALITY MATTERS

“Adapting persuasive messages to the personality traits... can be an effective way of increasing the messages’ impact”

J. Hirsh, S. Kang and G. Bodenhausen (2012). Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits. Psychological Science published online 30 April 2012

EXTRAVERSION

Strong
Outgoing
Active
Excitement
Attention

J. Hirsh, S. Kang and G. Bodenhausen (2012). Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits. Psychological Science published online 30 April 2012

OPENNESS

Innovation
Intelligence
Sophistication
Imagination
Creative

J. Hirsh, S. Kang and G. Bodenhausen (2012). Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits. Psychological Science published online 30 April 2012

NEUROTICISM

Safe
Reduce the anxiety
Uncertainty
Security
Protection

J. Hirsh, S. Kang and G. Bodenhausen (2012). Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits. Psychological Science published online 30 April 2012

TOOLS

- Big 5 (IPIP-NEO) personal.psu.edu/j5j/IPIP/
- Visual DNA visualdna.com/
- MyPersonality mypersonality.org/

2

Write to one person

PERSONA(S)

Give each segment a psychologically
representative persona

PERSONA(S)

- Age
- Gender
- Personality traits (Big 5)
- Culture (country / peer group)
- Motivation (intrinsic / extrinsic)

3

Write outline of copy first,
then the headline

CONSISTENCY

This will ensure you distill the content into a headline that can deliver

4

Use psychological
trigger words

TRIGGER WORDS

Weird

Painstaking

Absolute

Bizarre

Fun

Essential

Strange

Free

Incredible

Mystery

Secret

(It's not what

Effortless

Amazing

you think)

5

Write several different
headlines - read them aloud

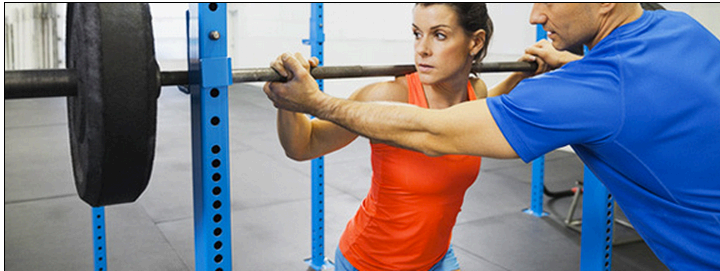
READING vs SPEAKING

We write differently than we speak –
reading headlines aloud will give you a
fresh, new perspective

6

Pick no.1 benefit & include it
in the headlines

HBR Blog Network



Proven Ways to Earn Your Employees' Trust

by Carolyn O'Hara | 11:00 AM June 27, 2014

 Comments 

Trust is often talked about as the bedrock of a company's success. Most people think about the issue in terms of customers: They have to believe in you and your products and services. But trust within the organization is just as important: Your employees must believe in each other. When they don't, communication, teamwork and performance inevitably suffer. After *New York Times* publisher Arthur Sulzberger fired the newspaper's editor, Jill Abramson, in May, he explained that he'd repeatedly warned her that she was **losing the trust of the newsroom**. But how do you build trust in the workplace?

What the Experts Say

Trust is an "evolving thing that ebbs and flows," says David DeSteno, a professor of psychology at Northeastern University and the author of *The Truth About Trust*. And yet it's essential to boosting employee engagement, motivation, and candor. Employees are more likely to follow through on goals set by a manager they trust and to be more forthcoming about the challenges they see on their level. "Managers will never learn the truth about a company unless they have employees' trust," explains Jim

PEOPLE WITH SIMILAR INTERESTS ALSO VIEWED

ARTICLE


Blue Ocean Leadership
[Buy it Now »](#)

COLLECTION


**Financial Intelligence
Collection: Savvy Advice for
Managers Looking to
Increase Their Knowledge,
Confidence, and Impact (4th
Edition)**
[Buy it Now »](#)

MOST POPULAR

MOST READ

MOST COMMENTED

 From: Last 24 Hours **Last 7 Days**
Last 30 Days

1. [The Power of Meeting Your Employees' Needs](#)
2. [Everything You Need to Know About Giving Negative Feedback](#)
3. [How to Spend the First 10 Minutes of Your Day](#)
4. [Encourage Your Employees to Talk About Other Job Offers](#)



7

Include the product or
problem in the headlines

A/B testing you'll actually use.

