

Dark-Art Advertising

**Write Ads That Command More
Attention & Demand More Sales**

Before we start...

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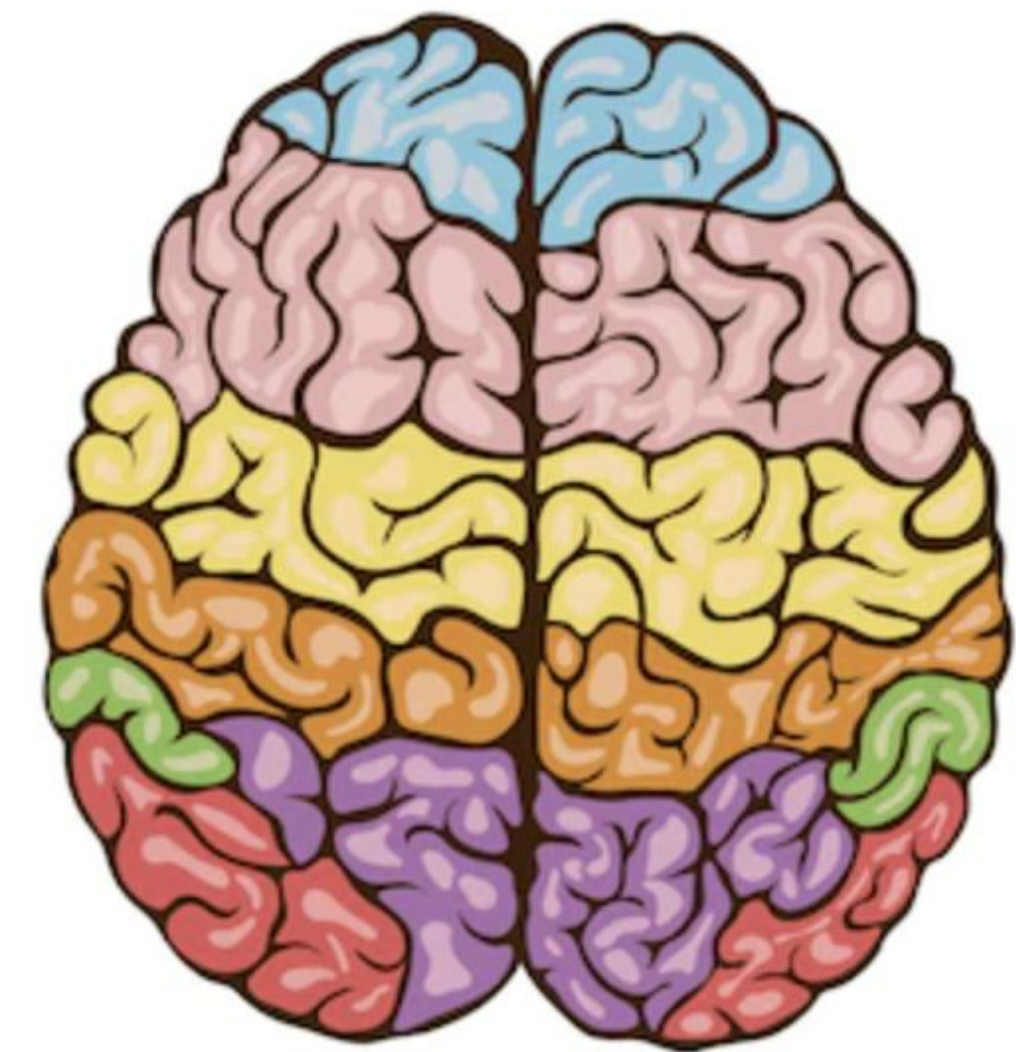
What Is *Dark Art* Advertising?

How Most See and Teach
Advertising & Marketing



What Is *Dark Art* Advertising?

After You Understand The
Dark Arts



What Is *Dark Art* Advertising?

Advertising Dark Arts are simply the ~~true~~ **advanced marketing methods** used and known by only the top 1% of advertisers to get more conversions (leads/sales).

- Uses **psychology & persuasion** to help advertisers get better results (not just machine learning)
- Trains a market **how to 'think'** rather than just telling them what to 'do' (*deeper conversion actions*)
- Crafts more **potent** marketing (*not reliant on constant promo's & price leadership*)

How Each *Art* Lesson is Broken Down

- Principle / Concept Summary
- Why & How it Works
- Real World Example of Success (Case Study)
- How You Can Apply This Principle:
 - In Advertising
 - In Email Marketing
 - On Your Website/Funnel

Before We Begin...

It's important to understand that direct-response marketing is based upon the understanding of consumer motivations. The purpose of direct-response marketing is to exploit these motivations in a way that is profitable to the campaigns objective.

Therefore, let's understand what 'motivation' is and also outline what motivations humans possess that therefore drive action (*becoming a lead, customer, etc*)

Before We Begin...

