

Emotional Leverage		Summary	Pain	Joy
1	Urgency	Deadlines drive decisions. Creating a sense of time pressure to encourage immediate action.	Indecisiveness or procrastination. Fear of missing out.	Feeling a rush of excitement and accomplishment by taking immediate action.
2	Reciprocity	Offering something for free creates a sense of obligation for the recipient to give back.	Indebtedness / Sense of obligation / Uncertainty about a product's value.	Feeling of being generous / Giving to those we feel we owe.
3	Liking / Mirroring	We like people who are similar, who give us compliments and who cooperate with us. Building rapport and trust by mirroring someone's preferences or characteristics. Feeling disconnected from a brand or its representatives.	Feeling indifferent to or disconnected from a brand or its representatives.	Feel understood and connected to the brand.
4	Storytelling	Stories are easier to remember than facts. Using narratives to engage and captivate an audience.	Lack of emotional connection to a product or service. Potential information overload. Overcoming skepticism or perceived insincerity.	Feeling captivated and emotionally invested in the brand's narrative. Emotional connection / Engaging / Relevant / Immersive
5	Newness	People are more likely to initiate fresh start/beginnings. Attracting attention and curiosity through novelty and innovation.	Boredom or stagnation with existing products or services. Conformity / Predictable	Feeling excited and intrigued of discovering or experiencing something new.
6	Consistency	People tend to take actions that are consistent with previous actions leading to escalation in commitment.	Inconsistency between actions and beliefs leading to disappointment.	Feeling aligned and trustworthy by staying true to commitments.
7	Empathy	Demonstrating understanding and care for customers' challenges, situations and needs fosters a strong emotional connection.	Feeling ignored or misunderstood by brands.	Feeling valued and understood by the brand.
8	Triggers	Decisions based on strong feelings or memories associated with an intense experience. Using cues that evoke emotional responses or remind users to take action can shape decision-making.	Indifference or lack of emotional engagement with the company, product or service.	Feeling a connection and resonance with the company, product or service.
9	Curiosity	A desire to seek out missing information to close the knowledge gap. Sparking curiosity encourages exploration and engagement.	Boredom or lack of interest. Feeling ignorant about a topic you should know more about.	Feeling intrigued and eager to discover more.
10	Cognitive Dissonance	It's painful to hold two opposing ideas in our mind. Introducing conflicting information can prompt customers to resolve the dissonance by taking action.	Inconsistency between beliefs and actions.	Feeling relief and satisfaction by aligning beliefs with actions.
11	Loss Aversion	People avoid losing more than gaining the equivalent. Highlighting potential losses rather than gains can motivate action.	Fear of missing out on benefits or experiencing loss.	Feeling a sense of urgency to prevent loss.
12	Entrenched Beliefs	When people's convictions are challenged, their beliefs get stronger. Reinforcing existing beliefs can lead to more favorable decisions.	Discrepancy between beliefs and new information.	Feeling affirmed and supported in one's existing beliefs.
13	Sensory Appeal	The more senses an experience engages the more likely it is to be appealing. Engaging the senses can enhance the product experience and influence perception.	Limited Stimuli. Lack of sensory engagement or connection with the product.	Pleasurable and Satisfying Experience. Feeling a heightened sensory experience that elevates product value.
14	Personalization	Tailoring offers to individual preferences enhances the feeling of value.	Generic or irrelevant offers.	Feeling uniquely valued and understood by the brand.
15	Personal Experience Bias	We trust our personal experiences over that of many others. People are more likely to be persuaded by their own experiences.	Doubt due to personal experience.	Feeling confident in their decision based on personal experience.
16	Vulnerability	Fragility and openness pulls at heartstrings. Sharing vulnerabilities can build trust and connection with customers.	Distrust or skepticism about the brand's authenticity.	Feeling a sense of trust and connection with the brand.

Directing Attention		Summary	Pain	Joy
17	Naming	Giving a catchy and memorable name to an offer enhances its appeal and recognition.	Lack of distinction among various offers.	Feeling intrigued and drawn to a unique and relatable offer.
18	Framing	Decisions influenced by how the information is presented (or worded).	Uncertainty or ambiguity in understanding the offer's value. Decisions that don't align with the buyer's best interests.	Feeling confident and informed about the offer's benefits. Information aligned with preferences and/or values.
19	Context	Providing relevant context helps customers understand the offer's relevance to their needs. Current location, emotions and company influence judgment and improve recall.	Misalignment between the offer and the customer's situation.	Feeling that the offer is tailored and beneficial for their specific context. Reinforcing decision-making with relevance.