[Test it Out »](#)

8

Write a totally left-field headline – yes, seriously

Gmail

Navigation icons: Refresh, More

Settings gear icon

COMPOSE

Inbox (69)

Starred

Important

Sent Mail

Drafts (173)

Circles

[imap]/Drafts

Deleted Messages

Sent Messages

More



<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Klaus Brunnbauer (pub. 2)	Klaus Brunnbauer (@kbrunnbauer) has sent you a direct message on Twitter! @kbrunnbauer - Thu	12:00 pm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	me	Travel from Jeff Rosenthal (@jrosenthal) - Jeff Rosenthal (@jrosenthal) 2008/2014 21:20 Bear with us, we can	8:48 am
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Casa de Mir	We are determined to spend you even further. If you are unable to view this email, please click here Casa de Mir	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	me, Marc (2)	Hi Marc, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	All Things - 20 Degrees	Thanks! - Dear Nathalia, A month ago, 20 Degrees members landed in our huge 20000+ strong position in 10	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	me, Michael (2)	Breakfast is done! - Hi Nathalia, Thank you for that message. It's great that we finally made it. I was fun, even	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	me	Thank you! - Hi Nathalia, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Valentin, Nathalie (3)	1 TWP I'm gonna hunt you till you accept our LinkedIn connection - :) Sounds scary, doesn't it? That means I'	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bethany (2)	Hi Bethany, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	me@beyond.com	Hi Nathalia, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Paula Robinson	Hi Paula, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Matthew Kelly	Hi Matthew, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Chris Brown	Hi Chris, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sam Smith	Hi Sam, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Stephen Pearson	Hi Stephen, I'm excited to see you again. I've also been developing a framework for you	Jun 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bethany	Hi Bethany, I'm excited to see you again. I've also been developing a framework for you	Jun 30

9

Split test your headlines,
use the most effective

TEST IT!

Even if you have a small readership, you can test what customers will respond to by split-testing emails, articles, web pages

THE FORMULA

Number / Trigger word



Number / Trigger word
Adjective



Number / Trigger word

Adjective

Keyword



Number / Trigger word

Adjective

Keyword

Promise



Number / Trigger word

Adjective

+

Keyword

Promise

KILLER HEADLINE

EXAMPLE

Subject:

EXAMPLE

Subject: Frying eggs

EXAMPLE

Subject: Frying eggs

You could write an article entitled:

EXAMPLE

Subject: Frying eggs

You could write an article entitled:

- “How to fry an egg”

EXAMPLE

Subject: Frying eggs

You could write an article entitled:

- “How to fry an egg”
- “Why I love frying eggs”

OR APPLY THE FORMULA:

OR APPLY THE FORMULA:

“13 unbelievable ways you can fry a small egg with a sock”

OR APPLY THE FORMULA:

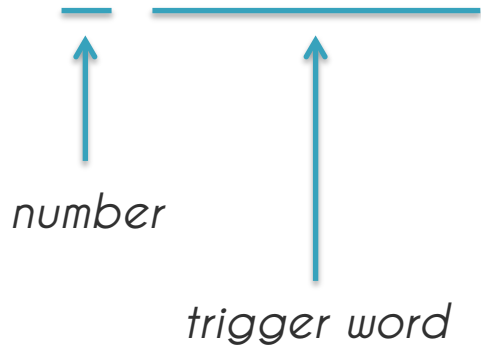
“13 unbelievable ways you can fry a small egg with a sock”



number

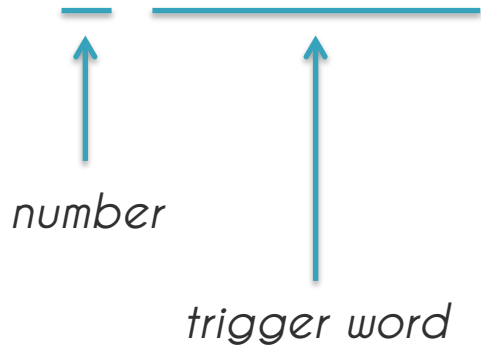
OR APPLY THE FORMULA:

“13 unbelievable ways you can fry a small egg with a sock”



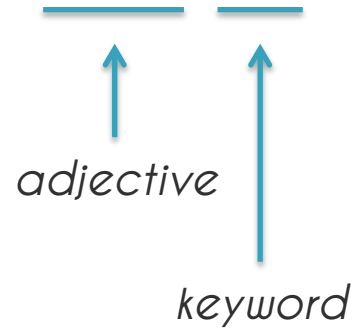
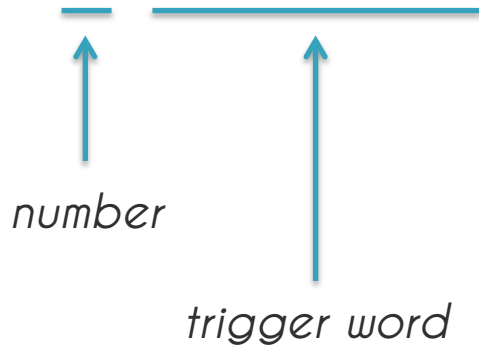
OR APPLY THE FORMULA:

“13 unbelievable ways you can fry a small egg with a sock”



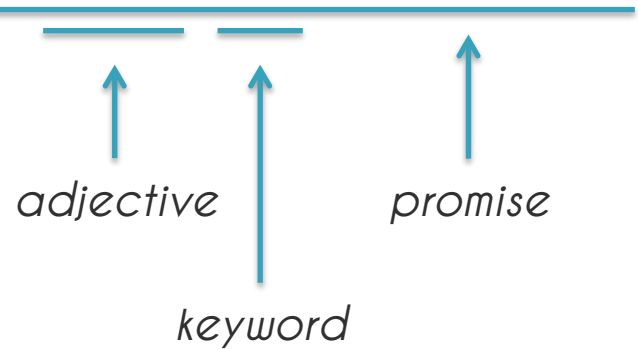
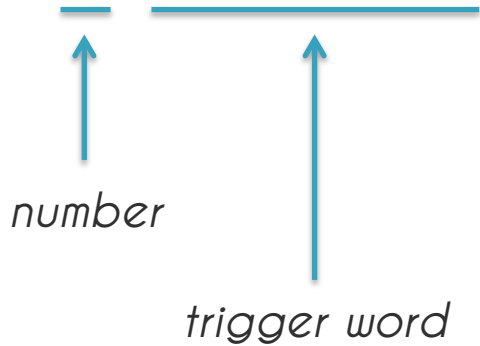
OR APPLY THE FORMULA:

“13 unbelievable ways you can fry a small egg with a sock”



OR APPLY THE FORMULA:

“13 unbelievable ways you can fry a small egg with a sock”



SO, FOR 'BORING' INDUSTRIES...

Subject:

SO, FOR 'BORING' INDUSTRIES...

Subject: Home Insurance

SO, FOR 'BORING' INDUSTRIES...

Subject: Home Insurance

You could write an article entitled:

SO, FOR 'BORING' INDUSTRIES...

Subject: Home Insurance

You could write an article entitled:

- "Why you should insure your home"

SO, FOR 'BORING' INDUSTRIES...