Motivation: an internal state (*emotional drive*) that energizes behavior

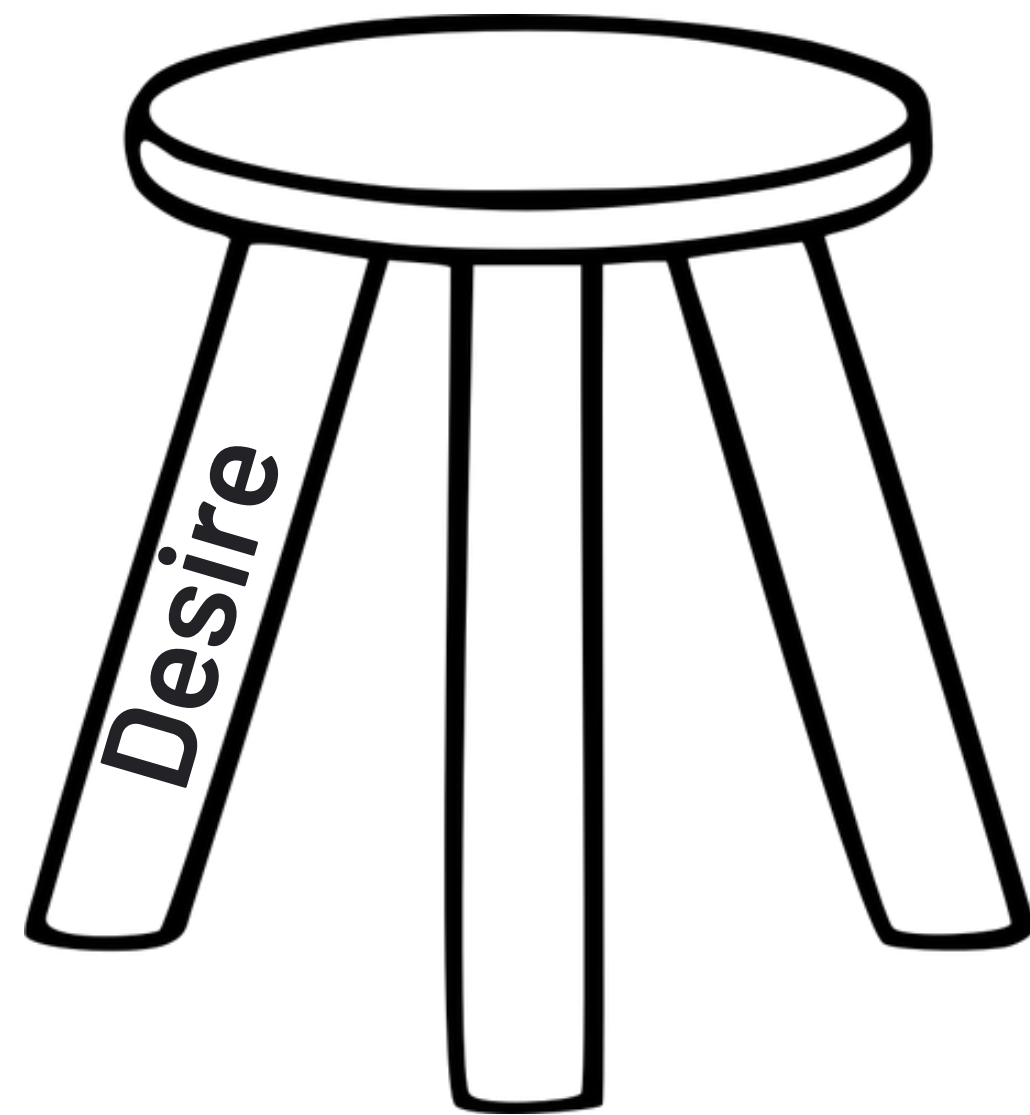
→ Each person has an underlying motivation behind their actions, and when you understand what motivates them, you'll create more incentive for consumers to overcome resistance.

The Nine Psychological Motivators:

- Achievement - Feeling of being triumphant, victorious, and proud by overcoming obstacles.
- Autonomy - Feeling of being unique and independent and having a feeling of self-determination in one's actions.
- Belonging - Feeling of being aligned, accepted, and connected with others.
- Competence - Feeling capable by being qualified, prepared, and skilled in an activity.
- Empowerment - The feeling of being authorized and equipped to act on desired choices.
- Engagement - Feeling of being captivated, excited, and interested in an activity.
- Esteem - The feeling of being approved, respected, and admired by others.
- Nurturance - Feeling of being appreciated, loved, and taken care of by others. It's also having the feeling of ability to take care of others.
- Security - Feeling safe and protected from threats.

Psychology of **Persuasion**

Leg #1: Desire

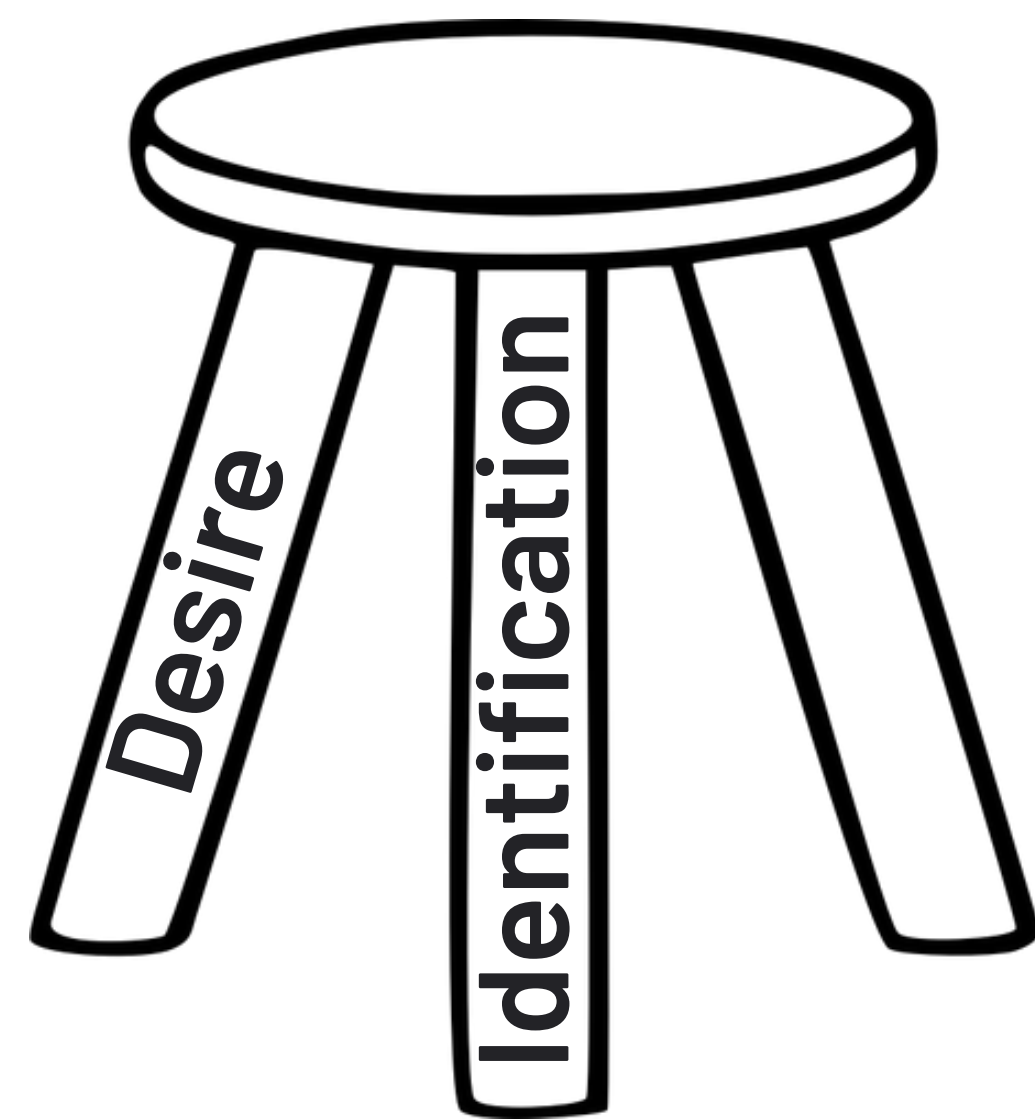


You offer must entice and capitalize on what your market wants, yearns for, and is motivated by. In your mind, your market is sick and your products must not only accurately diagnose their sickness in a way they agree with but must also provide a ‘cure’ that they *already* have in mind...

