

How To Move Your Online Visitors To Action



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A person wearing a blue and white plaid shirt and dark green fingerless gloves is holding a large, crumpled piece of brown cardboard. The cardboard has the words "Homeless." and "Please help!" written on it in a thick, black, hand-painted font. The person's hands are visible on the left and right sides of the cardboard, gripping it. The background is a dark, textured surface, possibly a wall or door.

Homeless.
Please help!

what would
you do if you
were hungry?

LEFT BRAIN:

Linear thinking – language, logic, math

RIGHT BRAIN:

Conceptual thought – art, music, creativity, inspiration

NEOCORTEX THINKS:

Processes rational data.

MID-BRAIN FEELS:

Processes emotions and gut feelings.

REPTILIAN BRAIN DECIDES:

Triggers decisions.





THIS IS YOU.
(Yes, you.)



#1. YOU ARE SELF-CENTERED

(Yes, you. Please don't make me keep repeating myself.)

ASK YOURSELF...

When your users come to your site, do they see themselves?

Do they see people like them or folks they aspire to be?

Do you “talk” like them?

Do you speak their language?

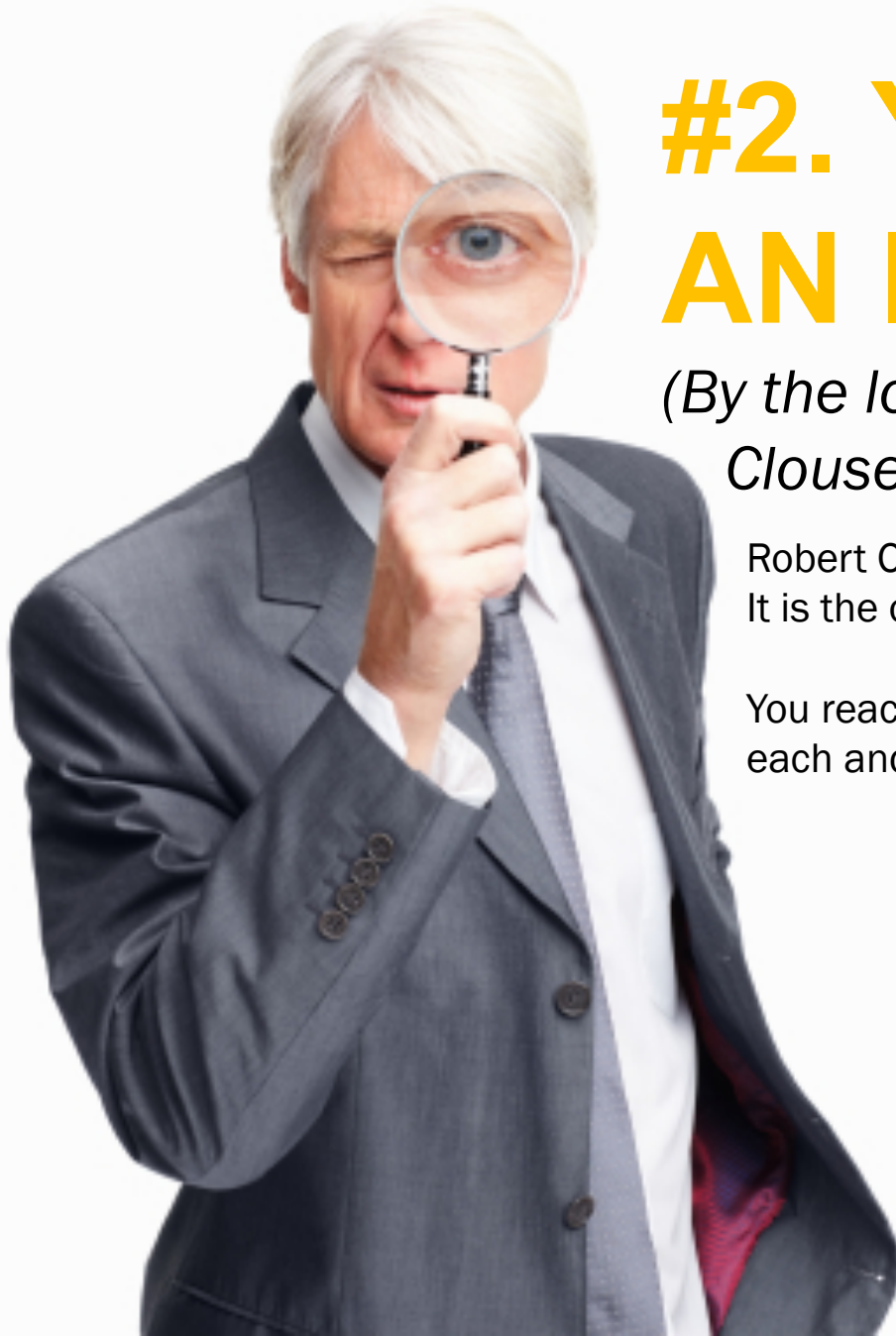
The screenshot shows the Hair Club website interface. At the top, there is a navigation bar with links for "For Men", "For Women", "Find Your Treatment", "Results", "About Hair Loss", and "About Us". Below this is a secondary navigation bar with links for "Why Hair Club", "Meet the Doctors", "In The News", "Hair Club for Kids", and "Hair Club History".

