Social Proof

PSYDOM

Ever wondered why TV shows use laugh tracks??

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"So you know when to laugh".

Let that first sink in.

People will look to the actions of others to determine their own.

People will more likely say yes, when they see other people doing it too.

"One important means to move people in your direction is to tell them what others are doing."

Have you ever bought a product from Amazon after going through the product reviews?

Have you ever ordered food from a restaurant after going through Google reviews?

70% people look at these before making a purchase.

3 examples
you'll recognize
without a doubt:

NETFLIX

"Popular at **NETFLIX**"

Let's choose from this section

So, if you show that many people have done what you want your audience to do...

This is what you'll get:

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More sales
More reservations
More views
More votes
More reviews

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Let me give you 3 boosters

Booster # 1

Literally name the desired behavior:

~~8,000 people preceded you~~

8,000 people bought this book

Booster # 2

Refer to people who are 'like me'

~~8,000 people bought this book~~

8,000 CEOs bought this book

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Booster # 3

Give an exact number to boost trust

~~8,000 CEOs bought this book~~

8,367 CEOs bought this book

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Thank you
for your attention!

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