As Eugene Schwartz would say, it's your job to ensure “*the prospect can visualize every drop of satisfaction that their achievement will give*”

Psychology of **Persuasion**

Leg #2: Identification



You offer must not just show the prospect how they can get the ‘cure’ faster and easier but also how your offer will provide to them a faster & easier path to attaining or reinforcing what they aspire to be within themselves...

Eugene Schwartz calls this ‘identification’. That prospects don’t just buy things for the solution they can provide alone, but also what the decision to convert says about they themselves as a person. That as humans, we don’t just buy things for their utility but we also buy things because of what it says about us. That we, either consciously or subconsciously, search for meaning, symbols, or embodiments to our purchase decisions...

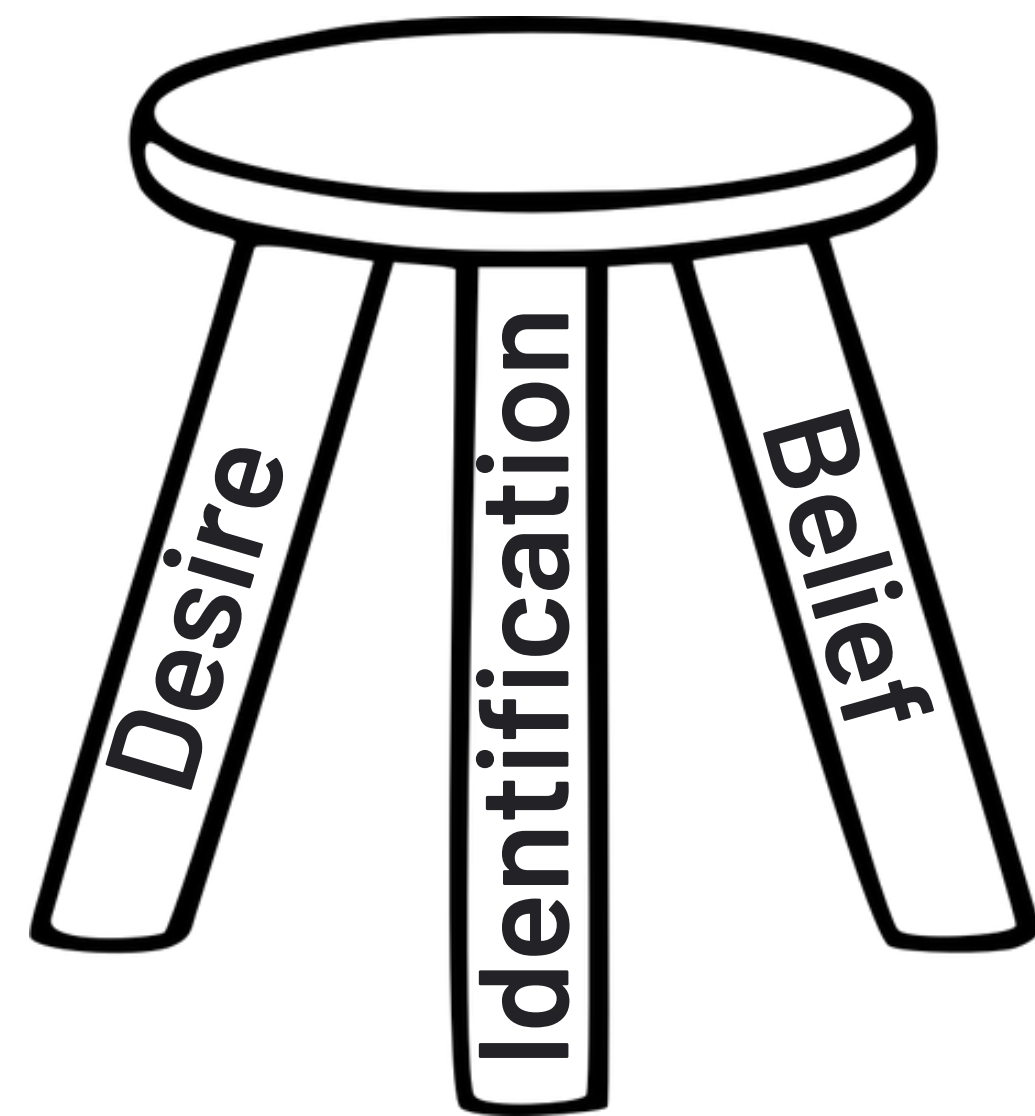
Whole Foods vs. Walmart

Gucci vs. Nike

This is why building a ‘brand’ can be so important & so expensive to do.

Psychology of **Persuasion**

Leg #3: Belief



For any prospect to make a conversion decision, they must be affirmed in two areas...

- A) Having their current core assumptions and beliefs reinforced.
- B) That their purchase decision will not blow up in their face.

As humans, we want to feel secure in any decision we make. We want to know that not only we ‘want’ the right thing, attain the right things, but also that our current perception of the puzzle pieces are correct → that all the pieces fit together and that we’re not missing anything. We need to know that the answers to our questions actually make sense and will not backfire.

We want to know that we are making the right decision & that our approach to solving the problem is the correct one.

Art #1

The *Art* of Conspicuous Consumption

*expenditure on or consumption of luxuries on a lavish
scale in an attempt to enhance one's prestige.*

Achievement. Autonomy. **Belonging**. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

The *Art* of **Conspicuous Consumption**

Conspicuous Consumption is a term used to describe the **spending of money** on and displaying of luxury goods and services **to extend one's prestige and indicate social status**. It is a display of wealth meant to impress others and create an image of success, power, and sophistication. This type of spending is **not focused on the utility or practical use** of the item **but rather on its symbolic value** and the image it projects to others.



Achievement. Autonomy. **Belonging**. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

Let's Talk **Diamonds**...