The main content area features a large testimonial from Butch D. with a photo of him and a speech bubble containing the text: "The confidence I got was the beginning of changing my life" - BUTCH D. There are logos for BBB, TV TODAY, and WSJ. A "VIEW RESULTS" button is located below the testimonial.

To the right of the testimonial is a green circular call-to-action box titled "THINKING ABOUT YOUR HAIR LOSS? Take Action Today". It contains a contact form with fields for "FIRST NAME*", "LAST NAME*", "EMAIL*", "TELEPHONE*", "ADDRESS*", "APT./SUITE NO", "CITY*", and "ZIP*". There are radio buttons for "GENDER: MALE" and "FEMALE", and a "GET HAIR" button. Below the form is an "Anti-Spam Policy" link.

At the bottom of the page, there is a footer with links for "Sitemap", "Privacy Policy", "Terms of Use", "Employment", "Links", "Contact Us", "Blog", and "Español". A copyright notice reads: "© 2013 Hair Club for Men, Ltd., Inc. All Rights Reserved Hair Club®, Hair Club for Men®, Hair Club for Women®, Maxxam®, Hair Club for Kids®, EXT® Extreme Hair Therapy®, Bio-Matrix®, Strand-by-Strand®, Polyfuse®, Bio-fuse®, The Time is Right® are registered trademarks of Hair Club for Men, Ltd., Inc. Hair Club Medical Group® is a network of hair transplant physicians whose practices are managed by Hair Club®." There are also social media icons for Facebook (1.4k likes), Twitter (190 tweets), and a +1 button (12).

On the right side of the footer, there is a box titled "REQUEST YOUR FREE COPY TODAY" with the text "Hair Club®'s All Proven Solutions Guide to Hair Loss." and a "FIND OUT MORE" link. A small image of the guide is shown to the right.



#2. YOU ARE AN INSPECTOR

(By the looks of it, you are not Inspector Clouseau or Inspector Gadget however.)

Robert Ornstein said the old brain is the place of 4 F's.
It is the organ of our survival.

You react to new information the same way
each and every time.

Blog: www.amyafrica.com * Twitter: @amyafrica
amy@amyafrica.com

ASK YOURSELF...

If someone comes to your site today and then they come back next Tuesday, will it look familiar or will they need to assess it for danger all over again?

order status | view cart

Toll Free: 1-800-876-2340, 24/7

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Motorized XL Awning
Manual VISTA Awning
Manual Model 1000XT
Manual Model 900XT
Oasis Freestanding Awning
Compare Awning Models

Awning Fabrics and Colors
Woven Acrylic Fabric and Colors
Laminated Fabric and Colors
Compare Fabrics
Get Free Fabric Samples

Awning Advantages & Benefits
How to Measure
Energy Savings
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Learn about our Motorized and Manually-Operated Awning Models.

