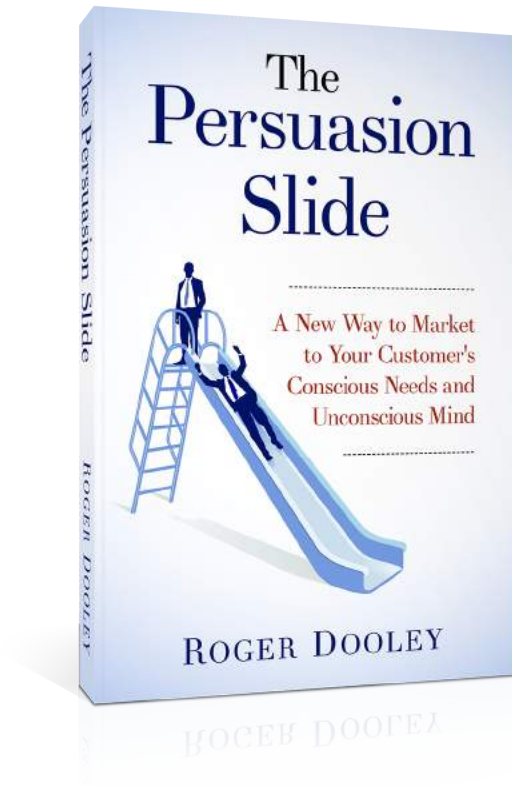


Workbook for The Persuasion Slide™



Roger Dooley

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How to Use This Workbook

Presumably, you downloaded this workbook because you found the link in my book, *The Persuasion Slide*. If not, you can find the book here:

[Amazon.com - The Persuasion Slide](#)

If you can't access Kindle content, or don't want to buy the book right now, you can get a short description of the framework in this blog post:

[The Persuasion Slide: An Introduction](#)

You can also hear an audio explanation in my 30-minute podcast:

[Gliding Down the Persuasion Slide](#)

This workbook is meant to be a quick way to think about your website, landing page, sales letter, or other persuasive process. Ideally, it will help you think about each of the four slide components and how they match up with what you are trying to do.

At the end, I also include a list of books that may be helpful in identifying your customers' motivations as well as different ways to appeal to them.

I hope this helps you start applying the Persuasion Slide principles, and that you find them useful and profitable.

As always, feel free to contact me via rogerdooley.com. I look forward to connecting!

Best,

Roger Dooley

The Persuasion Slide

There are four elements in the Persuasion Slide:

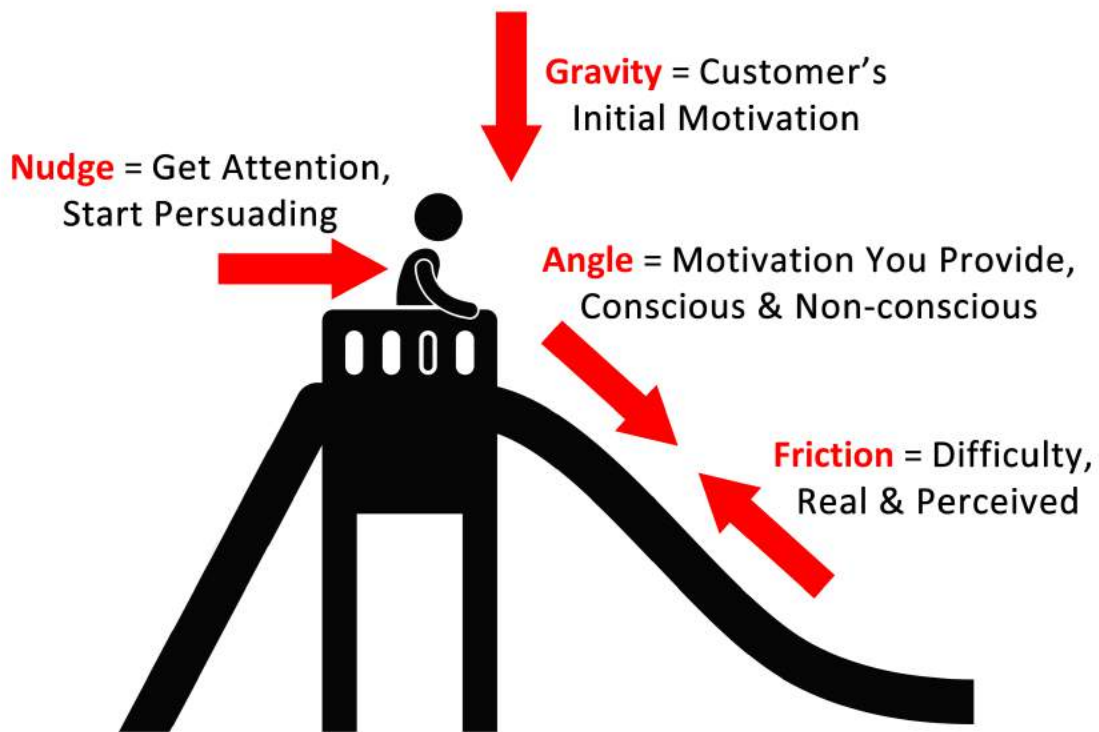
Gravity – your customer’s initial motivation.

