

MICRO-SCRIPTS: PSYCHOLOGICAL PHRASES FOR INSTANT PERSUASION

- **Master the art of persuasive language!! This cheat sheet provides ready-to-use phrases that tap into proven psychological principles, helping you influence and connect with your audience.**
- **These phrases are designed for ethical use, building trust and fostering positive interactions.**

1

Scarcity & Urgency

- "Limited spots available..." (Creates a sense of urgency)
- "Only a few remaining..." (Highlights scarcity)
- "Ending soon..." (Emphasizes time-sensitive offers)
- "Don't miss out on this exclusive opportunity..."

2

Social Proof

- "Join thousands of satisfied customers..." (Leverages the power of numbers)
- "As featured in..." (Establishes authority and credibility)
- "People like you are seeing results..." (Creates relatability)
- "Our most popular option..."

Reciprocity

- "As a thank you, we've included..." (Triggers the desire to reciprocate)
- "Here's a free resource to help you..." (Provides value upfront)
- "Because you're a valued customer..."
- "Give something valuable first to inspire a natural desire to return the favor."

Authority

- "Our expert-backed approach..." (Highlights expertise)
- "Proven strategies for success..." (Emphasizes effectiveness)
- "Based on years of industry experience..."
- "Establish your expertise to gain trust and increase your influence."

Loss Aversion

- "Avoid missing out on..." (Focuses on potential loss)
- "Don't let this opportunity slip away..."
- "What you'll lose if you don't act now..."
- "Establish your expertise to gain trust and increase your influence."

6

Framing

- "Instead of [X], consider [Y]..." (Presents a more appealing alternative)
- "Transform your [problem] into [solution]..." (Reframes the situation)
- "Imagine the benefits of..."
- "Present information in a way that emphasizes the positive and minimizes the negative."

7

Building Rapport

- "I understand how you feel..." (Demonstrates empathy)
- "We're here to help you..." (Offers support)
- "You're not alone in this..." (Creates a sense of connection)
- "I've been in your shoes."

Advertising is fundamentally persuasion, and persuasion happens to be not a science, but an art."

– William Bernbach