See It on Your Home
Here's an Easy Way to See How a SunSetter Might Look on Your Home.

Find a Dealer
Locate a Dealer Near You. Learn about Professional Installation.

Fabrics & Colors
See Our Awning Fabrics and Color Choices. **Get FREE Fabric Samples.**

Free Idea Kit & DVD
Get Our Free Awning Idea Kit, DVD and **\$200 Savings Certificate.**

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See How Little a SunSetter for Your Home Would Cost.

Watch Our Awning Video
See Why Life is Better Under a SunSetter

See How Many SunSetters have Been Sold in Your Zip Code
Enter Zip Code: [Submit](#)

Go Green: Energy Savings with SunSetter

#3. YOU PROCESS BEST IN BLACK AND WHITE

Light/dark. Cold/hot. Fast/slow. Before/after. Hunter/prey.



ASK YOURSELF...

We're programmed to notice differences and changes in our environment. It's a survival technique.

What are your pattern interrupters? (Makes you think twice about hating pop-ups, eh?)

The screenshot shows the Ross-Simons website homepage. At the top, the logo "ROSS SIMONS" is displayed with the tagline "Fabulous Jewelry. Great Prices. Since 1952." To the right, there is a "Live Chat" button and the phone number "800-835-0919". Below the logo, a navigation bar includes "Order Status", "Customer Care", and a shopping bag icon showing "0 items in bag" with a "CHECKOUT" button. A secondary navigation bar lists various jewelry categories: Jewelry, Diamonds, Engagement, Gemstones, Pearls, Bracelets, Earrings, Necklaces, Rings, Estate, and Clearance. A search bar is located below the navigation, with the text "Item# or keyword" and a "search" button. The main content area features a large banner for "Sitewide Savings 25% off" valid through February 24th with code "STYLE". To the left of the banner are four promotional tiles: "shop JEWELRY", "inside the jewelry box take a peek", "FRESH MARKDOWNS shop all", and "shop CATALOGS". Below the banner is a "SHOP JEWELRY" section with sub-categories for Diamonds, Gemstones, Pearls, Gold, and Silver. A "Sign Up for Special Offers" pop-up is overlaid on the left side, offering "25% off + Free Shipping" for signing up today. Below the pop-up is a "Fine Jewelry Boutiques, Diamonds, Pearls, Gold, and Silver Jewelry" section with sub-categories for Designer Jewelry, New Arrivals, RS Value Prices, and Closeouts. At the bottom, there is a "Be the first to learn about exclusive offers, latest trends and more" section with an email sign-up form. The footer contains a navigation bar, a "Customer Care" section with links like "My Account" and "Order Status", a "Ways to Shop" section with links like "Gift Certificates" and "Jewelry Catalogs", an "About Us" section with links like "100% Guarantee" and "Why Ross-Simons?", a "Connect With Us" section with social media links, and a "Live Chat" button with the phone number "800-835-0919".




#4. YOU ARE VISUAL

*You only think you think.
You really just see.*

Blog: www.amyafrica.com

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A young boy with short brown hair, wearing a bright red t-shirt and dark shorts, is running away from the camera on a dirt path in a forest. The path is covered with fallen leaves and is flanked by dense green foliage and trees. The scene is captured from a low angle, emphasizing the boy's movement.

You ever see a
stick that you
think is a snake?

It takes 500 milliseconds for the visual cortex part of your *neocortex* to determine whether or not it is a stick or a snake. That's 250 times the rate the old brain works so it hijacks your entire body to get you away from danger!

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ASK YOURSELF...

Do you SEO your site till the cows come home so that you can be ranked #1 in Google only to forget the user who is coming in from Google doesn't see words as much as he sees pictures?

