

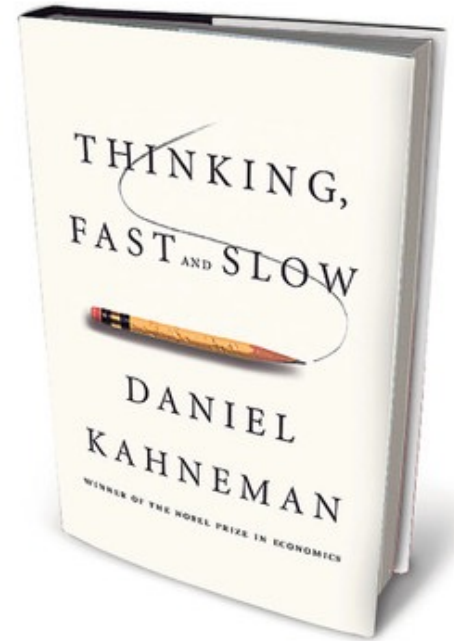
# 9 Ways to Generate More Response Using Behavioral Science

Nancy Harhut, HBT Marketing



“  
The brain doesn't like logical,  
rational, conscious thinking — and  
will take any shortcut it can.”

— Daniel Kahneman, “Thinking, Fast And Slow”



# Decision Making Shortcuts

- **Hardwired, evolutionary impulses**
- **Once kept us alive**
- **Now get us through the day**

#1



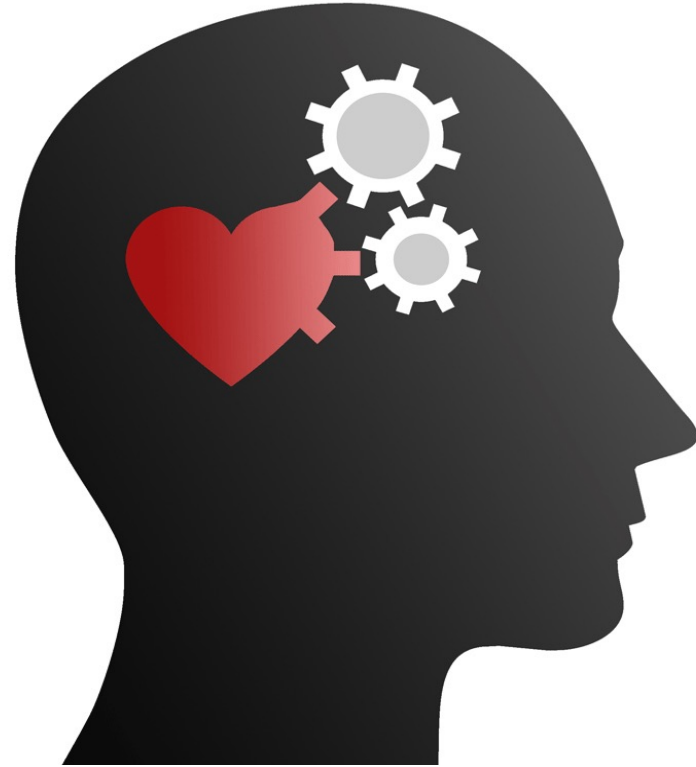
**It's not about how we think,  
but how we feel**



# Behavioral Science

**Emotions drive our decisions**

# Emotion



— Antonio Damasio

There's a reason they call them **gut-wrenching**. The decisions you make determine whether people stay employed. Whether shareholders revolt. And whether your company complies with federal regulations. No wonder making them can tie you up in knots.

# The **antacid** for a diet of tough decisions.

There's a reason they call them **gut-wrenching**. The decisions you make determine whether people stay employed. Whether shareholders revolt. And whether your company complies with federal regulations. No wonder making them can tie you up in knots.

Especially making them without quick access to all the information you need.

That's why you need Cognos, an IBM company. We are the experts in performance management, delivering the only complete system on a single platform for reporting, analysis, planning, forecasting, consolidation, and scorecarding. So you can be sure you have correct, complete information. Unlike SAP and Oracle, we've spent years focused solely on performance management, helping 86 of the Fortune 100 succeed. So the next time you have a gut feeling, you'll also have the data to back it up.