- Until the late nineteenth century, **diamonds** were found only in a few riverbeds in India and in the jungles of Brazil (*few pounds a year*)
- In 1870, **huge diamond mines were discovered** near the Orange River, in South Africa (*literal tons discovered*)
- Miners needed to **control supply** so they created *De Beers* (*one of the largest cartels ever created*)
- De Beers also needed to **control demand** so that people didn't just sell their diamonds

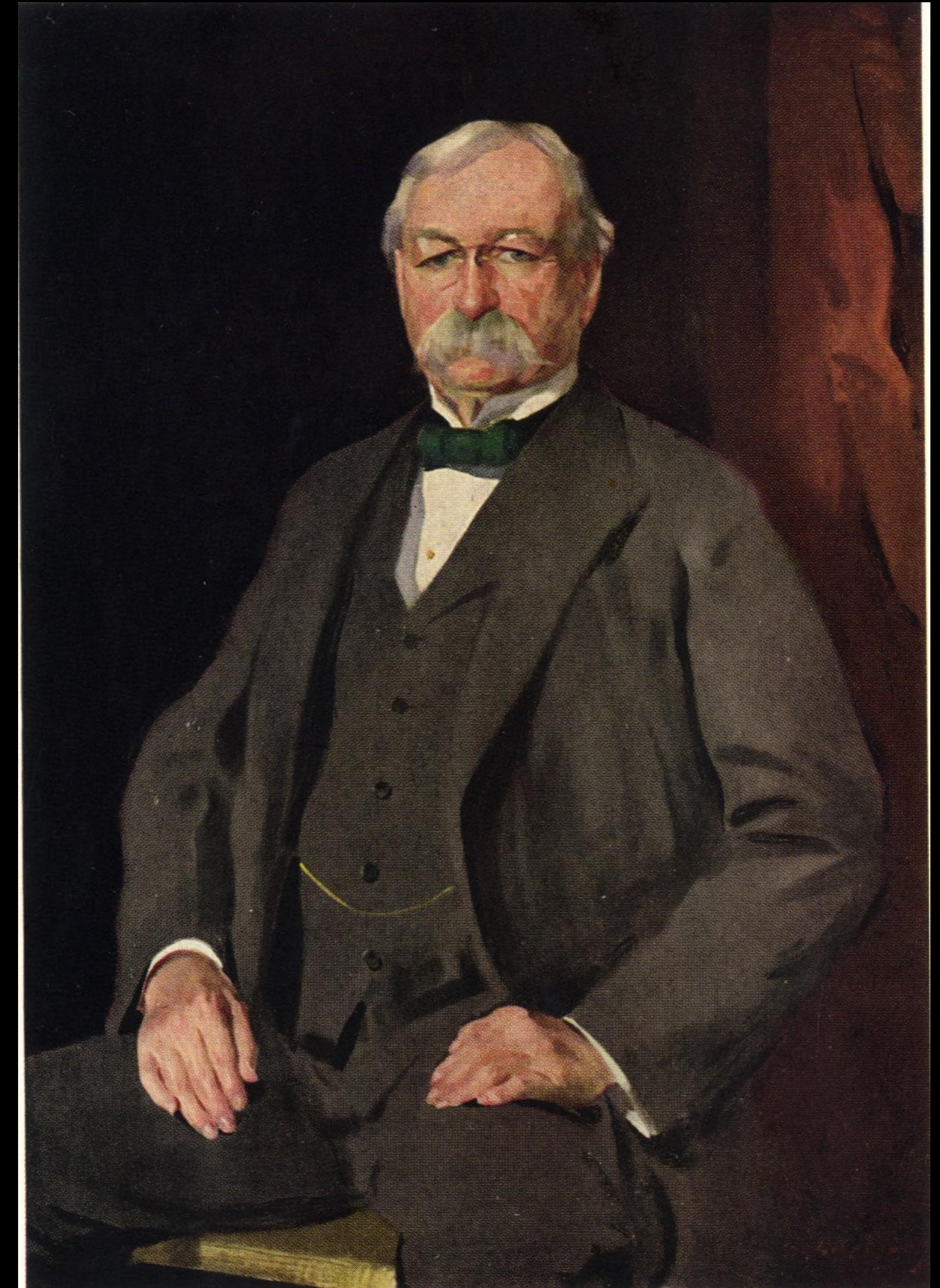


In comes **N. W. Ayer & Son...**

N. W. Ayer & Son was a Philadelphia advertising agency founded in 1869 that De Beers brought in to help them solve this 'demand' problem.

- N.W. Ayer proposed to apply the concept of...

“Conspicuous Consumption.”

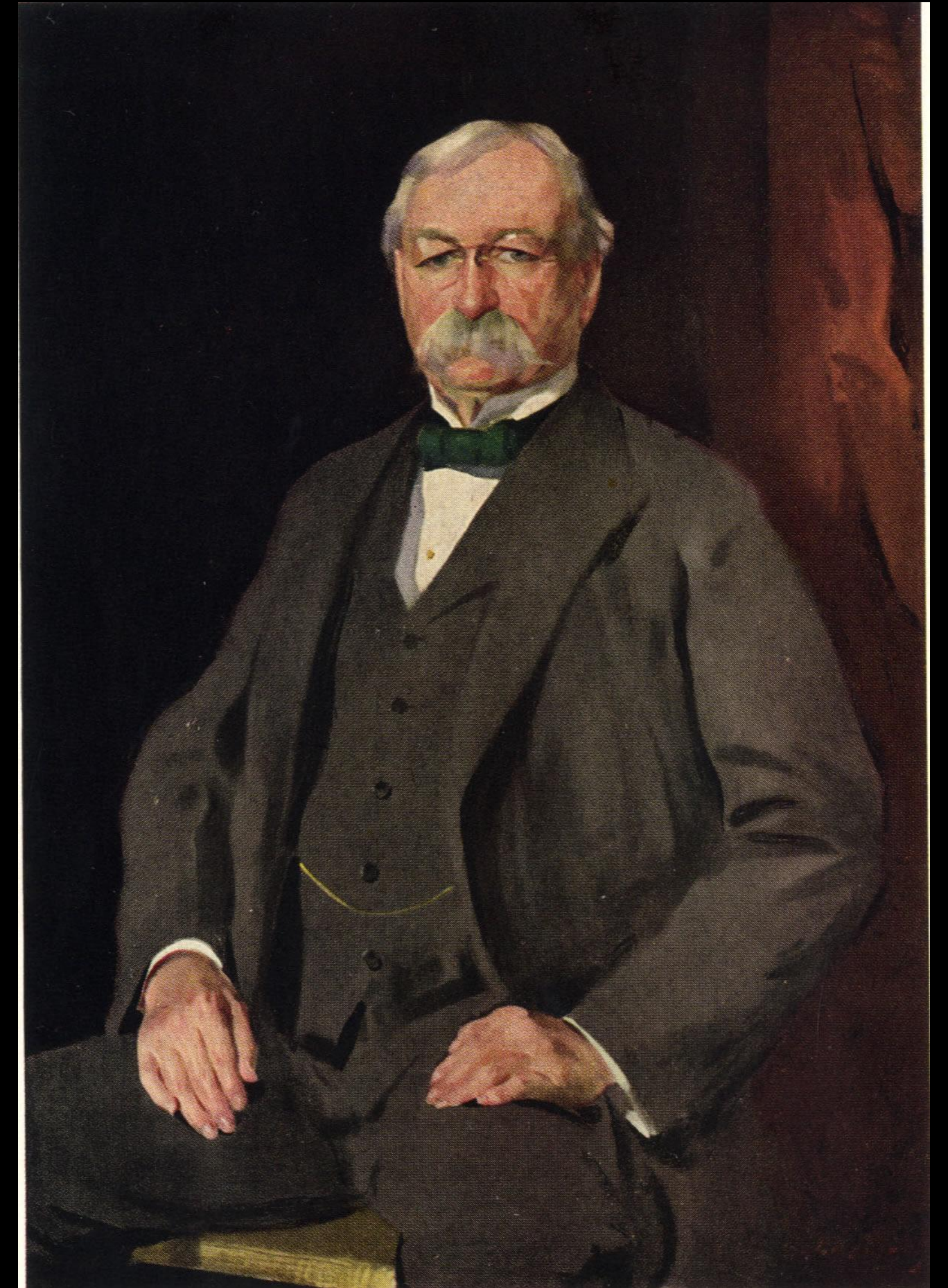


Achievement. Autonomy. **Belonging**. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