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Location: No Preference
Check in: mm/dd/yyyy
Check out: mm/dd/yyyy
[Search](#)

QUICK SEARCH
Enter Property Name [GO](#)

HIGHLIGHTS

Top Searches

- Florida Beach Houses
- Cinnamon Beach Resort
- Florida Pet Friendly Rentals
- Historic Houses in St. Augustine
- New Vacation Rentals

Vacation Rental Deals

BROWSE RENTALS

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As low as \$16 per guest, per night!
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Turn your dream getaway into reality
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Your home away from home awaits! Vacation Rental Pros' [Florida beach houses](#) offer luxurious accommodations and the utmost privacy -- just steps away from powdery sands and warm waves. **Beach houses are filling fast**, so [reserve your favorite now!](#) Here are just a few reasons to choose a beach house for your next vacation:

Private Pools | Stunning Vistas | Luxury Accommodations

Chat Live Now!
Our Friendly Reservationists are Standing By
[CLICK HERE!](#)

Have a Property You'd Like to Rent?
[CLICK HERE!](#)

TOP FLORIDA RENTALS

- Bellaqio, Palm Coast
- Bella Vista Mansion, Palm Coast

PAREIDOLIA...



You See Faces In Everything...



Pareidolia is our ability to recognize patterns in all objects.
It causes us to see Hitler on Mars and the Virgin Mary on toast.



#5. YOU LOOK FOR PATTERNS

*Patterns are safe –
not dangerous.*

*You only need to see
something once.*

*You can't "unsee"
something you've seen.*

ASK YOURSELF...

We look for faces. Does your site have them? Do you have pictures of your users or people who look like them?

We also look for patterns. Does your site have patterns? (Hint: this has a lot to do with navigation.)

The screenshot shows the Intuit TurboTax website homepage. At the top, there is a search bar with the text "Ask a question, get an expert answer" and an "Ask" button. To the right are links for "Cart", "My TurboTax", and a "Sign In" button. Below the navigation bar, the Intuit TurboTax logo is displayed. The main navigation menu includes "Getting Started", "Continue Your Return", "Help Along the Way", and "Where Is My Refund?". The hero section features a woman holding a "Payroll Check" with the headline "It's your money. Keep more of it with TurboTax." Below this, there are two buttons: "Start for Free" for new users and "Sign In" for existing customers. The page is divided into three columns: "Online" (file taxes over the web), "CD/Download" (install software on a computer), and "Mobile and Tablet" (do taxes on a phone or tablet). Each column has an icon and a "See Products" button. At the bottom, a section titled "Why You'll Love TurboTax" features a man holding a tablet with the "e-file" logo and the text "Get your fastest tax refund*" and "No one can get your refund faster, and with TurboTax Online, free efile is included."

#6. YOU LIKE THINGS YOU CAN TOUCH.

And you don't like things you can't.



ASK YOURSELF...

*What does integrated solution look like?
What about flexible approach?
Revolutionary product?*

What words do you use that are meaningless to your users?

new pig New Pig Search CART (0 ITEMS)
1-800-HOT-HOGS (468-4647)
"Always the best absorbents, always top customer service..." Mike J - Blue Ribbon Customer

WORLD'S BEST STUFF FOR LEAKS, DRIPS AND SPILLS.™

SHOP ALL PRODUCTS

Exclusive Offer: **FREE PIG 16 OZ. STAINLESS MUG** with your order!

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The only absorbent mat that *stays put no matter what!*™

MAT3250

"We use Grippy Mat in high traffic areas because of the adhesive backing which helps to prevent the mat from becoming a trip hazard. It works great!" ★★★★★
- Josh I.
From a newpig.com review

"Grippy Mat is exactly what I need. It stays put, releases easily and even goes back down. Thanks!" ★★★★★
- Robert T.
From a newpig.com review

Buy customer-favorite MAT3250 for only \$97.
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Our specially formulated Grippy™ adhesive backing holds tight to floors and surfaces but peels up easily without residue.

See Grippy Mat in action.

See where you can stick it.

See all PIG Grippy Mat products.