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13% increase in purchase intent



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**What it feels like to sit  
in 25% fewer meetings.**

 **slack**  
Work, simplified.

**It's 4pm. Your excavator just broke down. Concrete needs to be poured tomorrow.**

**It's 4 pm.  
Your excavator  
just broke down.  
Concrete needs to  
be poured tomorrow.**

**Consider it done.™**



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Call us today at 800-UR-RENTS or visit [unitedrentals.com](http://unitedrentals.com)

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**Remember:**

**Use emotion to connect with  
customers and prospects**

# Behavioral Science

People are afraid to lose

# Loss Aversion

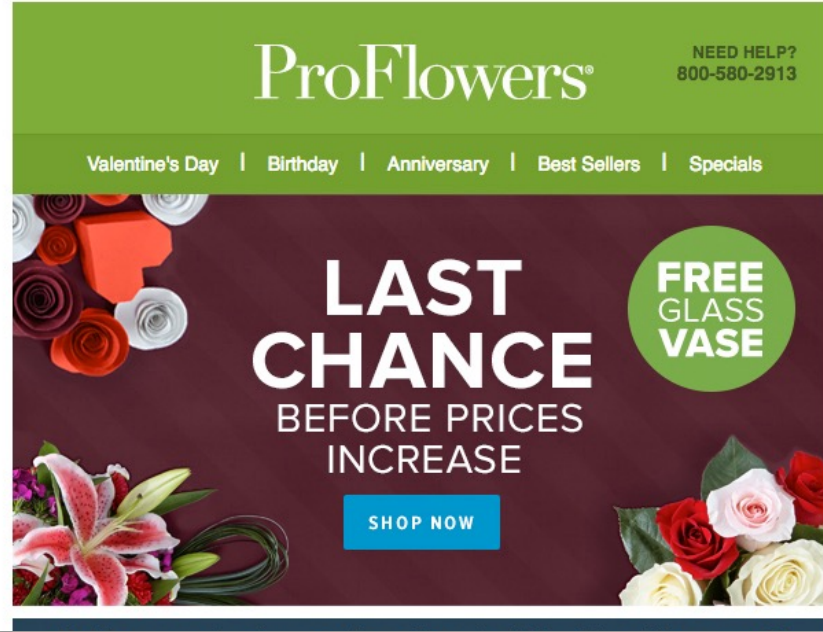




**Order Cathy's gift  
today, or pay more!  
Prices increase  
tomorrow!**

**Subject: Order Cathy's gift today, or pay more! Prices increase tomorrow!**

[Last day before prices increase: Valentine's Day gifts up to 45% OFF! View as webpage](#)



The banner features a green header with the ProFlowers logo and a contact number. Below the header is a navigation bar with links for Valentine's Day, Birthday, Anniversary, Best Sellers, and Specials. The main content area has a dark red background with floral images and a central text block that reads 'LAST CHANCE BEFORE PRICES INCREASE' with a 'SHOP NOW' button. A green circular badge on the right says 'FREE GLASS VASE'.

ProFlowers®

NEED HELP?  
800-580-2913

Valentine's Day | Birthday | Anniversary | Best Sellers | Specials

**LAST  
CHANCE**  
BEFORE PRICES  
INCREASE

**FREE  
GLASS  
VASE**

SHOP NOW

WE HAVE A FEAR  
OF COMMITMENT, TOO

IT'S OKAY IF YOU WANT TO BREAK UP  
WITH US.

You won't hurt our feelings; we value honesty over ghosting us. That's why our [refund policy](#) lets you cancel your ticket for a full refund through the end of March, *no questions asked*.

So, in the spirit of the holiday tomorrow, **take \$100 off All-Access passes and know that we won't judge if you change your mind.** We've got 100 discounts to give away so go and get 'em. Offer expires Friday, February 15th at 11:59 PM EST.

CLAIM YOUR DISCOUNT

That's why our refund policy lets you cancel your tickets for a full refund through the end of March, no questions asked.

# ***FOUR COMMON MARTECH MISTAKES— AND HOW TO AVOID THEM***

---

The number of companies offering martech solutions is astonishing, with more than 5,000 companies competing for attention and dollars.



**Remember:**

**Avoid pain beats achieve gain**

# Behavioral Science

If it's ours, we feel it's  
more valuable

# Endowment Effect



— Richard Thaler

Lot 18.

YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT  
WILL EXPIRE TOMORROW AT 11:59 PM EST

Simply click [Apply Credit](#)

before submitting your order. Your  
future self will thank you later.


*Yours helpfully,  
The Lot18 Member Services Team*

START SHOPPING 

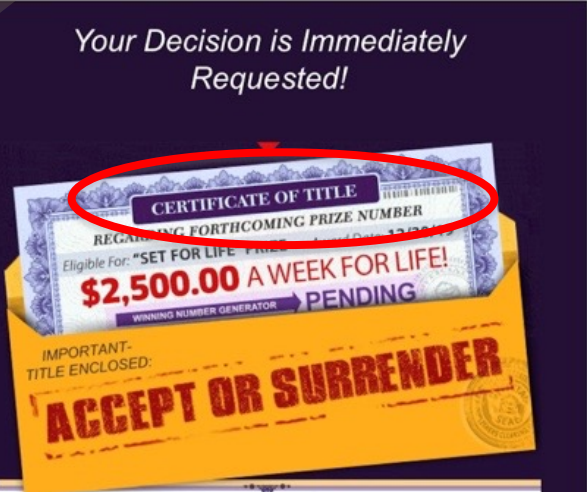
Please Accept Your Title Or Surrender It!

We must have your decision regarding Prize Number ownership!

Please Accept Your Title Or Surrender It!

 We must have your decision regarding Prize Number ownership!

*Your Decision is Immediately Requested!*



IMPORTANT- TITLE ENCLOSED:

**ACCEPT OR SURRENDER**

Make sure your \$2,500.00 A Week For Life SuperPrize Number is **LOCKED** inside our Winning Number Generator, along with all other eligible numbers. Prize awarded **December 30th — Guaranteed!**

**RESPOND IMMEDIATELY!**





## My UPS Expiration

Nancy Harhut, we've missed you!

To keep your registration active .... log in

Our records indicate that you have not taken advantage of My UPS recently. To keep your registration active and ensure you have access to all services associated with your My UPS User ID, simply log in to My UPS. If you do not have a My UPS User ID, you will need to create one. If you do not need for My UPS, do nothing and

...do nothing and your registration will expire

# Remember:

**People are possessive – they don't  
want to lose what they have**

# Recap:

**It's not about how we think, but how we feel**

- Emotion
- Loss Aversion
- Endowment Effect

# Assignment

**Write a lead gen email, including subject line, for your company using Emotion, Loss Aversion, or the Endowment Effect**

#2



**Our choices are less rational  
and more reactionary**

# Behavioral Science

**Having an option makes people  
more likely to choose**

# Autonomy Bias



Image: Pixy.org

**Do this now: Create  
an income that puts  
YOU in charge**

To: Nancy Harhut

Subject: Do this now: Create an income that puts YOU in charge

Dear Nancy Harhut,

In this day and age, it's easier than ever to get paid to live where you want, work the hours you prefer, and enjoy a real measure of control over your time, your income, and your life.

It's never been simpler to stay in touch from the far reaches of the globe. With good Internet access and improved infrastructure on the ground ... whole swaths of the planet that were inaccessible just a decade ago are open for business. Countries once locked down today boast towns where you can buy fudge and postcards.

It means you have options when it comes to travel, adventure, even living abroad.

The trick, of course, is having a skill that'll allow you to take advantage of this great, big, accessible world.

And that's what I'd like to talk to you about today.

**It means you have  
options when it  
comes to travel,  
adventure, even living  
abroad.**



From: **Edible Arrangements**  
Date: Sat, Apr 16  
Subject: Chance To Choose - Ends Tomorrow!  
To: [nancy.harhut@wildeagency.com](mailto:nancy.harhut@wildeagency.com)

Choose your offer & SAVE right now!



**HURRY! ENDS SOON!**

[Arrangements](#) [Chocolate Dipped Fruit](#) [Mother's Day](#) [Find a Store](#)

**DON'T MISS OUT!**

**15% OFF**  
SITEWIDE!\*

CODE: SALE1516

[Click Here](#)  
to Apply This Coupon

Discount will be applied at checkout.

OR

**\$10 OFF**  
SITEWIDE!\*

CODE: SPCL4113

[Click Here](#)  
to Apply This Coupon

Discount will be applied at checkout.



