

15 NEUROMARKETING

Mind Hacks You Need To Be Using

Research suggests that there are definite behavioral patterns that most people follow almost automatically, and understanding those patterns gives you an edge in your niche.

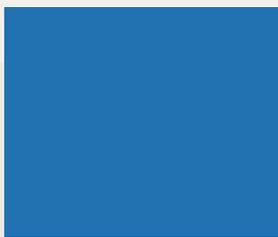
Design Your Content To Be Easily Recognized

Big brand marketers know that once they build brand momentum, they need to continue building awareness for their message. Think of when you ask yourself, "Where did I see that before?"

1. Brand your content to be easily recognizable anywhere it shows up.

- Create a brand for your blog including a logo and repeatable design elements.
- Use your logo in all blog post graphics.
- Use your logo in your social media header images.
- Attach a branded image to your social media posts.
- Use the same profile image across all platforms on the Internet.

2. Use color that connects with the emotions you want your readers to feel when they interact with your content.



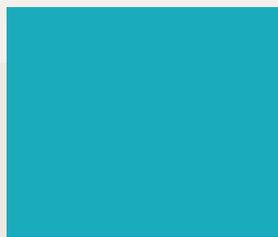
**PANTONE
BLUE**



TRANQUILITY,
SECURITY,
INTEGRITY, PEACE,
LOYALTY, TRUST,
INTELLIGENCE



*COLDNESS, FEAR,
MASCULINITY*



**PANTONE
TURQUOISE**

SPIRITUAL,
HEALING,
PROTECTION,
SOPHISTICATED

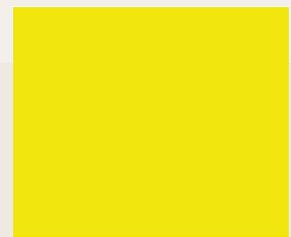
ENVY, FEMININITY



**PANTONE
GREEN**

FRESHNESS,
ENVIRONMENT,
NEW, MONEY,
FERTILITY, HEALING,
EARTH

*ENVY, JEALOUSY,
GUILT*



**PANTONE
YELLOW**

BRIGHT, SUNNY,
ENERGETIC, WARM,
HAPPY, PERKY, JOY,
INTELLECT

*IRRESPONSIBLE,
UNSTABLE*

- Choose 2 complementary colors you will repeatedly use for all of your content.
- Choose a third contrasting color to accent your content.
- Plan appropriate tints, shades, and tones you will repeat with these colors.
- A/B test a few different color combinations to find what works best for your content.



**PANTONE
PURPLE**



ROYALTY, NOBILITY,
SPIRITUALITY,
LUXURY, AMBITION,
WEALTH



*MYSTERY,
MOODINESS*



**PANTONE
PINK**

HEALTHY, HAPPY,
FEMININE, SWEET,
COMPASSION,
PLAYFUL

*WEAK, FEMININITY,
IMMATURITY*



**PANTONE
RED**

LOVE, PASSION,
ENERGY, POWER,
STRENGTH, HEAT,
DESIRE

*ANGER, DANGER,
WARNING*



**PANTONE
ORANGE**

COURAGE,
CONFIDENCE,
FRIENDLINESS,
SUCCESS

*IGNORANCE,
SLUGGISHNESS*



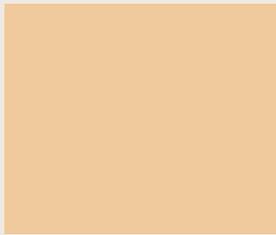
**PANTONE
BROWN**



FRIENDLY, EARTH,
OUTDOORS,
LONGEVITY,
CONSERVATIVE



*DOGMATIC,
CONSERVATIVE*



**PANTONE
TAN**

DEPENDABLE,
FLEXIBLE, CRISP,
CONSERVATIVE

*DULL, BORING,
CONSERVATIVE*



**PANTONE
GOLD**

WEALTH, WISDOM,
PROSPERITY,
VALUABLE,
TRADITIONAL

*EGOTISTICAL,
SELF-RIGHTEOUS*



**PANTONE
SILVER**

GLAMOROUS,
HIGH TECH,
GRACEFUL, SLEEK

*INDECISIVE, DULL,
NON-COMMITTAL*



**PANTONE
WHITE**



GOODNESS,
INNOCENCE,
PURITY, FRESH,
EASY, CLEAN



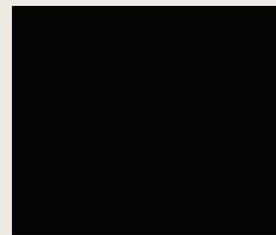
*ISOLATION, PRISTINE,
EMPTINESS,*



**PANTONE
GRAY**

SECURITY,
RELIABILITY,
INTELLIGENCE,
SOLID

*GLOOMY, SAD,
CONSERVATIVE*



**PANTONE
BLACK**

PROTECTION,
ELEGANCE,
DRAMATIC, CLASSY,
FORMALITY

*DEATH, EVIL,
MYSTERY*

3. Use fonts that help your readers focus on the message rather than the design.

- Use font types that are very easy to read.
- Choose a serif and sans serif font to complement each other, then only use those for everything you produce.
- Choose a look and feel that communicates your message.
- Use bold where necessary to increase the impact of one or more words in a sentence.
- Play around with color to contrast your message.
- Play with kerning. Kerning is the space between letters and can impact your message quite a bit.
- Center your text on an image or in the body of an article to increase the impact.