Watch the video to see how Jen got into this sticky situation. [Watch now!](#)

Check out our photo gallery for ideas on where to use Grippy Mat! [See more!](#)

There's a PIG Grippy Mat for all your applications. [View all!](#)

Blog: www.amyafrica.com * Twitter: [@amyafrika](https://twitter.com/amyafrika) * amy@amyafrika.com



#7. YOU LIKE BEGINNINGS & ENDS.

We remember the first date & the divorce. Everything else is murky.

ASK YOURSELF...

Are you using
deadlines?

Deadlines create
urgency and they
cause users to focus



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Automotive Products & Supplies
Your Source For All Automotive Needs!

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We Will Beat ANY Competitor Price by 10%!
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0 Items \$0.00
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DEAL JACKETS | **EARLY BIRD** | **KEY TAGS** | **SALES** | **SERVICE** | **QUICK ORDER**

ADVERTISING | **DISPATCH** | **OIL CHANGE** | **SALES FORMS** | **SERVICE LABELS** | **STOCK STICKERS** | **CLEARANCE**

HOME | ORDER FROM CATALOG | WEB SPECIALS | FREE CATALOG | BEST SELLERS | WHAT'S NEW

Sign up to get
A FREE TRAVEL BAG

Email here **GO**

[Click here for details](#)

Order from Catalog

Quick & Easy Ordering!

Item # **GO**

Add multiple items

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[Windshield Stickers](#)

KEY TAGS

PARTS PRODUCTS

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SALES PRODUCTS

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SERVICE PRODUCTS

[Early Bird Key Drop Box](#)
[Floor Mats](#)
[Oil Change Stickers](#)
[Repair Orders](#)
[Service Dispatch Items](#)
[ServiceFile Labels](#)
[Time Tickets](#)

THANK YOU CARDS

BOAT AND MARINE PRODUCTS

BODY SHOP PRODUCTS

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February 21, 2013
[Bookmark this site](#)

Home > Home > Drop Boxes and Envelopes

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Use code **AWB193** at checkout **Hurry, offer ends 2/25/13!**

SAVE 20%
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Great American Deal of the Day!

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Only \$69.00 each!
Save 33%!
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ADD TO CART

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2013-02-21

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Early Bird Night Owl Key Drop Boxes and Signs



Early Bird Night Drop Wall Mounted Lock Box
New Lower Price! Save 66%!
Give customers a Key Drop Box that's safe at any hour!
Only \$199.00 Each!
[More info](#) **ADD TO CART**
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Automotive Early Bird Night Drop Envelopes



Mechanical Early Bird Night Drop Envelope
Personalization available.
Includes check boxes for common Mechanical Services.
As low as \$0.13 Each!
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[See all 6 Automotive Early Bird Night Drop Envelopes](#)

Automotive Early Bird Night Drop Box Kits



Early Late Key Drop Service Kit
New Lower Price! Save 40%
Includes Dispenser Unit, 100 Envelopes, Drop Slot and Sign!
Only \$123.50 per Kit!
[More info](#) **ADD TO CART**
[See all 3 Automotive Early Bird Night Drop Box Kits](#)

Money Saving Refill Program
SAVE 20%
+FREE Shipping!

#8. YOU TAKE A LOT OF SHORTCUTS



ASK YOURSELF...

Efficiency is good except for when it's not. Are your users smart enough to understand the way you present pricing?

Discounts?

Shipping and delivery?