Nudge – a trigger to get the customer moving.

Angle – the conscious and non-conscious motivation you provide.

Friction – the real and perceived difficulty of the desired action.

We’ll look at each of these in the pages ahead. We’ll use the term “customer,” but you can substitute “visitor,” “viewer,” “reader,” etc. if your situation doesn’t involve selling a product or service.



Gravity: What Motivates Your Customer

1. Why does a potential customer want or need your product? Write down the top few reasons.

2. Are there deeper psychological reasons? For example, if you listed “lose weight” in the last question, could deeper reasons include, “be more attractive,” “connect with attractive people,” or “improve career opportunities?”

3. Do you use “buyer personas” or “buyer stories?” If so, with those in mind, review the above questions. Revise your answers if necessary.
4. List, in order of your guess at priority, the top few “conscious motivations” that your customers bring with them – business pain points, practical needs, etc.

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5. List, in order of your guess at priority, the top few non-conscious motivations your customers come to you with. These are motivations they would likely not recognize or acknowledge as important if asked directly.

The Nudge

1. How do you intend to get the customer's attention in this particular phase of your persuasion process? If you are an email marketer, the primary nudge will be an email. If you drive traffic to landing pages, the nudge on the landing page will likely be a call-to-action of some kind.

(If there are multiple stages of persuasion, e.g., an email persuades the customer to a landing page, and the landing page is supposed to persuade the customer to order, then it's best to treat those as individual slides.)

2. List a few ways you could make the nudge more **attention-getting** (e.g., larger, better location, different color, added graphic, etc.).

3. List several ways your nudge either **motivates** or **could motivate** the customer to act. (For example, a big red "Subscribe" button may get the customer's attention, but adds no motivation. "Free paleo recipes!" offers something the visitor may be looking for. Or, an emotional image could connect with a non-conscious motivator.)

4. Looking over the motivators in the preceding question, which matches up with one or more customer motivators from the “Gravity” section for a powerful combination? Your nudge should include, in most cases, **a single, strong motivator**. Save your bullet points for your longer-form content. Is the nudge touching a non-conscious motivation you identified earlier?

5. What does your final, improved nudge look like? Where is it? What’s the short message that makes the customer *want* to continue?

Motivators – Non-Conscious

Delving deeply into the area of non-conscious motivation is beyond the scope of this workbook, but we'll provide a few starting thoughts. Careful attention to this area will make your persuasion efforts much more effective and cost you nothing. See the list of recommended books to dive into the possibilities here.

Jot down ideas for as many of these “starters” as you can. Some may not apply, so don't agonize over them. For some, you may have multiple thoughts – that's OK too!

Remember – this is a TINY fraction of the range of non-conscious motivators. Don't limit yourself! (If you aren't familiar with some of these, Google is your friend...)

1. Let's start with Robert Cialdini's Seven Principles of Influence:

Reciprocation: Can you do something for your customer first?