20	Emphasis / Spotlight	Highlighting specific aspects of the offer draws attention to its unique value. Contrasting stand out features that hold the attention.	Overlooking key benefits of the offer. Overwhelmed buyers can get distracted by excessive emphasis on irrelevant benefits/features.	Attractive standout features get the buyer excited about the offer.
21	Moderation	Providing options within reasonable limits prevents decision-making paralysis. People tend to choose the middle option in a set of escalating options.	Feeling overwhelmed by options that are too extreme and/or too many.	Satisfying safe and reasonable choice. Feeling empowered to make a clear and satisfying decision.
22	Visualisation	Using vivid imagery or descriptions to help customers imagine the benefits of an offer, encouraging them to make decisions. People remember, and react to visuals better than words.	Difficulty envisioning the offer's impact on their life.	Feeling inspired and motivated by a clear vision of the offer's benefits. Vivid / More Achievable / Memorable
23	Design & Aesthetics	Utilizing visually appealing design elements to enhance the attractiveness and desirability of an offer. Designs with great aesthetics are perceived to be easier to use.	Feeling disconnected or uninterested due to lackluster or cluttered visuals.	Feeling captivated and drawn in by a visually pleasing and harmonious presentation. Perceived ease and attractiveness.
24	Approaching Finish Line	Highlighting proximity to completion to motivate action by tapping into the desire to achieve goals.	Lack of motivation or perceived distance from the end goal.	Feeling motivated and accomplished as the finish line draws near.
25	Currentness	Emphasizing the timeliness and relevance of an offer to make it more appealing and urgent. Current or recent information weighs more heavily than past information.	Disinterest due to outdated or irrelevant offers.	Feeling engaged and excited about a timely opportunity. Confidence in up-to-date information that feels relevant.
26	Incompleteness	Presenting an offer as incomplete or a work in progress can pique curiosity and engagement. Incomplete tasks hold our attention and create mental discomfort.	Desire to fill in missing information or complete a process. Mental discomfort or preoccupation with the unfinished or unresolved.	Feeling curious and intrigued to discover more about the offer.
27	Similarity	Establishing similarities between the customer and a relatable persona can enhance engagement. We perceive a relationship between elements that look and/or behave similar.	Feeling disconnected from a brand or product that doesn't resonate with one's identity.	Feeling understood and connected through relatable similarities.
28	Anticipation	Looking forward to an especially pleasurable experience or outcome.	Uncertain / Anticipation does not match reality.	Excitement and eagerness for what is to come.
29	Cost Blindness	Presenting an offer's value in relation to value such as time saved, durability or other benefits can make it seem more reasonable. People tend to spend more when they don't focus on the money cost.	Perceived high cost or hesitation due to price.	Feeling that the offer provides significant value for its cost.
30	Leading & Anchoring	People's tendency to give disproportionate weight to the first piece of information they receive in a decision-making context.	Lack of baseline context to properly evaluating an offer's value.	Feeling that the chosen option provides favorable value based on comparison.
31	Nudging & Reminders	Incrementally reinforcing actions to get closer to a target behaviour. Subtle prompts and suggestions can guide decision-making without overt persuasion.	Procrastination or forgetfulness leading to missed opportunities.	Feeling motivated and gently guided toward a positive choice or action.
32	Future lock-in	If you believe that you will encounter resistance with your requests for an immediate offer encourage commitment to the offer at a specified future time, minimizing resistance.	Resistance to immediate behavior change, fear of commitment, lack of motivation.	Sense of control and comfort in committing to change on one's terms.

Access Limits		Summary	Pain	Joy
33	Scarcity	Creating a perception of limited availability to encourage immediate action. People want more of what they can have less of.	Fear of missing out or regret.	Feeling a sense of urgency and exclusivity by acting quickly.
34	Accessibility	Emphasizing ease of access and usability to make the offer more appealing.	Difficulty accessing or using a product or service.	Feeling empowered and confident due to user-friendly access.
35	Free Trials	Offering a sample, beta version, MVP or trial period to allow customers to experience the product or service before committing.	Uncertainty about the product's value or fit.	Feeling empowered to try before committing to a purchase.
Effort Indicators		Summary	Pain	Joy
36	Frictionless Ease	People are more likely to take action the less effort is required. Simplifying the decision-making process and reducing obstacles to make the offer attractive.	Overwhelming, cumbersome, time-consuming or complex obstacles in making a decision.	Feeling relieved and empowered by a smooth and simple process.