The screenshot shows the T-Mobile website interface. At the top, there are navigation tabs for 'Personal' and 'Business', along with links for 'Español', 'Store Locator', and 'Enter Location'. A search bar is prominently displayed. Below the search bar, there are menu categories: 'Phones', 'Internet Devices', 'Plans', 'Accessories', 'Services & More', 'Explore', 'Coverage', 'Support', and 'Deals'. A pink banner at the top right says 'MY T-MOBILE Log in Sign up'. A secondary banner below the navigation says 'LIMITED TIME: Waived activation on all devices, a \$35 savings | Details'. The main promotional banner features a Samsung Galaxy S II smartphone and the text: 'WEB-ONLY SALE FREE SAMSUNG GALAXY S™ II Entertainment at the Speed of Now. SHOP NOW >'. Below this, there are four categories: 'Free Phones Add a line', 'Bring your own phone Internet Devices', 'Android Phones Classic & Value Plans', and 'Monthly4G - No Annual Contract Prepaid Phones Prepaid Plans'. At the bottom, there are four product tiles, each with a 'WEB-ONLY PRICE' tag: 'SAMSUNG GALAXY S® RELAY 4G', 'SAMSUNG GALAXY S® III - MARBLE WHITE - 16GB', 'NOKIA® LUMIA 810™', and 'WINDOWS® PHONE 8X BY HTC®'. A 'Shop All Phones >' link is also present.

#9. YOU LIKE TO CONNECT THE CAUSE WITH THE EFFECT

(And you act before you think.)



ASK YOURSELF...

Our brains don't like random behaviors. We do things in hopes of particular outcomes.

Do you have buttons? How many buttons do you have? Does your site have a perpetual cart/lead form? How many places do you have it?

Contact Sales 1.866.558.7363 [Login](#) [Sign Up](#) [Support](#) [English](#) beta

YOUSENDIT [Plans & Sign Up](#) [Free Trial](#) [Features](#) [Apps](#) [For Business](#)

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Look What We Found!

 YouSendIt has acquired Found, an app for finding your information wherever it is in the cloud. Welcome, Team Found: let's build a cloud-nostic future together.

[Learn More](#)

What Our Customers Say

 "YouSendIt for Business was a win-win for users and IT," says Noah Broadwater, CIO of Sesame Workshop, the producers of Sesame Street.

[Read the case study](#)

Help Center

- [Support](#)
- [User Forums](#)
- [Flight School](#)
- [Community](#)
- [Report Abuse](#)

Apps & Plugins

- [Desktop App](#)
- [Mobile Tools](#)
- [Web App](#)
- [Express for Desktop](#)
- [Outlook Plugin](#)
- [Yahoo! Mail App](#)

Solutions

- [Send Large Files](#)
- [Fileshare](#)
- [Dropbox Alternative](#)
- [Online Storage](#)

Partnerships

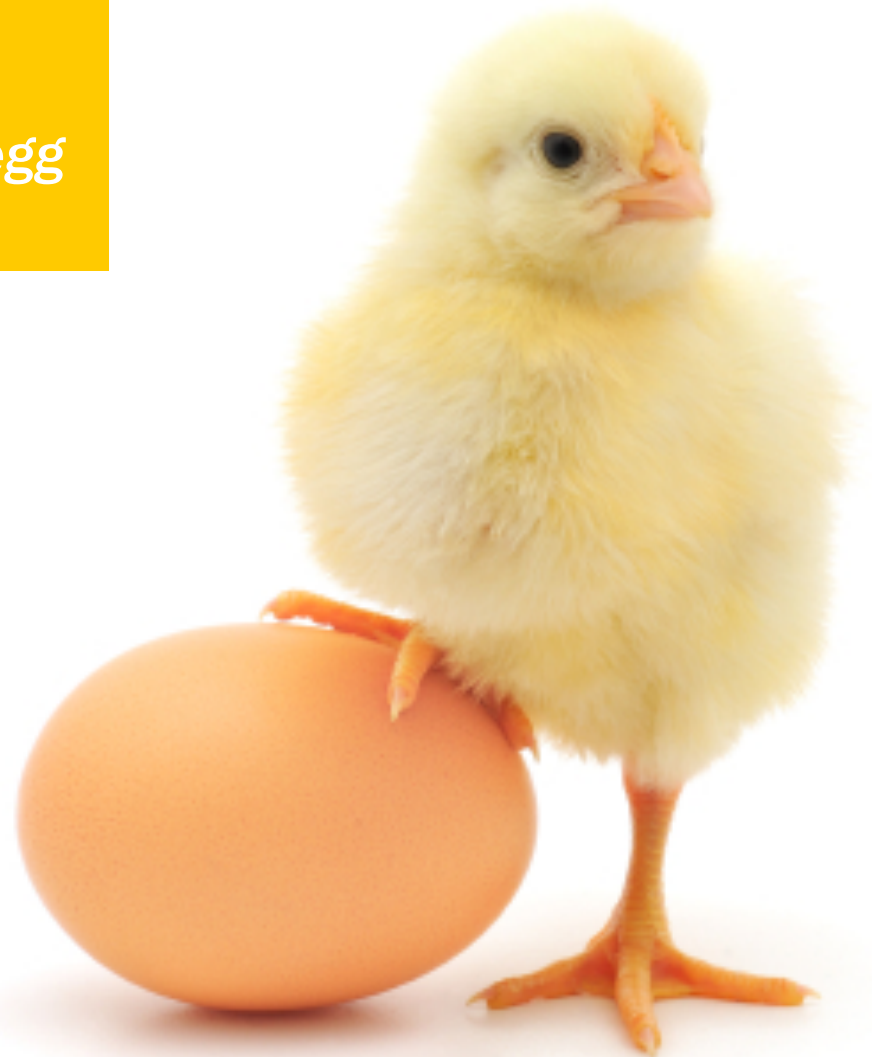
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#10. YOU LIKE WHAT'S FIRST