The **Strategy**

"The substantial diamond gift can be made a more widely sought symbol of personal and family success -- an expression of socio-economic achievement"

They stated in a report to "Promote the diamond as one material object which can reflect, in a very personal way, a man's ... success in life."



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"We spread the word of diamonds worn by stars of screen and stage, by wives and daughters of political leaders, by any woman who can make the grocer's wife and the mechanic's sweetheart say 'I wish I had what she has.'"

- N. W. Ayer

“A Diamond is Forever”

- In 1939, De Beers’ US diamond sales amounted to \$23 million dollars at a wholesale level
- 1979, N. W. Ayer (*ad agency*) had helped De Beers expand its sales of diamonds in the United States to **more than \$2.1 billion**



1/4 carat (25 points) \$80 to \$205
1/2 carat (50 points) \$170 to \$455
1 carat (100 points) \$455 to \$1155
2 carats (200 points) \$1225 to \$3270

Lovely Dreamer . . . painted for the De Beers Collection by Pierre Iro, of Paris

To light a lover's dream
When love is new and fancy spins its myriad enchantments, an engagement diamond shines in gay accord. For the girl who wears it, and the man who shares her married world, it will recall their first happiness, always . . . and tell of their love in brilliant beauty until the end of time.

a diamond is forever

In April, 1955, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (certificated) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Your engagement diamond need not be costly or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.

De Beers Consolidated Mines, Ltd.

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Conspicuous Consumption Marketing Strategies:

- **Highlighting Social Impact:** By showcasing how your brand's products or services are making a positive impact on the world, you can tap into the principle of conspicuous consumption by appealing to the recipient's desire to be seen as socially responsible and conscious.
- **Creating a VIP Experience:** You can create a VIP experience for your subscribers by offering personalized services, exclusive events, and other benefits. This can tap into the principle of conspicuous consumption by making the recipient feel special and increasing the perceived value of the products or services.
- **Using Aspirational Imagery:** By using aspirational imagery in your email marketing campaigns, you can tap into the principle of conspicuous consumption by appealing to the recipient's desire to be seen as successful and aspirational.
- **Showcasing Celebrity Endorsements:** By showcasing celebrity endorsements in your email marketing campaigns, you can tap into the principle of conspicuous consumption by appealing to the recipient's desire to be seen as fashionable, successful, and trendy.

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Conspicuous Consumption | Language Examples

Personalized Conspicuous Consumption Language:

- "You're Invited to the Exclusive [Brand Name]'s VIP Program"
- "Be the First to Unveil [Brand Name]'s Premium Collection"
- "Approved. You Can Now Join [Brand Offer] Before Everyone Else"

Conspicuous Consumption Language ideas:

- "Before everyone else..."
- "For those who demand quality & craftsmanship"
- "Make all your friends & coworkers jealous"
- "Reserved only for our top customers..."
- "Exclusive invitation reserved only for a select group of top XYZ members, like you"
- "Normally set aside exclusively for grammy winners & movie stars..."

Ingredients to Conspicuous Consumption

→ Scarcity + Urgency + Social Pressure ←

Achievement. Autonomy. **Belonging**. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

Art #2

The *Art* of **Autonomy Bias**

the tendency to favor self-determination and independence in decision-making processes, often at the expense of considering the impact of those decisions on others or on the wider system.

The Art of **Autonomy Bias**

Autonomy Bias refers to the **tendency to prioritize self-determination** and independence in decision-making processes, **often at the expense of considering** the impact of those decisions on **others** or on the wider system. **In marketing**, understanding and leveraging the principle of autonomy bias **can help improve conversion rates** and increase customer satisfaction **by allowing customers to feel in control** of their purchasing decisions.

