

## Dinky Doc: 3 tips for applying behavioural science

### Use honesty to your advantage

Because we live in the real world where something always goes wrong, we instinctively don't trust perfection and believe there must be a hidden fault.

🍦 Apply behavioural science to your copy by admitting a flaw.

**Share a tangible example of where you 'fall short':** what makes us human is our vulnerabilities - the audience will appreciate your honesty and feel compelled to help.

### Learn the art of gentle persuasion

The way you present information affects how readers interpret it.

🍦 Apply behavioural science to your copy by framing information in the right way.

**Hook the 'innovators' and 'early adopters' with exclusivity:** *'Only 3 available' or 'Only 1 in 10 people can...'*

**Hook the 'late majority' with social proof:** *'Join 2,000 subscribers...' or 'In studies, 9 out of 10 executives...'*

**Hook the 'laggards' with loss aversion:** *'84% of digital transformations fail when you don't do...' or 'The chance of receiving a regulatory fine is 73% unless...'*

**Always use the power of 3:** when presented with 3 options, we can't help but be drawn to the middle one.

### Make sure your message is seen and remembered

Copy should always be easy to read, easy to do, easy to remember, easy to believe. But when people can only process 7 bits of information (+/- 2) focus on minimalism to bring impact and authority.

🍦 Apply behavioural science to your copy in the way it looks.

**Use the brain's natural short cuts:** people are more likely to believe something if it's written in bold, or remember it if it rhymes.

**Make an impression within intense verbiage:** for example, *'kill' 'eliminate' 'explosive' 'fierce' 'excessive' 'almighty' 'judge' 'adventurous'*.

**Facilitate skim reading:** use headings to convey the key messages and use hyperlink text as call-to-actions to encourage conversions.

