

Copywriting Checklist: Psychological Triggers

🔥 Emotion

- 🧠 Product: What are the emotional reasons they buy your product/service?
- 🧠 Customer: What are the emotional and logical reasons they buy your service/product?
- 🧠 Emotion: Have you used passion to express emotional reasons to buy?
- 🧠 Hope: What benefit can you imply to give them hope? Is it something that you can NOT guarantee but might be possible to gain/achieve if they buy your product/service?
- 🧠 Curiosity: Have you created curiosity early in your copy? Have you promised a payoff to keep reading?
- 🧠 Mental Engagement: Have you stimulated all four areas of the brain?

🔥 Logic

- 🧠 Logic: Have you provided logical reasons to justify the purchase?
- 🧠 Simplicity: What can you remove from your offer to make it simpler?
- 🧠 Proof of Value: Have you shown value through comparisons?

🔥 Scarcity

- 🧠 Exclusivity: Have you limited the availability of the product or service and made it known?
- 🧠 Greed: Have you created a sense of high perceived value?
- 🧠 Sense of Urgency: have you offered incentives and reasons to buy now along with a strong call for action?

🔥 Social Proof

- 🧠 Objection Raising: Have you mentioned the potential negative items or objections to buying your product or service early?
- 🧠 Objection Resolution: Have you shown why their objections are small?
- 🧠 Desire to Belong: Do you provide them with social proof from the group of people who already own the brand?
- 🧠 Patterning: Have you modeled your approach after successful competitors? Have you added your own twist?

🔥 Likeable:

- 🧠 Integrity: Are you delivering on your promise?

🔥 Honesty: Have you been truthful in everything you said?

- 🧠 Credibility: Is each statement you made accurate?
- 🧠 Familiarity: Have you used repetition and strong graphic awareness of your product/service/brand?
- 🧠 Storytelling: Have you told a story that they can relate to?
- 🧠 Involvement and Ownership: Have you used sensually descriptive phrases? Have you talked to them as if they already own the product/service?

🔥 Reciprocity

- 🧠 Satisfaction Conviction: Do you have an offer statement that will convince them that your product/service is so good that you couldn't make the offer if it wasn't?
- 🧠 Guilt/Reciprocity: What can you send or give your prospect that costs little but will create a feeling of guilt or the need to reciprocate?
- 🧠 Desire to Collect: Have you provided a way for them to purchase similar products?

🔥 Authority:

- 🧠 Authority: Have you shown that you are an authority on the subject? Or, do you have another person of authority validating your product/service?
- 🧠 Specificity: Have you done your research and included specifics to your claims?

🔥 Commitment

- 🧠 Harmonize: Will your customer answer "YES" to all your copy?
- 🧠 Consistency: Have you provided an opportunity for them to buy more at the point of purchase?