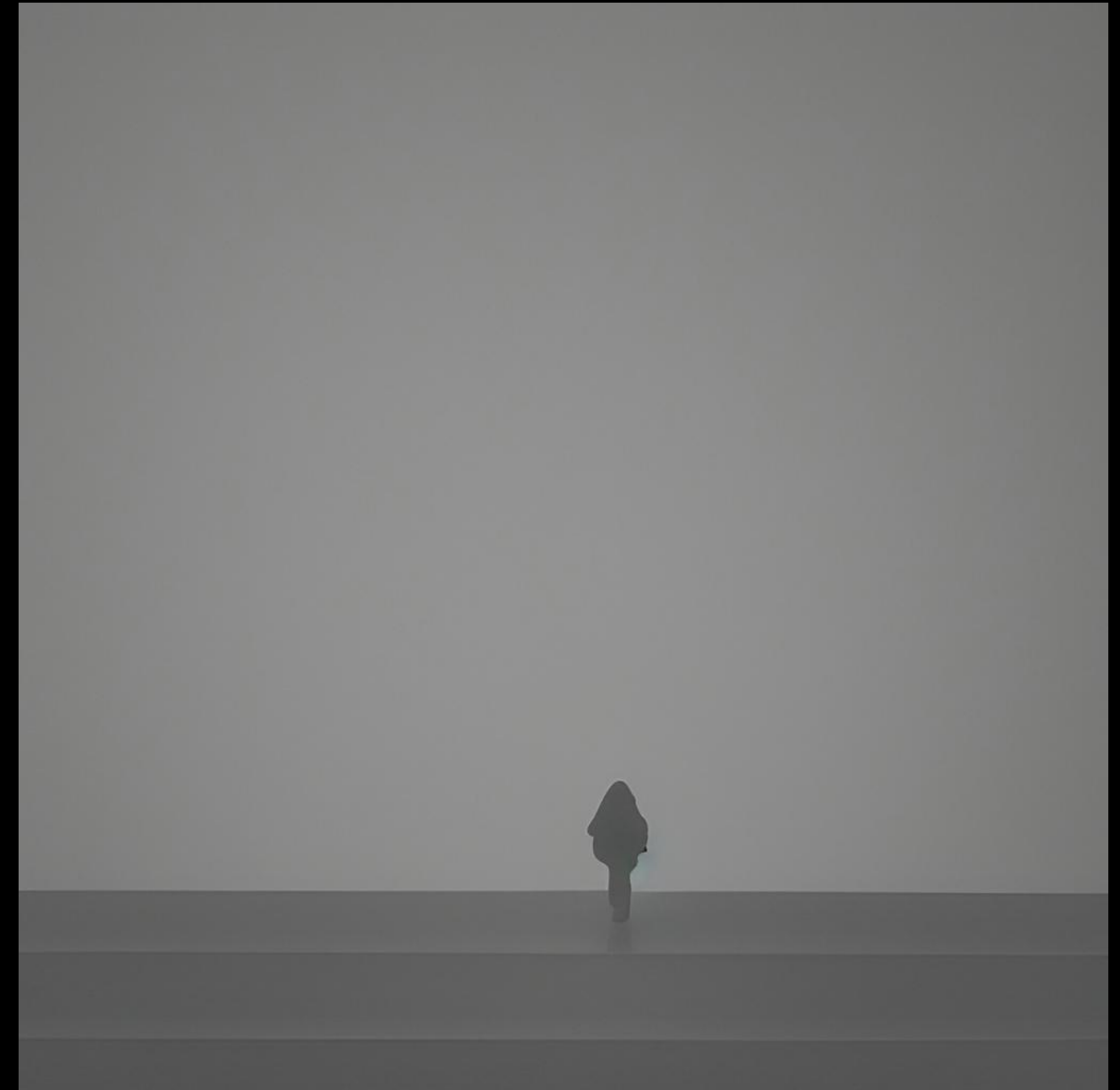


Achievement. **Autonomy**. Belonging. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

The Art of **Autonomy Bias**

Humans have an innate desire to be in charge of themselves and their environment. Marketers can attract customers by offering them control, such as the chance to help make products or choose from options. But, if there are too many options or they are all similar, it can confuse customers and decrease their interest.

****Autonomy bias is one of the most powerful drivers of human behavior**



Achievement. **Autonomy**. Belonging. Competence. Empowerment. Engagement. Esteem. Nurturance. Security.

Autonomy Bias | SmileTrain

- **The Test:** They wanted to see the lift in donations they'd receive by testing the copy placed on the envelope of their direct-mail campaign (150k envelope split-test)

“Make one gift now and we'll never ask for another donation again.”

- **The Result:** Those who received the "once-and-done" letter donated \$22,728, while those who received a standard letter donated \$13,234. And that's not all: Out of all those who received the once-and-done letter, only 39% indicated that they never wanted to be contacted again. That 39% only received a thank you letter with a receipt for their donation and a picture of a child that was helped by the organization. That left 91,500 donors who indicated they wanted to either receive limited communications or regular updates from Smile Train after making a donation.



Over \$260,783 Donated
(46% Increase)

Autonomy Bias | Nike

- **“Just Do It”**: Slogan created for Nike by Dan Wieden in **1988**. Wieden was a cofounder of the advertising firm Wieden and Kennedy (*Ad Agency Out of Oregon with 2k+ employees*)
- **The Result:**
 - During 1988 the Company established new records for revenues and net income. Consolidated revenues exceeded \$1.2 billion, a 37% improvement over 1987 and 13% above the Company's previous record set in 1986
 - \$1.7B in 1989 the year immediately following the launch of their new slogan



Avoiding Hobson's Choice.

When you put one option in front of your target (*one product/proposal/service level*), that person has nothing else to compare it to, and no immediate context in which to evaluate it. **This causes people to delay their decision.**

Presenting only one option is called “**Hobson's Choice.**” - When people are presented with only one option, they focus on whether or not they want that one item.

→ If only one option is presented, many people will refuse to purchase a product that they ordinarily would have chosen

“Do I want this or not?” vs “which of these would I like?”

Autonomy Bias Can Prompt Higher AOV's

- Paying more to choose your seat on a plane
- Paying more to change hotel reservations
- Paying more for smaller snack items (100 calorie packs) to control how much is being eaten
- Paying more to stream music with no ads
- Paying more for a beach chair that has three positions instead of one
- Paying more for a fixed-rate mortgage with a “float down” option that allows them to change the interest rate after it's been locked in

Three Ways to **Invoke Feelings of Autonomy**

1. Provide **Multiple Options** & Avoid the ‘Hobson’s Choice’ Dilemma
2. Create a World Where **Someone Else Will Take Their Autonomy** IF They Don’t Act
3. **Remind The Reader** of Their Freedom (BYAF Technique) → “But You Are Free...”

Art #3

The *Art* of **Loss-Aversion Bias**

You're more inclined to avoid losses, to be averse to them, than you are to want to make similar gains. You get more displeasure from losing fifty dollars than pleasure from gaining fifty dollars.

The Art of **Loss-Aversion Bias**

Loss-Aversion Bias You're more inclined to avoid losses, to be averse to them, than you are to want to make similar gains.

Example: You get more displeasure from losing fifty dollars than pleasure from gaining fifty dollars.



All Gains & No Losses = Loss

Most marketers are trained to think in terms of benefits at all times (WIIFM). But **new pockets of profit can be found** in the enlightened pain and loss marketing can bring to the surface...

As humans, **we are wired to gather and collect rather than remove or subtract.** Understanding this biological underpinning can allow your copy and messaging to appeal to the primal hardwiring of your market.

This is especially key when working with products or services that are mainly thought of as luxury / non-essential.

The key is not focusing merely on the *direct* benefit or pain someone is experiencing by engaging with your product or service but rather focusing on the pain and loss someone will (consciously or unconsciously) experience by *NOT* taking you up on your offer...

Achievement. Autonomy. Belonging. **Competence.** Empowerment. Engagement. Esteem. Nurturance. **Security.**

Loss-Aversion Bias | Do You Make These Mistakes?

Maxwell Sackheim, the inventor of the book-of-the-month-club is the writer of one of the longest running ads of all time (its headline: "Do You Make These Mistakes in English?," ran 40+ years unchanged),

This ad plays on loss-aversion by drawing attention to an unrealized “loss” a reader might have even if they aren’t originally aware of it



Loss-Aversion Bias | **Examples**

INSANE FACTS ABOUT **BITCOIN #012**

\$100 IN BTC

IF YOU **INVESTED** \$100 IN BTC
ON JULY 10TH, 2010 IT
WOULD BE WORTH
\$2 BILLION.



 CryptoMania

credit karma

How it works Log in Sign up 

Search for unclaimed money

There's more than \$40 billion sitting with state governments.
Is any of it yours?