Scarcity: Limited quantity? Limited Time? Restricted Availability?

Authority: Credentials, Endorsements, Recognition?

Social Proof: Popularity data, testimonials, success stories?

Liking: Shared attributes/interests, flattery?

Consistency: Get small commitments first? Highlight past behavior?

Unity: Shared identify, co-creation?

2. **Anchoring** - Can you lead with an expensive product (or nominal price) that will make the product you want to sell look more reasonable?

3. **Decoy Effect** - Can you offer a slightly worse variation of a product to make the better one more attractive? Or introduce a higher-priced product to make another one a “compromise?”

4. **“Mating Cues”** – Evolutionary psychology and numerous experiments suggest that male behavior is changed by images of females and even the color red. Not always relevant or appropriate.

5. **Confirmation Bias** – Can you frame your message to appeal to beliefs you know your customers hold?

6. **Conjunction Fallacy** – Can you use a vivid story instead of general data?

7. **Primacy & Recency** – People tend to prefer items they saw either first or last vs. what came in the middle.

8. **Loss Aversion** – Generally, framing a message in terms of what will be lost is more powerful than doing so for what will be gained.

9. **Sensory Metaphors** – Can you write your headlines using sensory words (e.g., “rough” vs. “difficult”)?

10.

11.

12.

13.

14.

15.

Remember, there are **hundreds** of small and large non-conscious motivators – see the resource list at the end to continue your research.

Friction – Real

In this section, you will identify those things that slow down your customers and prevent them from completing your process. In most cases, there's no "right" answer. Rather, you need to be certain that anything likely to hamper completion of the process is **truly essential**.

This is a sampling of friction elements to think about – the best way to spot friction is to have unskilled users unfamiliar with your process attempt to complete it. If they struggle at all (even on their first attempt), there is a friction problem.

1. **Form Friction** – if your process requires a form to be completed:

___ How many fields does it have?

___ How many are essential, vs. "nice to have?"

___ Is field syntax obvious and logical (e.g., phone number format)?

___ Is autocomplete supported (e.g., Google Chrome autofill)?

___ If a form is submitted with an error, is all of the user-entered data retained? Is the problematic field clearly marked?

2. **Order Friction** – beyond the friction built into the order form, there can also be payment friction.

___ Is an account required to complete an order?

___ Are all major forms of payment (including PayPal) accepted?

___ Is autocompletion of credit card data allowed, or does the customer have to enter the data from the card?

___ Do you require the CVV number from the credit card (usually requires the customer to look at the back of the card)?

___ Can the customer see the total transaction cost before filling out the entire order form?

3. **Security Friction** – businesses are rightly concerned about the safety of their data and their customers' information. But in some cases security "experts" are damaging the usability of websites and apps in the name of keeping customers safe. The level of security needs to be appropriate to the business. Your bank, for example, has the justification to make things a bit more

difficult than, say, a forum community. Here are a few things to think about. (There are many more.)

___ Are password requirements complicated (symbols, numbers, etc.?)

___ Are password requirements clearly stated or is the user surprised when the chosen password is rejected?

___ Do passwords expire so that users must create and remember new ones?

___ Can the customer stay logged in (via cookie) or must the customer log in on every new site visit?

___ Are users logged out automatically after a set time? If this is essential because of high financial risk, is the time appropriate?

4. **Other Friction** – note any other elements of friction and bad user experience that you have discovered through testing or personal experience.

5. **Friction Reducers** – based on the above, what concrete steps, even small ones, can you take to **reduce real friction** in your process?

Perceived Friction

Sometimes I call this “imaginary friction,” because it occurs only in the mind of your customer. It relates to **cognitive fluency**, which is the ease or difficulty with which our minds process information. If instructions are difficult to read, for example, the task itself will seem harder. I described this remarkable effect in Brainfluence, and even today people are surprised to find that a task can seem twice as time consuming if it’s described in a fancy font.

Here are a few things to check:

1. **Fonts** – “Hard to read” – “Hard to do.” Are your fonts as simple as possible, particularly those used in instructions, calls to action, etc.? Italics, bolds, tiny letters, fancier font designs, etc. are harder to read.