Subject: Home Insurance

You could write an article entitled:

- "Why you should insure your home"
- "Home insurance for the whole family"

OR APPLY THE FORMULA:

“3 bizarre ways our bespoke insurance could save your life”

OR APPLY THE FORMULA:

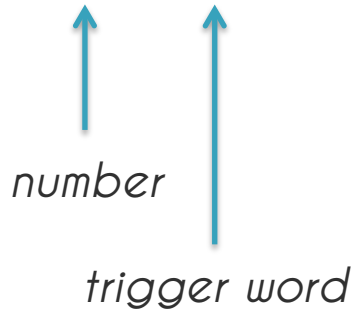
“3 bizarre ways our bespoke insurance could save your life”



number

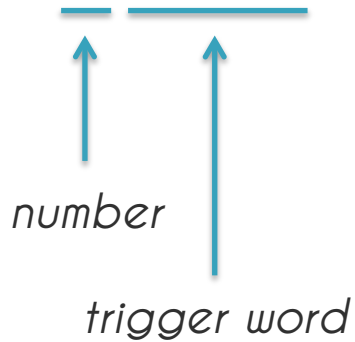
OR APPLY THE FORMULA:

“3 bizarre ways our bespoke insurance could save your life”



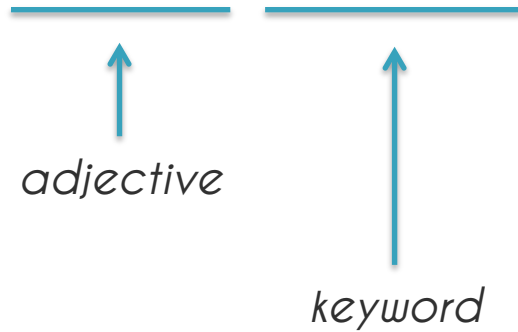
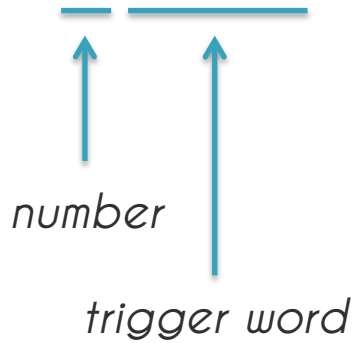
OR APPLY THE FORMULA:

“3 bizarre ways our bespoke insurance could save your life”



OR APPLY THE FORMULA:

“3 bizarre ways our bespoke insurance could save your life”



OR APPLY THE FORMULA:

“3 bizarre ways our bespoke insurance could save your life”

3 bizarre
↑ ↑
number *trigger word*

ways our bespoke insurance could save your life
↑ ↑ ↑
adjective *keyword*

↑
promise

**... ISN'T THIS
JUST CLICKBAIT?**

ONLY IF...

“ You’re **not offering value**, or if you’re promising more than you can deliver ”



 **Rolie Williams**
Nov 21, 2013



The Dalai Lama Has Some Very Uplifting And Wise Words About Farting

 **Maz Ali**
Nov 21, 2013



What Does It Take For A Black Person To Live In Chris Rock's Neighborhood?

 **Brandon Weber**
Nov 21, 2013



The Simple, Beautiful Gesture That Can Turn A Crowd To Love Instead Of Hate

 **Melissa Gilkey**
Nov 21, 2013




Watch 2 Dudes Bring A Trolley Full Of People To Rousing Applause

 **Brandon Weber**
Nov 21, 2013



Some States Have Decided That People Living On The Edge Might Not Be Such A Great Idea

 **Carolyn Silveira**
Nov 21, 2013



See A TV Host's Perfect Message To A Young Girl Whose School Called Her 'Unacceptable'

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I want more stuff like this!

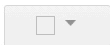
Sign up for the Upworthyest daily email, and never miss out on our most popular stories.