Sign up Free & Search

NEW
LIMITED
EDITION
ALUMINIUM
BOTTLES



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Achievement. Autonomy. Belonging. **Competence.** Empowerment. Engagement. Esteem. Nurturance. **Security.**

Ways to Introduce **Loss-Aversion** to Your Marketing

- Replace language such as "Take advantage of" or "Get in on" with "Don't miss."
 - Highlight deadlines and expiration dates. (*Countdowns, Deadlines, Remaining Quantities of Product*)
- Frame messaging in terms of loss rather than gain.
 - For example, your ad headline, email subject line, or teaser copy could pose questions such as:
 - *How many ad mistakes do you make?*
 - *Will you pass your annual physical?*
 - *Can you answer these 5 critical objections on your next sales call?*
- Switch Out Discount Codes to “Expiring Credits”
 - Fear of losing a credit on your account is higher than the fear of missing out on a discount → credit = ownership (*Endowment Effect is Included in Loss-Aversion*)

Art #4

The *Art* of Self-Serving Bias

The tendency for people to attribute their successes to their own abilities and efforts, but attribute their failures to external factors.

The *Art* of **Self-Serving Bias**

Self-Serving Bias as Schneider Hastorf put it (author of *Person Perception*):

“...(humans) are prone to alter our perception of causality so as to protect or enhance our self-esteem. We attribute success to our own dispositions and failure to external forces”



Examples of **Self-Serving Bias**

- **Winning The Championship**
 - Win → You Worked Hard
 - Lose → The Other Team Cheated
- **Taking Your End of Year Exam**
 - A+ → You Studied & Are Smart
 - F → The Teacher Hated You
- **Advertising Your Business**
 - 5x ROAS → Great Offer/Product
 - 1x ROAS → The Ad Agency Sucks



“People will do anything for those who encourage their dreams, **justify their failures**, allay their fears, **confirm their suspicions**, and help them **throw rocks at their enemies.**”

– Blair Warren

Examples of Self-Serving Bias At Work

The figures quoted have been checked and certified to by LEBLANC, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians say **"LUCKIES are *less irritating*"**

"It's toasted"
Your Throat Protection against irritation against cough

"It's Not Your Fault Your Throat Hurts"

You're Smoking the wrong brand...

advertisements

How to get what the U.S. Government OWES YOU!

320 almost secret ways to get something back for your tax dollars right away!

by Gary Halbert

Dear Taxpayer:
What do you get?
The "poor" get federal housing, food stamps, and other welfare benefits. The rich get oil depletion allowances, lower interest rate loans, and expense accounts.
What do you get?
The answer to that one is easy. YOU GET TO PAY TAXES! Isn't that nice? It is a bit depressing, isn't it? To work so hard for your money and then each year give Uncle Sam a bigger and bigger share of it.
What can you do about it?
Well, you could always cheat. Or move to another country.
But seriously, if you are already claiming all of the legitimate deductions you are entitled to, there is still something you should do. And that is...**MAKE SURE THAT YOU ARE GETTING EVERY PENNY'S WORTH OF GOVERNMENT BENEFITS THAT YOUR HARD-EARNED DOLLARS ARE PAYING FOR!**
Millions of Americans just like you are already collecting on them. For example, **RIGHT NOW**, you and your family may well qualify for one, several or all of these government benefits:
● \$5,000 in government loans at below market interest rates—if you know how to apply for the loans!
● Full scholarships and other financial assistance for education. Uncle Sam is paying good money just to locate deserving students!
● Low cost insurance. You can save hundreds of dollars with special government policies!
● A \$5000 vacation hideaway for you and your family. Prices begin as low as \$25 an acre!
● Social Security benefits before you reach your sixties. One and a half million children receive social security checks each month!
● Free employment assistance if you are having trouble finding a job because you're not a youngster anymore!
● Free help from the U.S. Secret Service to protect you against counterfeit money and forged checks!
● Free plans and architectural designs for 12 different structures—from a 3-bedroom house to a boat landing!
● A \$25,000 start-your-own-business loan, with 15 years to pay it back!
● Free aptitude tests (that would cost you up to \$25) to find the job you are best suited for!
● 25% to 75% of your rent paid by Uncle Sam—if you qualify and know how to apply!
● Free government land to stake your claim when prospecting for gold, silver or other valuable minerals!
● Free protection for your children against hazardous toys provided by the government Office of Consumer Affairs!
● The right to enter a fabulous government sweepstakes—a public drawing to claim oil and gas rights to public lands. Profit potential ranges from \$5,000 to \$75,000!
You know, a person could fill an entire report just listing little-known government benefits that are available to every U.S. citizen. I know, because with the help of a friend, I did. It's titled **"HOW TO GET WHAT THE U.S. GOVERNMENT OWES YOU"**. It has 320 government benefits that most people have never heard of. But it doesn't just list them, mind you, it tells you how to get them! It tells you how to qualify, who to contact (including all necessary addresses) and what to say.
I am thinking about publishing the report in a hard cover edition selling for around \$8.95. Perhaps I will. But this has been a labor of love for me. And right now I'd like the satisfaction of immediately getting the information into the hands of as many short-changed taxpayers as possible. So I've had a local printer reproduce the manuscript in report form and bind it with a soft cover. And I am offering it, personally, direct, by mail, for only \$3.00.
If you are interested, please let me know right away as I have only ordered a small press run.
P.S. If you don't take advantage of these benefits, you are only cheating yourself. After all, you've already paid for them. So, order today and set for yourself the hundreds of FREE and inexpensive things the government has for YOU and your family!
P.P.S. Two extra reports, FREE, when you order right away!
Free Report No. 1: "How To Complain" — the complete details on who to contact when you have a problem!
Free Report No. 2: "Directory of Regional and Local Addresses of U.S. Government Agencies—so you don't have to go to Washington to get information and satisfaction!"
HERE'S JUST A GLIMPSE OF THE INVALUABLE INFORMATION YOU'LL GET! 39 GREAT CHAPTERS!
1. FREE FOR ALIENS AND REFUGEES
2. FREE FOR AMERICAN INDIANS
3. FREE FOR ANTIQUE CAR BUFFS
4. FREE FOR BOATERS
5. FREE FOR BUSINESSMEN & INVESTORS
6. FREE CAREER AND JOB TRAINING
7. FREE CONSUMER PROTECTION SERVICES
8. FREE EMPLOYMENT SERVICES & CIVIL SERVICE JOBS
9. FREE FOR FARMERS & GARDENERS
10. FREE FILMS, FILMSTRIPS & SLIDES
11. FREE FINANCIAL ASSISTANCE & LOANS
12. FREE FROM THE STATE DEPARTMENT
13. FREE SERVICES & BENEFITS FROM ALL BUREAUS IN THE DEPARTMENT OF HEALTH, EDUCATION & WELFARE
14. FREE HELP FOR YOU FROM UNCLE SAM
15. FREE TO YOU FROM INTERNAL REVENUE
16. LOW COST U.S. GOVERNMENT LAND BARGAINS & PROGRAMS
17. FREE FROM THE LIBRARY OF CONGRESS & THE NATIONAL ARCHIVES
18. FREE MAPS
19. FREE MARRIAGE & DIVORCE RECORDS
20. FREE ABOUT SPACE & THE MOON
21. FREE FROM THE FEDERAL RESERVE SYSTEM
22. FREE PROTECTION FROM NATURAL DISASTERS
23. FREE FOR NATURE LOVERS AND SPORTSMEN
24. FREE FROM THE UNITED STATES NAVY
25. FREE OIL, GAS & MINERAL LEASE OPPORTUNITIES
26. FREE FOR PARENTS
27. FREE POSTAL REGULATIONS & LIBRARY
28. FREE POSTERS
29. FREE FOR PROSPECTORS
30. FREE SAFETY SERVICES & BENEFITS
31. FREE SCIENCE SERVICES & BENEFITS
32. FREE FOR SENIOR CITIZENS
33. FREE SICKNESS & HEALTH BENEFITS
34. FREE LIBRARY OF SOCIAL SECURITY BENEFITS
35. FREE FOR STUDENTS & TEACHERS
36. FREE GOVERNMENT SURPLUS OPPORTUNITIES
37. FREE FOR TRAVELERS & VACATIONERS
38. FREE FOR VETERANS
39. FREE FOR WOMEN
PLUS 2 EXTRA REPORTS—FREE
Free Report No. 1: "How To Complain To The U.S. Government"
Free Report No. 2: "Directory of Regional and Local Addresses of U.S. Government Agencies"
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Mall check or money order to:
Gary Halbert, Good News Publishing Co.
7576 Freedom Avenue, North Canton, Ohio 44720

