Six Principles of Persuasion

Robert Cialdini - Influence
And
Robert Cialdini - Pre-Suasion

These two books can be considered bibles for the laws of persuasion.

How can we take someone from a "No" to a "Yes"?

Reciprocity:

If you do something for someone else, they're more likely to want to give back to you.

If you come into a store and they give you a free appetizer, you might end up buying a few extra drinks.

Scarcity:

We as humans value things that are scarce–rare things attract us.

"One time only" "don't miss out"

"There's only 100 left"

Authority:

We trust people that society and other people trust

"Doctor approved" "9 out of 10 dentists recommend"

You'll actually trust your best friend more than a stranger, even if that stranger is a doctor.

Commitment Consistency:

Get a small "yes" first, if you can get one yes, you can work towards another yes.

Eventually, you can get a big yes. Once people are committed, they'll end up committing more.

Liking:

We don't buy things from people that we don't like.

Copywriting: Don't be afraid of humor and vulnerability or playfulness.

As much as possible, ask the designer to use as many human faces as possible.

Builds likeability in your copy

Social Proof:

Authority by consensus, if the majority of people believe something, you're more likely to believe it.

People conform through social proof.

Whenever you can in your copy: Use statistics about the number of people that use your product.

Questions:

Why should your copy incorporate human elements?

How can you make the customer consider your brand as a trusted source?