ASK YOURSELF

“ What are the **tangible benefits** my customers will get from this content? ”

**WHICH IS WHY
THIS WORKS...**

Gmail



More



COMPOSE

Inbox (66)

Starred

Important

Sent Mail

Drafts (173)

Circles

[imap]/Drafts

Deleted Messages

Sent Messages

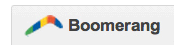
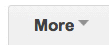
More



Unread

1-50 of 66

- Alexian, re: Alexian (3) I love this content & - Looking forward to seeing you tonight best X I'm going do a 7 min workout tonight if you fan 2:38 pm
- LinkedIn Pulse 1 TWP 10 Things Only Exceptional Bosses Give Employees - Top content you're following on LinkedIn Linked 2:29 pm
- Twitter Nathalie Nathalie, check out your week on Twitter - Nathalie Nathalie, See your week in review. These Tweets helped 2:28 pm
- alex... Nathalie, alex... (3) [TWP] Two emails in a row - Nathalie, Thank you SO much for "logging me up" to Mail! I'm so grateful. I'm now - 2:24 pm
- Bourne & Hollingsworth Help the Roudemaster from Chap to 500 - Can't see the below images? View in browser Chap and 500 - The Por 2:08 pm
- HolyScience Body Mind [TWP] BEST JULY End of Term Show & more... NEW SUMMER COURSES "FREE WORKSHOP" & more. 1:34 pm
- Klaus Brunnbauer (16) (2) Klaus Brunnbauer (@kbrunnbauer) has sent you a direct message on Twitter! - @kbrunnbauer - Thu 12:00 pm
- me Tweet from Jeff Brunnbauer (@jbrunnbauer) - Jeff Brunnbauer (@jbrunnbauer) 2016/07/14 21:20 Share with us, we can 8:48 am
- Cross de Wier We are determined to assist you even further. - If you are unable to view this email, please click here Cross de Wier Jun 30
- re: Marc (3) Interesting idea... Wonderful, Yes, I absolutely want to dive deeper. I've also been developing a framework (as per @g 6 Jun 30
- All Tweets - 38 Degrees Your 500 500 - Dear Nathalie, A month ago, 38 Degrees members handed in our huge 20000+ strong petition to HP Jun 30
- re: Michael (3) Breakfast is dead! - re: Nathalie, Thank you for that interview. It's glad that we finally made it. It was fun, even Jun 30
- me Tweet about - My team is everything you need for an ultimate travel advice! Warm regards, Nathalie ... Jun 30
- Bolinas (2) [TWP] [TWP] Don't miss out! Up to 50% off and free shipping! - Last chance to grab your favorite pieces at Jun 30
- claudie@holysciencebody.com [TWP] This Saturday come let's go out to celebrate Claudia! NEW PARTY! - Hi girls, I hope you are all doing Jun 30



COMPOSE



LinkedIn Pulse <news@linkedin.com>
to Nathalie

2:28 PM (13 minutes ago)



Inbox (65)

Starred

Important

Sent Mail

Drafts (173)

Circles

[imap]/Drafts

Deleted Messages

Sent Messages

More



Top content you're following on LinkedIn



Must-Reads for Nathalie

See more

Highlight of the day

10 Things Only Exceptional Bosses Give Employees

Jeff Haden on LinkedIn



LinkedIn Pulse

Add to circles



Show details



Jeff Haden **fluencer**
Ghostwriter, Speaker, Inc. Magazine Contributing Editor

109 Posts

261,248 followers

[Follow](#)

10 Things Only Exceptional Bosses Give Employees

June 30, 2014



177,253



3,782



546

[Tweet](#) [547](#)



Good bosses have strong organizational skills. Good bosses have solid decision-making skills. Good bosses get important things done.