Dear Gary: Enclosed find \$3.00. Please send me my copy of "HOW TO GET WHAT THE U.S. GOVERNMENT OWES YOU!"—plus my 2 extra reports—FREE! I understand that if I am not satisfied I may return the book for a full refund of my \$3.00.

Print Name _____
Address _____
City _____
State _____ Zip _____

Here is an extra \$3.00. Send me another copy of the book (and the free reports) to give as a gift!

"It's Not Your Fault You're Poor"

The Government is Stealing from You

JUNE 5, 2017

TIME

THE WEIGHT LOSS TRAP

Low carb. Low fat.
Paleo. Vegan.
Flexitarian.
Why your diet isn't working
By Alexandra Sifferlin

"It's Not Your Fault You're Fat"

You're Following The Wrong Diet

Ways to Invoke **Self-Serving Bias** in Marketing

- **Positive & Neutral Reinforcement**

- Highlight legacy and history as a means to amplify perceived value (*this is why companies mention things like 'Founded in 1946'*)
- Pre-framing & Anchoring Behavior you like about your prospect and want to see more of (i.e. “You’re a risk taker & someone who isn’t afraid to take action”)
- Emphasize to the prospects that by taking the action you want (the sale) is them directly influencing their own success (“*you are paving your own way to success*”, “*you are only a few steps away from unlocking your own path to success*”)

- **Negative Reinforcement**

- Highlighting the “Old Way vs. New Way”
- Quoting “It’s not your fault” in your copy
- “You’ve brilliantly stumbled on this page, most are perfectly content watching others figure things out – not you.”

Art #5

The *Art* of Present Bias & Hyperbolic Discounting

The tendency to overvalue near-term rewards in the present over making incremental progress on long-term goals.

The *Art* of Present Bias & Hyperbolic Discounting

Present Bias The **tendency to overvalue near-term rewards** in the present over making incremental progress on long-term goals.

Hyperbolic Discounting People value **instant gratification** over delayed gratification



Achievement. Autonomy. Belonging. Competence. Empowerment. Engagement. Esteem. Nurturance. **Security.**

Why NOW

First thoroughly explored by the psychologist, Sigmund Freud, **humans are**, to at least some extent, **driven by the desire to experience pleasure**.

People have a tendency to **prioritize immediate rewards over long-term benefits**. As a marketer, it's essential to understand how this principle works and how to effectively leverage it to create more successful marketing strategies that convert leads and site visitors into customers.

This means **people** are more likely to **choose short-term gratification** over long-term gains.

Achievement. Autonomy. Belonging. Competence. Empowerment. Engagement. Esteem. Nurturance. **Security.**

Present Bias | JG Wentworth

- **“It’s My Money & I Need It Now”**: This Ad Campaign Launched in early 2000’s from the law firm of structured settlements called, JG Wentworth. While structured settlements offer less cash up front, these settlements could be done faster and get cash into the defendants hands much faster than traditional settlements.



1-866-386-3102

- **The Result**: Leads & Call volume increased by over 50% and this ad directly produced over \$10M+ in revenue

Over \$10M+ in Revenue
(Over 50% Increase in Leads)

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Present Bias | **Snickers**

- **“Snickers Satisfies”**: From 2007 to 2009, Snickers experienced a sales growth decline; it was losing market share and was at risk of losing its leading position as the world's best-seller chocolate bar.

In 2009 they released the ad campaign, “You’re not you when you’re hungry” depicting instant transformation after biting into a Snickers bar.



- **The Result**: The campaign was a massive success. In its first year of worldwide broadcast, it increased Snickers' world sales by 15.9% and gained market shares in 56 of the 58 markets where Snickers broadcasted the ads

Over \$10M+ in Revenue
(Over 50% Increase in Leads)

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How to Leverage Present Bias & Hyperbolic Discounting in Marketing

- Focus on the immediate benefits that customers will receive
 - By highlighting these benefits, you can increase the likelihood of a conversion
 - *For example, a website that sells weight loss supplements could highlight the immediate benefits of feeling more energized and less bloated after taking the supplements.*
 - Free 2-Day Shipping On Orders Above \$X, Free Hassle-Free Returns, Unboxing Videos on PDP pages
- Implementing Buy Now Pay Later Options (Including Payment Plans)
 - By allowing customers to purchase a new product now and pay for it later (even if that means paying a fraction up front / paying interest %) you allow them to have a sense of instant gratification
 - Integrate Apps like Affirm, ShopPay, Payment Plans, etc
- Gain More Benefits & Value Now By Signing Longer Term Commitments
 - Adding more services & features to clients who sign longer term contracts (*cheaper pricing, more flexibility, bonuses, etc*)

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THANK YOU!

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