

## **Module #2: Advanced Human Psychology & Persuasion Prompts For Different Goals**

### **Lead Generation**

- 1.1) Fear of Missing Out: Write a compelling email subject line that sparks a fear of missing out on exclusive insights provided by our lead generation services.
- 1.2) Urgency: Craft a Facebook ad that emphasizes the limited time available for businesses to take advantage of our lead generation software's discounted pricing.
- 1.3) Moving towards pleasure: Create a LinkedIn post that highlights the pleasure of reaching new potential customers and growing their business with our lead generation services.
- 1.4) Moving away from pain: Write a blog post introduction that emphasizes the pain points of ineffective lead generation and how our services can alleviate these issues.
- 1.5) Extreme Desire for the product: Draft a Twitter post that generates a strong desire for our lead generation software by showcasing impressive results achieved by current users.
- 1.6) The product will change the person's life forever: Write a landing page headline that conveys how our lead generation tools can revolutionize businesses and bring lasting success.

### **Ecommerce Sales**

- 2.1) Fear of Missing Out: Write a persuasive product description that evokes the fear of missing out on an innovative, limited-stock item that everyone's talking about.
- 2.2) Urgency: Draft an email campaign that creates a sense of urgency by promoting a flash sale, encouraging subscribers to act quickly before items sell out.
- 2.3) Moving towards pleasure: Create an Instagram post that highlights the pleasure and satisfaction customers experience when using our best-selling product.
- 2.4) Moving away from pain: Write a blog post that discusses the common pain points in the product category and how our products address these issues.
- 2.5) Extreme Desire for the product: Craft a Facebook ad that generates a strong desire for our product by showcasing its unique features and benefits.
- 2.6) The product will change the person's life forever: Write a website banner that conveys how our product can significantly improve customers' lives.

### **Appointment Booking**

- 3.1) Fear of Missing Out: Write an engaging email subject line that sparks the fear of missing out on a limited-time offer for discounted appointments.
- 3.2) Urgency: Draft a Facebook ad that emphasizes the urgency of booking appointments with our experts before the slots fill up.

3.3) Moving towards pleasure: Create a LinkedIn post that highlights the positive outcomes clients can expect by scheduling an appointment with our team.

3.4) Moving away from pain: Write a blog post introduction that discusses the pain of disorganization and missed opportunities, and how our appointment booking service can help.

3.5) Extreme Desire for the service: Craft a Twitter post that generates strong desire for our appointment booking platform by showcasing glowing customer testimonials.

3.6) The service will change the person's life forever: Write a landing page headline that conveys how our appointment booking service can transform the way clients manage their schedules.

### **Table Booking**

4.1) Fear of Missing Out: Write an engaging email subject line that evokes the fear of missing out on a limited-time special event or menu item at our restaurant.

4.2) Urgency: Draft a compelling Facebook ad that highlights the urgency of booking a table before reservations fill up for an upcoming holiday or special occasion.

4.3) Moving towards pleasure: Create a persuasive Instagram post that showcases the pleasurable dining experience customers can expect when they book a table.

4.4) Moving away from pain: Write a blog post introduction that addresses the pain of waiting for a table or having a subpar dining experience, and how reserving a table at our restaurant solves these issues.

4.5) Extreme Desire for the experience: Craft a Twitter post that generates a strong desire for our dining experience by sharing rave reviews from satisfied customers.

4.6) The experience will change the person's life forever: Write a website landing page headline that conveys how a memorable dining experience at our restaurant can become a cherished memory.

### **Course or Digital Product Sales**

5.1) Fear of Missing Out: Write a persuasive email subject line that evokes the fear of missing out on valuable knowledge or skills provided by our online course or digital product.

5.2) Urgency: Draft a compelling Facebook ad that highlights the urgency of enrolling in our course or purchasing our digital product before the enrollment window closes or the price increases.

5.3) Moving towards pleasure: Create a LinkedIn post that showcases the personal or professional satisfaction users can achieve by completing our online course or using our digital product.

5.4) Moving away from pain: Write a blog post introduction that discusses the pain points our course or digital product can help users overcome, such as knowledge gaps or skill deficiencies.

5.5) Extreme Desire for the product: Craft a Twitter post that generates a strong desire for our course or digital product by sharing success stories from previous students or users.

5.6) The product will change the person's life forever: Write a landing page headline that conveys how our course or digital product can lead to lasting personal or professional growth.

### **Selling a Service**

6.1) Fear of Missing Out: Write an engaging email subject line that sparks the fear of missing out on the benefits of our service offering.

6.2) Urgency: Draft a compelling Facebook ad that emphasizes the urgency of hiring our services before our team's availability becomes limited.

6.3) Moving towards pleasure: Create a persuasive LinkedIn post that highlights the positive outcomes and satisfaction clients can achieve by working with our service team.

6.4) Moving away from pain: Write a blog post introduction that discusses the pain points our services address, such as inefficient processes or inadequate results.

6.5) Extreme Desire for the service: Craft a Twitter post that generates a strong desire for our services by showcasing the impressive outcomes achieved by our current clients.

6.6) The service will change the person's life forever: Write a website landing page headline that conveys how our services can bring lasting success and satisfaction to clients.