2. **Colors, Shading, etc.** – The most fluent type/background combination is black type on a white background. Reverse type (e.g., white type on a black background) is less fluent, as are less contrasty color combinations. Type on busy image backgrounds can also be hard to read. (Don’t forget that a significant number of your users may be at least partially color blind.)

3. **Language** – Is your choice of words and your sentence structure as simple as possible? Text written at a grad student level is far less fluent and will make the effort needed to perform tasks seem higher.

4. **Imaginary Friction Fighters** – Based on the questions above, is there anything that can be changed in your process to reduce perceived friction?

Build Your Slide

If you've gotten this far, you are ready to pull it all together!

Go back over the steps you identified at the end of each section, and create your perfect slide! Or, at least a better one...

Test, Test, Test...

All of the expert advice that you want to implement shouldn't be taken as a rigid prescription guaranteed to boost your results. Rather, new ideas should be implemented one at a time and evaluated using A/B testing or similar techniques.

No method works perfectly every time. Conversion experts know that even proven "best practices" don't work in every situation. Testing is inexpensive and is as close to a guarantee of improved performance as you'll get.

Resources – Non-Conscious Marketing

Blog Posts

[*67 Ways to Increase Conversion with Cognitive Biases*](#)

[*Is Your Web Developer Planting Hidden Customer Experience Land Mines?*](#)

Books

[*The Persuasion Slide - A New Way to Market to Your Customer's Conscious Needs and Unconscious Mind*](#) (Roger Dooley)

[*Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*](#) (Roger Dooley)

[*Influence: The Psychology of Persuasion*](#) (Robert Cialdini)

[*Pre-Suasion: A Revolutionary Way to Influence and Persuade*](#) (Robert Cialdini)

[*Thinking, Fast and Slow*](#) (Daniel Kahneman)

[*Neuro Web Design: What Makes Them Click?*](#) (Susan Weinschenk)

[*Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*](#) (Steve Krug)

[*Webs of Influence: The Psychology of Online Persuasion*](#) (Nathalie Nahai)

[*Hooked: How to Build Habit-Forming Products*](#) (Nir Eyal)

About The Author



Roger Dooley is the author of [*Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*](#) (Wiley, 2011), and writes the popular blog [Neuromarketing](#) as well as [Brainy Marketing](#) at Forbes.com. He is the founder of Dooley Direct, a marketing consultancy, and co-founded College Confidential, the leading college-bound website (now part of Hobsons, a DMGT unit). On Twitter, he can be found at [@rogerdooley](#). For speaking engagements and other information, visit [rogerdooley.com](#).

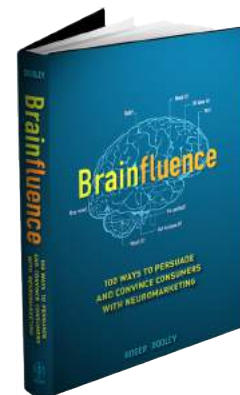
[Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing](#)

"You can never be too enchanting, so read this book to learn even more ways to change people's hearts, minds, and actions. It's always good to have some science behind your tactics."
— **Guy Kawasaki, author of *Enchantment* and former chief evangelist of Apple**

"Using the most modern neuroscience research out there, Roger Dooley's insightful new book, *Brainfluence*, will serve as a how-to guide for driving a successful business past its competition."
— **Martin Lindstrom, author of *Brandwashed***

"For years I've turned to Roger Dooley to keep up with the cutting edge of neuromarketing. Now with *Brainfluence*, Roger gives smart businesspeople a one-stop unfair advantage. This book is a must-read."
— **Brian Clark, CEO, Copyblogger Media**

"*Brainfluence* strikes a great (and rare) balance between being research-based and academic while still being clear and actionable... I've read many of the classics, like Cialdini's *Influence*, so I was pleasantly surprised to find not only new data in *Brainfluence*, but new ways of looking at that data."
— **Dr. Peter Meyers, Marketing Scientist, Moz**



[Find *Brainfluence* at Amazon](#)