



## Here are 10 of the most common and useful principles of DesignLogics.

**DesignLogics infuses** psychology into your communication, making it resonate and persuade better than ever before.

mental shortcuts can often obstruct our efforts, leading people to make decisions that don't align with their best interests. But fear not! With DesignLogics, we've cracked the code, turning these subconscious thinking patterns into influential tools that empower individuals to make choices that truly serve their best interests.

In the realm of persuasion, cognitive biases, indifference, and



## **Principle:** People rely heavily on the first piece of information

**Anchoring** 

they encounter when making decisions. **Example:** Furniture stores place the most expensive pieces at

the front of the store, making everything you see subsequently, seem more affordable.

'the ask' seems more reasonable.

Improve Sales: Always anchor a high bar for your audience so

relative baseline for everything else. Make sure to set that baseline high.

Summary: People get stuck with the first price they hear and use that anchor as a

### **Principle:** People feel the pain of losses more than the pleasure of gaining something.

**Loss Aversion:** 

**Example:** You know that FOMO feeling you get when you let an opportunity slip away? We all have that. Use it.

**Improve Sales:** Reframe your proposition as; what your

out on your unique ideas by using scarcity and FOMO.

they will gain if they do. Summary: People hate losing more than they love winning. So make them fear missing



**Social Proof** 



### uncertain situations. **Example:** Displaying customer reviews, star ratings, or

positive statistics helps people see what their peers are doing.

**Principle:** People tend to follow the actions of others in

Improve Sales: Showcase positive social feedback to build trust, credibility and a little peer pressure.

are doing, and they'll be more likely to do it too.

## Remember the toilet paper hoarding during the Pandemic? **Example:** Limiting the supply or time availability creates a

Scarcity

sense of urgency for the product or service. Improve Sales: Highlighting the limited availability of

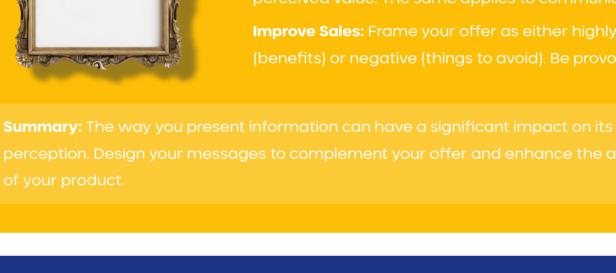
Principle: People perceive scarce resources as more valuable.

something will increase its perceived value. If you don't have limited availability, find a way to create it.

Summary: People want what they can't have, so drive home the fleeting nature of your offer and remind them: Don't miss out!



**Framing** 



# Improve Sales: Frame your offer as either highly positive

**Principle:** The way information is presented dramatically

**Example:** A nice frame around a painting will improve its

to repay the favor.

attached to it—it's good practice.

**Reciprocity:** 

they'll be more likely to trust your guidance and act accordingly.

Principle: People feel obligated to repay favors or gifts.

**Example:** Offering free samples, personalized incentives, or

even valuable information without a sales message being

Improve Sales: Provide value upfront to trigger the desire

Summary: People feel obligated to repay favors. So give them something for free, and **Choice Overload Principle:** Having too many options can lead to



towards recommended choices.

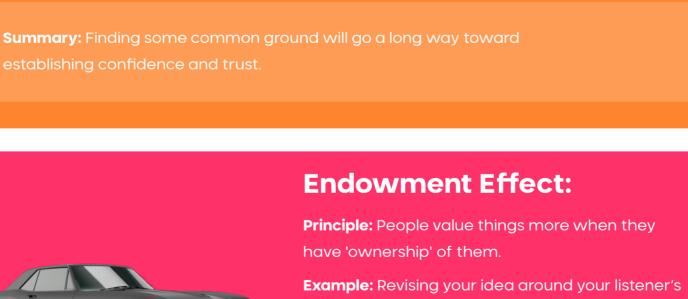
decision paralysis.

**Example:** When saving for retirement, it's easy to be

overwhelmed by investment options, leading to inaction.

**Improve Sales:** Streamline options and guide customers

Improve Sales: Highlight information that reinforces customers' existing beliefs or preferences.





and visualize the outcome you're looking for. Summary: People value things more when they invest time, thought, or money into them. Make your listener part of the process instead of being convinced of it.

## meanings, emotions, or associations will make your message more compelling.

**Principle:** Exposure to certain stimuli influences subsequent behavior.

**Example:** Using words and images that evoke specific

Improve Sales: Use visual and verbal cues to trigger desired emotions-leading to desired actions and behaviors.

Summary: Exposure to certain stimuli can influence behavior. So use images and words

that evoke emotions that make people feel better about themselves.

**Note:** This cheat sheet is a concise overview of the principles we use in DesignLogics. Reach out today to discuss ways you can improve your communications

Make an appointment

using these proven tactics.



**NEWS** 