Edible® Selections Signature Berry Box™

[Order Now](#)



Cranberry Crush Cosmo™

[Order Now](#)

4X Tulane University



@nharhut



✓ **Renew today. Return your reply slip or go to [wbur.org/renew](http://wbur.org/renew).**

Every dollar helps. And you can renew at whatever amount is comfortable for you.  
The choice is yours.

**The choice is yours.**

— Christopher Carpenter  
Western Illinois University  
2X

**Remember:**

**Choices make people feel in charge**

# Behavioral Science

**Expectations influence  
people's behavior**

# Labeling



15% more voters

Reserve your space now before it's too late

View on a [mobile device](#). View on a [browser](#).



## <<Sam>>, if you want to be part of this first-ever class, you must act now

Get the skills you need to excel at your job and advance your career. The Certified Information Privacy Manager (CIPM) is the world's first and only certification specifically designed for career-minded privacy professionals like you.

IAPP members who manage privacy operations have been clamoring for practical tools and actionable insights — and this class delivers. There's a training session in your area next month — but it's filling up fast. Don't miss out.

[Get class details and register.](#)

Class includes  
**FREE CIPM  
textbook**  
(a \$65 value)

**RESERVE YOUR SPOT**

### WHEN

Tuesday, May 7  
9 a.m. – 5 p.m.

### WHERE

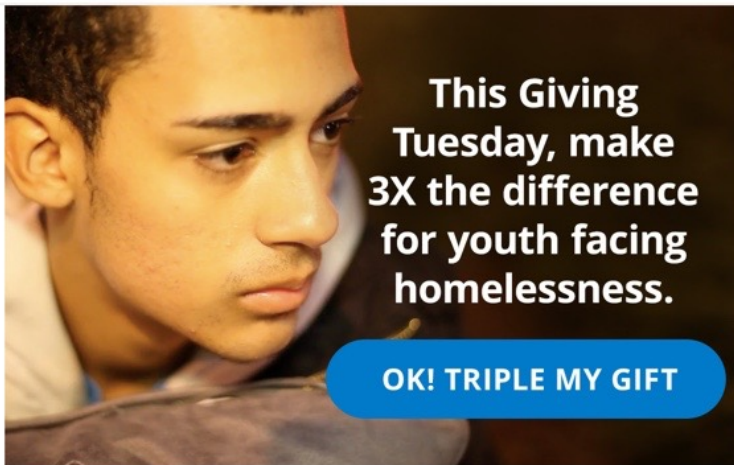
Convene Convention Center  
Midtown West  
810 Seventh Avenue  
New York, NY 10019

... for career-minded privacy professionals like you.

Noun Identity Effect  
Be a voter vs Vote, 11%



Covenant House



Hi there,

It takes a certain kind of person to see a vulnerable youth, a girl or boy who's been forgotten, and say, "[How can I help?](#)"

You're that kind of person. And we are so grateful for you.

Your ongoing interest in and support for Covenant House has shown you

**It takes a certain kind of person to see a vulnerable youth, a girl or boy who's been forgotten, and say, "How can I help?"  
You're that kind of person.**

## Two Types of Sales People

I have worked with hundreds of sales people, both as employees in previous management jobs and now as independent contractors selling merchant services. Many books are out there about the different types of sales people. Some compare them to types of animals or different personality types. **Today I want to talk about the two sales approaches into which every sales person with whom I have ever worked can be identified.**





**Remember:**

**Use labels that trigger the  
desired behavior**

# Behavioral Science

**We respond to the source  
of the information**

# Authority Principle



## “The Coolest New Exhibit” - Thrillist

“The Coolest New Exhibit” -Thrillist

From [New York Aquarium](#) >

[Hide](#)

To [nharhut@me.com](mailto:nharhut@me.com) >

Reply-To [Wildlife Conservation Society](#) >

 New York Aquarium



Fulfill your mermaid dreams, get up-close with sharks, or take in a moment of zen. The coral reef tunnel inside Ocean Wonders: Sharks! is a must visit destination this summer. Don't believe us? [Take Thrillist's word for it!](#)

*“...Catch a brief respite from life on land at the Ocean Wonders: Sharks! exhibit. Stroll through the crystal clear Coral Reef Tunnel and see how many varieties of the aquarium's 12 shark species you can spy.”*

And if you buy online you can save 20% on tickets to the Aquarium. That's a full day of

Don't believe us?  
[Take Thrillist's word for it!](#)

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[SHOP ALL U.S. SKI TEAM APPAREL](#)





# 110 Point ECOMMERCE CHECKLIST

with 110 testing ideas for  
any ecommerce website.