4. Lay out your content so scanners can easily understand everything without reading it.

- As a general rule, scroll through your content and make sure there is never a long area where there is only text on the page.
- Break up text with Click To Tweet boxes.
- Use visuals like graphics, images, graphs, and more to highlight the big ideas from your content.
- Write your content like lists to be easily scanned and help individual points stand out.
- Write meaningful sub-heads to break up long strings of text.

5. Suggest action with images.

- Use natural eye lines of where people are looking in an image to direct your readers' eyes to a call to action button.
- Lay out your page direct the eye from an image on the left to your call to action on the right.

Make Your Readers Comfortable To Gain Their Trust

6. Show you're confident, and your readers will be confident in your content and products.

- Research your posts.
- Back up every claim you make with a cited source.
- Make sure your content inspires confidence in the readers so they think to themselves, "Yes! I can do this!"
- Edit your content to remove caveats like "I think", "Maybe", "I Believe", and other similar phrases.
- Make sure your content reflects a topic you really understand to be able to respond to comments on your blog and on social media with confidence.
- Include testimonials in your content. This includes linking to valid sources to back up your claims, using quotes, or other forms of social proof.

7. Publish positive content to gain positive readers.

- Begin your content by laying out a problem, then show empathy by providing a positive solution and outcome for the majority of your content.
- Include stories of your personal experiences to show how you understand your readers' challenges.

8. Help your readers easily understand what they don't know.

- Use metaphors to bring comfort, meaning, and familiarity to your content.
- Use the words your readers use all the time.
- Ditch your internal jargon that doesn't sound familiar to your readers. Forget about teaching them what you mean, and just describe what you're saying in ways they already understand.
- Use stats to prove that what you're saying has value.

9. Make your content so easy to understand that it's a no-brainer to check out your stuff.

- Publish content that is easy to read and requires little effort to understand
- Help your readers complete simple mental tasks to influence their decision making.
- Use subheads, images and bullet points to break up the content.
- Write sentences no longer than 25 words, and paragraphs no more than 3 sentences long.
- Use white space to your advantage—use a less is more approach.
- Break up long strings of text with visual content.
- Offer a clear call-to-action on every page and think about including it several times on the page.

Write Your Blog Posts To Captivate And Maintain Readership

Keeping and maintaining readership is super important, and you can use the psychology of marketing to keep folks interested.

10. Write awesome headlines that inspire action.

- Write headlines with the benefit + time + outcome formula.

How To _____ That Will Help You _____

Proof That _____ Won't _____

23 Ways To Get Even More From _____ To _____

How To _____ So You'll Feel Like A _____

Why _____ Will Make You A Better _____

10 Rules For _____ Your _____ Will Love

What _____ Will Teach You About _____

How To _____ When You _____

Will _____ Help You _____?

How To _____ With A _____

- Write an extremely positive headline or a very negative one.
- Pull on your readers' heartstrings with emotional headlines.

11. Draw on emotion to make a lasting impression.

- Use anecdotes and stories to make a point.
- Use emotional words that describe the tone your readers should feel when reading your content.
- Use action words instead of adjectives.
- Remove passive voice as much as possible.

12. Build awareness with lots of touch points.

- Post on social media every day.
- Blog consistently.
- Share your stuff again and again.
- Repost your articles on sites that are happy to accept them.
- Guest post original articles.

13. Use social influence to inspire engagement

- Use a bunch of testimonials together, rather than only one or two.
- Use reviews as a means of showing other people's engagement with you or your product.
- Confirm what your readers want to hear.
- Highlight the desirable behavior.
- Avoid mentioning the behavior you're trying to stop.
- Use the words your audience is already using to describe what you're saying.
- Find all references of the words "don't" or "don'ts" and replace those words with something less negative.

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15. Be excellent by association.

- Align your company with familiar, established brands.
- Place logos of well-known clients, customers, relationships, and integrations on your website.
- Plan content partnerships to trade content with well-known blogs.



When you're ready to plan awesome content using these psychology tips, give CoSchedule a try—it's your social media and content marketing editorial calendar.

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