*(That's why the whole chicken & egg
thing drives you bonkers.)*



ASK YOURSELF...

Would you bet your house that the first two things that people see are things they'll want to buy?

How are you prioritizing your text search? Are your bestsellers first? Are you focusing on the top 10%?

The screenshot shows the ADT website homepage. At the top, there is a navigation bar with the ADT logo and tagline "ADT Always There", along with links for "My Account", "Customer Support", and "En Español". A "LIMITED TIME OFFER!" banner in the top right corner advertises "\$200* Instant Savings" and the phone number "866.487.6609". Below the navigation bar, a blue banner reads "CALL NOW | ONLY 15 HRS : 44 MINS : 16 SECS LEFT TO REACH AN ADT OPERATOR TODAY TO SCHEDULE AN APPOINTMENT". The main content area is split into two sections. On the left, a yellow box titled "WE'LL CALL YOU!" contains a form with fields for "First Name", "Last Name", "Select A State", "Zip", "Phone", and "Email". Below the form is a checkbox for "I am an ADT Customer" and a "CALL ME" button. On the right, a large blue banner features a couple embracing and a security system. The text reads "LIMITED TIME OFFER! Take Advantage of Great Savings on an ADT Security System". The price is prominently displayed as "Home Security Starting at \$99* Installed". A "Save \$200" badge is also present. A "CALL NOW 866.487.6609" button is at the bottom right of this section. Below the main banner, there are three tabs: "HOME SECURITY", "BUSINESS SECURITY", and "CURRENT OFFERS". The "HOME SECURITY" tab is active. Underneath, there are four columns of content: "Home Security Systems" (describing ADT as the #1 security company), "ADT Pulse" (describing remote control capabilities), "Home Health FREE activation" (describing the ADT Personal Emergency Response System), and "Video Surveillance" (describing home protection with video). A "Shop Now" button is also present. At the bottom, a blue banner with a warning icon says "Important winter storm information for ADT Customers" with a "Learn More >" link.



#11. YOU HAVE PRESENT BIAS

You eat the candy while your crisper drawer “molds” the veggies.

**#12. YOU ARE MORE
IMPACTED BY THE
FEAR OF LOSS THAN
THE POSSIBILITY
OF GAIN**



A black and white photograph of a man with a mustache and a goatee, wearing a dark jacket, looking through a chain-link fence. He is holding a piece of cardboard with handwritten text. The text on the sign reads: "What would you do IF you were hungry?". The word "you" is underlined. The sign is made of rough, torn cardboard. The background is out of focus, showing the fence and some foliage.

What would you do
IF you were
hungry?

THANK YOU!



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