Exceptional bosses do all of the above -- and more. ([And we remember them forever.](#)) Sure, they care about their company and customers, their vendors and suppliers. But most importantly, they care to an exceptional degree about the people who work for

Jeff's Recent Posts



10 Qualities of Really Amazing Employees
June 26, 2014



The 5 Best Questions a Job Candidate Can Ask
June 23, 2014

[See all](#) ▶

Top Posts

Today

This Week

All



Jeff Haden
10 Things Only Exceptional Bosses Give Employees
177,253 views



Kern Carter
Why 9-5 Won't Work For Millennials
73,433 views



Osama Shaaban
Five things make you ruin your job
68,769 views



Bernard Marr
The Perfect Job Interview In 6 Simple Steps
67,949 views



2

ENGAGING IMAGES

IMAGES SEDUCE

They're instant, **data-rich**, and
visually compelling

YOUR IMAGES SHOULD

1 Elicit emotion

- anger, fear, happiness, disgust, surprise, sadness

EMOTIONS

“ Where thought conflicts with emotion,
the latter is designed by the neural
circuitry in our brains to win ”

R. Carter (1999) Mapping the Mind. Berkeley, CA: University of California Press.



<http://www.boredpanda.com/first-world-problems-twitter/>



<http://www.boredpanda.com/first-world-problems-twitter/>



http://global3.memecdn.com/one-does-not-simply_o_204186.jpg

<http://wackymania.com/image/2013/03/the-best-baby-memes-of-all-time/the-best-baby-memes-of-all-time-01.jpg>

YOUR IMAGES SHOULD

1 Elicit emotion

- anger, fear, happiness, disgust, surprise, sadness

2 Tell a story

- contrast & concrete

This meeting between the Pope and a badly disfigured man will warm your heart.



Claudio Peri /EPA /LANDOV

Those amazing [photos](#) are the result of a meeting between Pope Francis and a man whose face has been badly disfigured by neurofibromatosis*, as part of the Pope's General Audience in St. Peter's Square. Hat-tip to [Justin Green](#). See more photos like [this](#) [here](#).

* Thanks to readers for pointing out it wasn't boils, which are caused by an infection.

Dylan Matthews | November 6 at 3:53 pm

Facebook

Twitter



Cosa Nostra, 'More power than ever': <http://www.cosanostracreative.com/48048/240987/advertising/more-power-than-ever>



Potential. Delivered.



Standard Life
Investments

Equities · Fixed Income · Real Estate · Multi-asset · Private Equity
standardlifeinvestments.co.uk

Mohawk for Standard Life - 'Potential. Delivered.'

THE WEB PSYCHOLOGIST

@THEWEBPSYCH

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YOUR IMAGES SHOULD

1 Elicit emotion

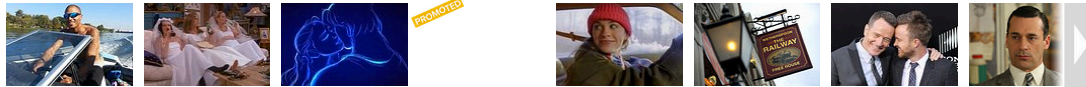
- anger, fear, happiness, disgust, surprise, sadness

2 Tell a story

- contrast & concrete

3 Create a curiosity gap

- Gestalt - desire to 'close the loop'



24 Things Londoners Can't Stop Talking About

There's nowhere else like London. Thankfully.

posted on June 26, 2014, at 6:12 p.m.



Luke Bailey
BuzzFeed Staff

Follow



1. The bizarre fact that there actually is a Zone 9.



Universal Studios / Via lisa-se.tumblr.com

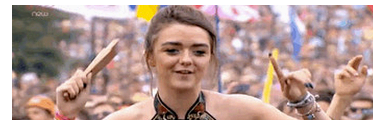
Especially when they meet someone who is actually from Zone 9.