First Name \*

Email \*

GET YOUR CHECKLIST

**Remember:**

**People defer to experts**

# Recap:

## Our choices are less rational and more reactional

- Autonomy Bias
- Labeling
- Authority Principle



# Assignment

**Write a display ad for your company  
using Autonomy Bias, Labeling, or the  
Authority Principle**

#3



**We rely on auditory cues**

# Behavioral Science

**People respond to reasons  
before they process them**

# Reason Why



— Ellen Langer, Harvard

Try us for 9 bucks  
because my dad loves us

try us for 9 bucks because my dad loves us

From [Dale Slear Co-founder of Wine Awesomeness](#) >

To [nharhut@me.com](mailto:nharhut@me.com) >

Reply-To [wineallthetime@wineawesomeness.com](mailto:wineallthetime@wineawesomeness.com) >



[SHOP](#) [THEBACKLABEL](#) [LOGIN](#)



We really think we create a truly awesome wine club, but don't take our word

...premiums that are among the most competitive in the market. This is possible because of the economies of plan administration...

### Members Insurance—Working For You

[ADA Members Insurance Plans](#) are available exclusively to ADA members and are designed specifically for practicing dentists. The ADA-sponsored group insurance plans include Life Insurance (Term Life and Term Plus Universal Life), Disability Income Protection, Office Overhead Expense and MedCASH. The ADA Plans provide quality insurance protection at premiums that are among the most competitive in the market. This is possible because of the economies of plan administration and direct mail marketing used to promote ADA member value. All five of the [ADA-sponsored Members Insurance Plans](#) are administered and underwritten direct by the [Great-West Life & Annuity Insurance Company](#).

# *Burger King's New French Fries Took Ten Years to Develop*

**NEW FRENCH FRIES!**

After a decade of research on two continents, BK is rolling out new crinkle-cut fries.



After a decade of research on two continents...

Input Bias

# Remember:

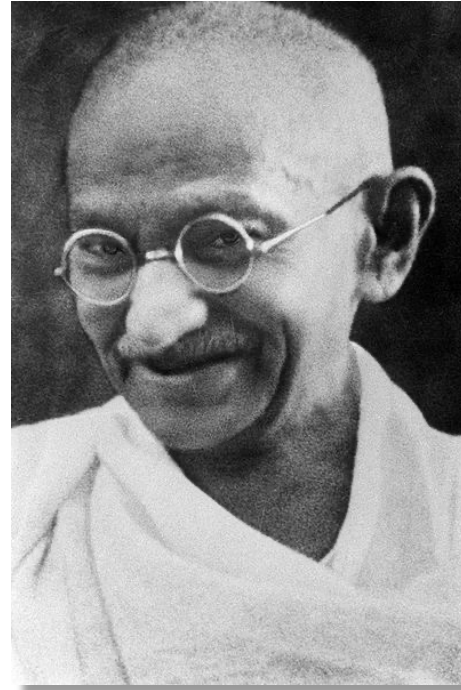
**Include because / the reason why  
to trigger compliance**



# Behavioral Science

**We're influenced by first mentions  
and familiarity**

# Anchoring



9 = 50; 140 = 67

Strack & Mussweiler

@nharhut

# Wix Premium Plans

Wix gives you 100s of templates, unlimited pages & top grade hosting FREE. Upgrade to Premium and get even more.

Get Started

Website

Business & eCommerce

BEST VALUE

VIP

First Priority Support

\$ **39** /month

Pro

Complete Online Branding

\$ **22** /month

Unlimited

Entrepreneurs & Freelancers

\$ **17** /month

Combo

For Personal Use

\$ **13** /month

Subject: [All gifts doubled] 7 kids a minute  
Reply-To: [news@covenanthouse.org](mailto:news@covenanthouse.org)



57,530 kids have been forced from their homes since Oct. 1

[57,530 kids have been forced from their homes since Oct. 1.](#)  
[Your gift DOUBLED to slow the count >>](#)

By the time you finish reading this email

7

more kids in America will become homeless.

DOUBLE MY GIFT TO HELP

Subject: Free Quote, No Exam. New low rates can save you up to 70%.