37	Simplicity	Presenting the offer and ensuing process in a straightforward manner to enhance clarity and understanding. Streamline and intuitive processes reducing effort, steps, or ambiguity.	Overwhelm or confusion over complex or ambiguous processes that bring the value into question.	Feeling informed and confident due to clear and simple communication.
38	Effort / Sunk Cost	Highlighting the effort already invested to encourage further commitment. The more effort and resources invested the less likely people are to quit.	Reluctance to abandon previous investments of time, money, or effort.	Feeling motivated to continue to justify past investments.
39	Support / Hand holding	Offering assistance and guidance to address uncertainty and hesitation.	Feeling overwhelmed or unsure about the process or outcome.	Feeling reassured and empowered with expert guidance.
40	Guilt-Free Exit	Providing an easy and guilt-free way to exit an offer or subscription.	Fear of commitment or buyer's remorse.	Feeling confident in exploring the offer without fear of commitment.
41	Hierarchy	Presenting tiered options to cater to different customer needs and budgets. The order in which information/offer is presented.	Difficulty finding an option that matches specific preferences or budget.	Feeling empowered to choose an option that best fits one's needs.
Social Influence		Summary	Pain	Joy
42	Consensus / Social proof	Leveraging the behavior, broad general agreement of capability, knowledge, skill or opinions of others to influence decision-making.	Uncertainty or hesitation due to lack of confidence in one's choice. Doubt or hesitation due to a lack of consensus or social proof	Personal experience matches widespread agreement or reviews. Feeling assured and confident through validation from others' experiences.
43	Authority	Using expert endorsements or credentials to establish credibility and trust. Possessing recognised credible, knowledge or expertise.	Distrust dealing with individuals or organizations lacking recognised expertise or authority.	Feeling confident and reassured by the backing of reputable experts.
44	Familiarity	Presenting something or someone familiar to create a sense of comfort and recognition. Being well known from long or close association.	Uncertainty or apprehension towards new or unfamiliar offerings.	Comfort and trust due to long association. Feeling at ease and connected to something familiar and known.
45	Influence	Utilizing the behavior of influential figures to guide customer decisions. Influencers have the credibility to persuade potential buyers.	Feeling unsure about a decision and seeking guidance from trusted sources.	Feeling empowered and confident in following the lead of respected figures.
46	Social Responsibility	Showcasing ethical and responsible practices to resonate with socially conscious customers. Taking socially acceptable decisions when (publicly) faced with social issues.	Feeling concerned about the impact of their choices on society or the environment.	Feeling aligned with a brand's values and mission to make a positive impact.
47	Localise	Tailoring the offer to reflect and resonate with a specific local audience.	Feeling disconnected from offers that don't align with local preferences.	Feeling a strong connection to the offer due to its relevance to local culture.

Incentives & Rewards		Summary	Pain	Joy
48	Discounts	Offering reduced prices to incentivize quick purchases.	Hesitation due to perceived high cost or value mismatch.	Feeling that the offer provides exceptional value for a lower price.
49	Bonuses & Rewards	Providing extra incentives to encourage immediate action.	Indecision or hesitation due to uncertainty about the offer's value.	Feeling delighted and rewarded for taking action.
50	Ownership	Emphasizing the sense of ownership and control over a product or experience. People value things they can call their own.	Feeling disconnected from the product or service being offered.	Feeling empowered and in control through ownership.
51	Pleasures	Focusing on the enjoyment and satisfaction derived from the offer. Unexpected and playful pleasure capture attention and are more memorable.	Lack of excitement or emotional connection to the product. Uninteresting or forgettable experiences lacking playful or pleasurable elements.	Feeling a sense of joy and delight from the product or experience. Positive and memorable experiences that evoke unexpected pleasures.
52	Guarantees	Offering assurances of satisfaction or results to alleviate fears influence current actions.	Doubt or hesitation due to uncertainty about the product's quality.	Feeling confident and secure in the offer's value and results.
53	Co-creation	Involving customers in the creation process to enhance engagement. When user participate or partially creating something, they value it more.	Feeling disconnected from the product or process, seeking a sense of involvement.	Feeling a strong connection and pride in contributing to the offer's creation. Increased perceived value and attachment.
54	Customisation	Allowing customers to personalize the product or experience. Having options and feeling in control of the direction and outcome.	Desire for a unique and tailored experience that aligns with individual preferences.	Feeling valued and understood through a tailored and personal offering.