BUZZFEED IN-DEPTH



Meet DJ Vlad, Hip-Hop's Reigning Beef Maker

Connect with BuzzFeed UK

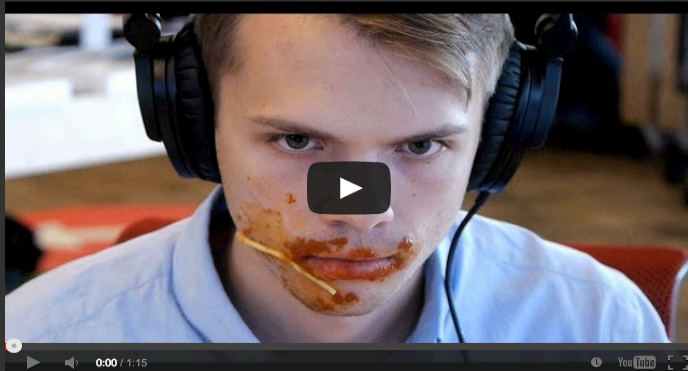
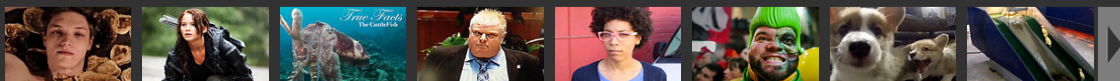


Everything You Need To Know About Glastonbury 2014

Now Buzzing



"Sexy Felon" Jeremy Meeks Just Got Offered A Modeling Contract



View Larger

Things Kids Do That'd Be Creepy If An Adult Did Them

Girls are disgusting. (1:15)

👤 BobbyMiller 🕒 11/15/13 🗨️ 238 responses

Share Tweet Email

OMG **WTF** **LOL** **CUTE** **WIN** **FAIL**

91 11 7 91 10 12 11



Featured Videos

BuzzFeed Video on YouTube



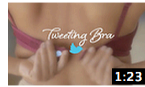
Things You Do Online That Would Be Creepy In Real Life

👤 BobbyMiller 🗨️ 633 responses



The Troubled Life Of A Tall Girl

👤 Elyjah Wilbur 🗨️ 219 responses



7 Of The Most Random Breast-Related Inventions Of All Time

👤 Caitlin Cowie 🗨️ 69 responses



Simple College Snack Hacks You Should Know

👤 tiffanylo 🗨️ 254 responses

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- Awesome Science
- Quizzes
- Animals
- BuzzFacts
- Greatest Hits

Animals



10 Surprising Facts About The Hunger Games

👤 Caitlin Cowie 🗨️ 44 responses



Dog Breeds You Probably Don't Know Exist

👤 Andrew Ilnyckj 🗨️ 1 responses



Things You Can Do To Be Happier (According To Science)

👤 Abe Forman-Greenwald 🗨️ 0 responses



Horrorific Facts About Your Hygiene

👤 Kevin McShane 🗨️ 31 responses



Facts That Will Make You Skip Breakfast



How Much Is Your Life Worth?

3

VIRAL VIDEOS

BOOST SHAREABILITY

1 Use nostalgia



Internet Explorer - 'Child Of The 90s' (2013) <http://www.youtube.com/watch?v=gkM6Rjf15cg>

BOOST SHAREABILITY

- 1 Use nostalgia
- 2 Mirror your audience



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Search Product...

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#BUTTCAM

FOLLOW THE LIVES OF TWO NEW YORKERS (AND THEIR
BOTTOMS) TO WITNESS WHY DL1961 JEANS
ARE THE TRUE 24/7 DENIM

WATCH HERE

[TERMS](#) | [PRIVACY](#) | [RETURN POLICY](#) | [SITE MAP](#) | [CONTACT US](#) | [STORES](#) | [MOBILE SITE](#)

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DL Jeans - '#BUTTCAM' (2014) <http://www.dl1961.com/>

BOOST SHAREABILITY

- 1 Use nostalgia
- 2 Mirror your audience
- 3 Make it funny



Newcastle Brown Ale - 'If We Won' (2014) <http://www.youtube.com/watch?v=h1YvJBwC4xQ>