30 DAY *money back guarantee*



CHEAPER THAN A  
**CUP OF COFFEE A DAY!**  
Get term life coverage starting at \$9/month

GET MY FREE QUOTE! ▶

- No medical exam
- Choose your coverage amount
- Just a few health questions
- Instant approval if qualified



If you are not completely satisfied with your term life insurance policy, you may cancel at any time within the **30-day money back period and receive a full refund.**

Rates shown for sample ages at issue are based on best class available and are available with monthly electronic drafts. Rates subject to underwriting and are not guaranteed. Other rating classes, level periods, and coverage amounts are available. Rates have been rounded to the nearest dollar. Like most insurance policies, Fidelity Life's policies contain exclusions, limitations, reductions of benefits and terms for keeping them in force. For complete costs and details, contact your Fidelity Life Representative.

**Remember:**

**Lead with higher prices,  
link to easy numbers**

# Behavioral Science

Descriptions trigger  
default decisions

# Framing





**\$10 off is like lunch money in your pocket.**

\$10 off is like lunch money in your pocket.

From [Staples](#) >

[Hide](#)

To [nharhut@me.com](mailto:nharhut@me.com) >

Reply-To [Staples](#) >

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**\$10 OFF**

your purchase of \$50 or more on school supplies.

**GET COUPON**

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Expires 12/31/16



LOTTERY INSTANT CASINO SPORTS WINNERS LEARN



### WHEN YOU PLAY, ONTARIO WINS

100% of profits go back to Ontario.  
So when we play together, we win together.

HOW WE GIVE BACK

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American Airlines Plan Travel Travel Information AAdvantage oneworld

# The Gold Floor experience awaits

Book your stay at Fairmont and earn miles today

Feedback

Log in Join AAdvantage »

AAdvantage #, Dividend Miles # or username

Last name

Book flights My trips / Check-in Flight status

Round trip One way Round trip + hotel  Use award miles

( \* Required)

Stanford University

**Remember:**

**Get people to see things in a  
different way**

# Recap:

## We rely on auditory cues

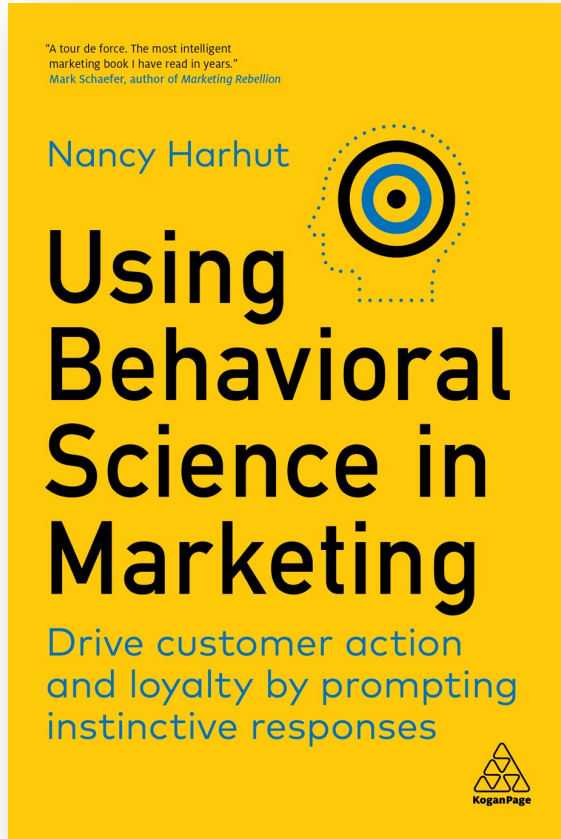
- Reason Why
- Anchoring
- Framing

# Assignment

**Write a nurture email, including subject line, that positions your price, using Reason Why, Anchoring, or Framing**

# Behavioral Science

1. It's not about how we think, but how we feel
2. Our choices are less rational and more reactionary
3. We rely on auditory cues



**“Nancy has an incredible ability to help marketers uncover why people respond and how to capture that interest.**

**This is a must read for anyone who wants to drive engagement, sales, and growth.”**

**- Jay Schwedelson**



# THANK YOU!

## FREE Cheat Sheet

Nancy Harhut  
Chief Creative Officer  
nharhut@hbtmktg.com

