

## 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.**

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



### Anchoring

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

**Improve Sales:** Always anchor a high bar for your audience so 'the ask' seems more reasonable.

**Summary:** People get stuck with the first price they hear and use that anchor as a relative baseline for everything else. Make sure to set that baseline high.

### Loss Aversion:

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

**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 audience stands to lose if they don't act instead of what they will gain if they do.



**Summary:** People hate losing more than they love winning. So make them fear missing out on your unique ideas by using scarcity and FOMO.



### Social Proof

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

**Example:** Displaying customer reviews, star ratings, or positive statistics helps people see what their peers are doing.

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

**Summary:** People are sheep. They follow the herd. So show them what other people are doing, and they'll be more likely to do it too.

### Scarcity

**Principle:** People perceive scarce resources as more valuable. Remember the toilet paper hoarding during the Pandemic?

**Example:** Limiting the supply or time availability creates a sense of urgency for the product or service.

**Improve Sales:** Highlighting the limited availability of 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

**Principle:** The way information is presented dramatically impacts how the audience perceives it.

**Example:** A nice frame around a painting will improve its perceived value. The same applies to communications.

**Improve Sales:** Frame your offer as either highly positive (benefits) or negative (things to avoid). Be provocative!

**Summary:** The way you present information can have a significant impact on its perception. Design your messages to complement your offer and enhance the appeal of your product.

### Reciprocity:

**Principle:** People feel obligated to repay favors or gifts.

**Example:** Offering free samples, personalized incentives, or even valuable information without a sales message being attached to it—it's good practice.

**Improve Sales:** Provide value upfront to trigger the desire to repay the favor.



**Summary:** People feel obligated to repay favors. So give them something for free, and they'll be more likely to trust your guidance and act accordingly.



### Choice Overload

**Principle:** Having too many options can lead to 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 towards recommended choices.

**Summary:** Too many choices can be paralyzing. So simplify your options and make it easy for people to make the right decision.

### Confirmation Bias

**Principle:** People seek information that confirms their existing beliefs.

**Example:** Beginning a conversation on common ground—something you both believe in—will set a positive tone and make the rest of the discussion more positive.

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



**Summary:** Finding some common ground will go a long way toward establishing confidence and trust.



### Endowment Effect:

**Principle:** People value things more when they have 'ownership' of them.

**Example:** Revising your idea around your listener's involvement will make the argument more persuasive.

**Improve Sales:** Encourage the listener to imagine 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.

### Priming:

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

**Example:** Using words and images that evoke specific meanings, emotions, or associations will make your message more compelling.

**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 using these proven tactics.**

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