BOOST SHAREABILITY

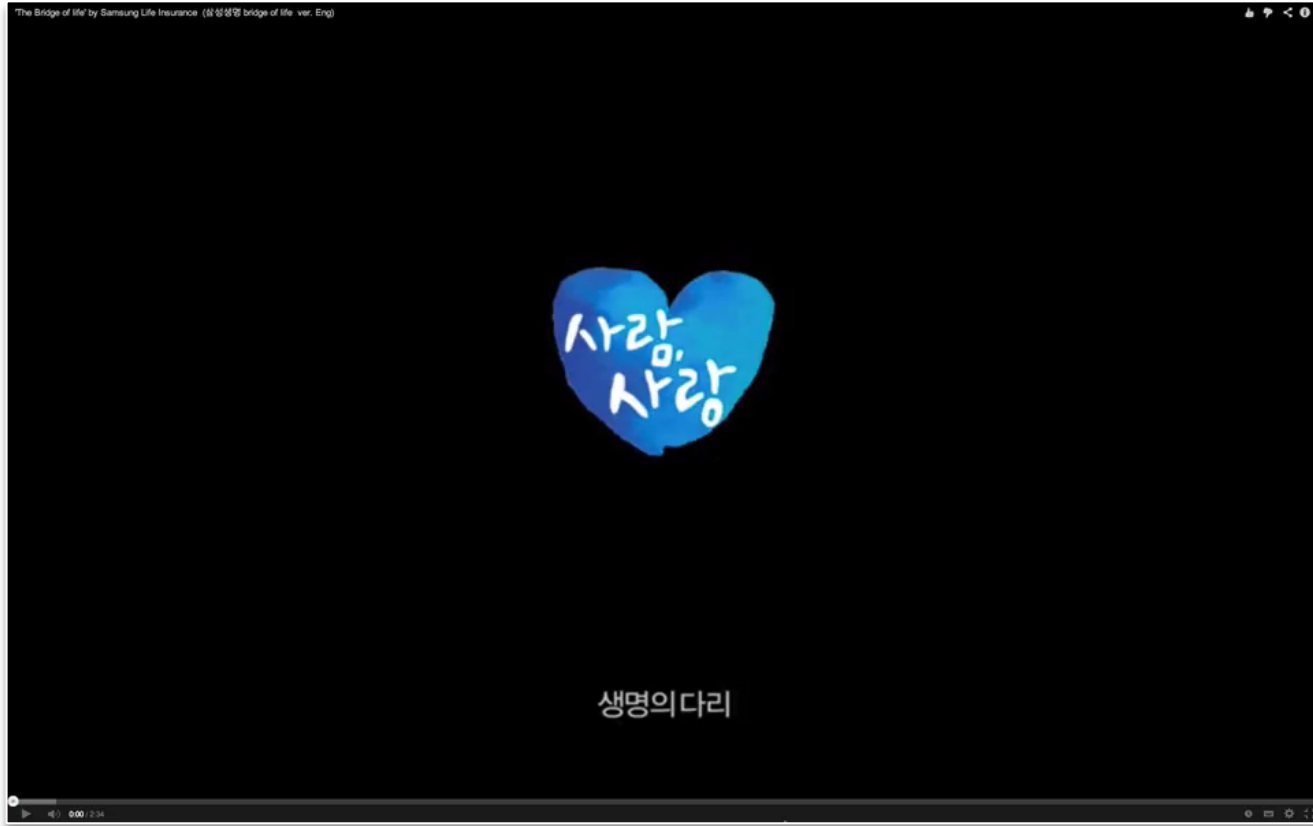
- 1 Use nostalgia
- 2 Mirror your audience
- 3 Make it funny
- 4 Surprise them



Bathstore - 'Just a wee' (2014) <http://www.youtube.com/watch?v=b2ROUHV5jPc>

BOOST SHAREABILITY

- 1 Use nostalgia
- 2 Mirror your audience
- 3 Make it funny
- 4 Surprise them
- 5 Move them



Samsung Life Insurance - 'The Bridge Of Life' (2013) <http://www.youtube.com/watch?v=cDsVOXTQAls>

KEY TAKEAWAYS

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KEY TAKEAWAYS

To create persuasive content you have to:

- 1 Understand your audience(s)
- 2 Engage them emotionally
- 3 Use psychological triggers

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THANK YOU!

SESSION Q&A



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