

5 Brain Science Secrets that Get Butts in Seats

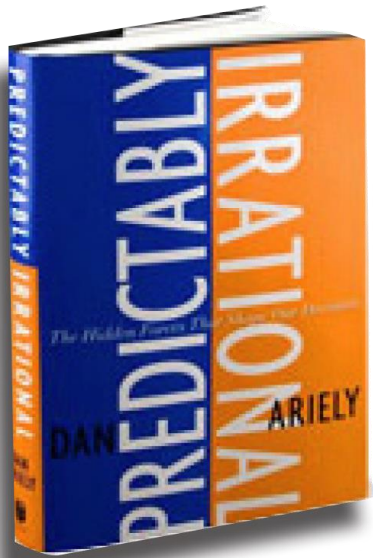
Nancy Harhut

Chief Creative Officer

HBT Marketing

@nharhut

**People don't think the way
they think they think**



“We usually think of ourselves as sitting in the driver's seat, with ultimate control over the decisions we make; but alas, this perception has more to do with our desires -- than with reality.”

— Dan Ariely, “Predictably Irrational”

Decision Making Shortcuts

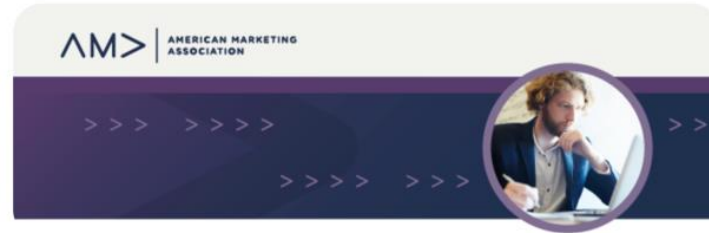
#1. Time Description Effect



Journal of Applied Social Science

Countdown: 2 Weeks Until AMA Customer Experience Virtual Conference

Countdown: 2 Weeks Until AMA Customer Experience Virtual Conference
Last Chance to Register! AMA's CX Virtual Conference Starts in 1 Week



Virtual Conference: Customer Experience

**Act by Sunday
for 10% off B2B
Forum!**

Act by Sunday for 10% off B2B Forum!

Get your 10% off while you still can—save on your [B2B Forum ticket today!](#)



**LAST
CHANCE!**

Save 10% on B2B Forum
through Sunday

GET YOUR TICKET NOW >>>

**B2B
FORUM**
by MarketingProfs

NOVEMBER 17-19 | BOSTON, MA

A photograph of a woman with short brown hair and glasses, wearing a red patterned jacket over a dark top. She is smiling and gesturing with her hands while speaking at a podium. The background is dark with a blue light source.

If you've been waiting for a sign to get your B2B Forum ticket...

4 More Days to Save on Certification

4 More Days to Save on Certification

[View Message in Browser](#) / [Add Us to Safe Sender List](#)



Summer is here, and so is your chance to elevate your marketing skills! Enroll by this Friday, June 21, to take advantage of the discounted [CMI x AMA Content Marketing Certification](#) and embark on a journey of discovery and professional growth.

Don't miss out on your discount — use code **EXPLORE20** to save **20% off** and start your summer with content marketing mastery!

[BEGIN YOUR ADVENTURE TODAY](#)

Remember:

**Express deadlines as durations
rather than specific dates**

Eventastic tip:

**Send 2-3 “today” reminders to
increase attendance by 40%**

#2.Social Proof



13-20%  in purchases, Peking University

**Donors like
you made this
happen**

Donors like you made this happen

Boston University College of Communication

Dear Nancy,

Ethical, accurate communication has never been more important than in these uncertain times, and we at BU's College of Communication (COM) are proud of how we are teaching students to do this vital work. We are also deeply grateful for the generous donors like you who support our teaching and research.

**This
Customer
Favorite is
Back in Stock!**

This Customer Favorite is Back In Stock!

WINE ENTHUSIAST[®]
CATALOG

BACK IN STOCK!

**All-In-One Lazy Susan
Cheese Board**

This Customer-Favorite is Made of
Marble and Solid Acacia Wood

SHOP NOW



95% of Banking Execs Can't Be Wrong About This

95% of Banking Execs Can't Be Wrong About This

Hi Nancy,

Every year, thousands of banking leaders attend [The Financial Brand Forum](#).

Nine out of 10 say they will be back.

Why? What makes the Forum different from all the other events out there?

Here's what attendees say:

95% "The Forum is a worthwhile use of my time."

93% "The Forum meets or exceeds my expectations."

96% "I will recommend the Forum to my colleagues."

95% "The networking opportunities at the Forum are valuable."

93% "The Forum leaves me feeling inspired and motivated."

Senior leadership teams consistently say the Forum is the most important event they attend every year because it has a direct impact on the bottom line — innovative ideas and best practices that grow loans, deposits, and revenue.

Remember:

**People do what other people
like them do**

Eventastic tip:

**Feature a list of companies, titles,
or people who are attending**

#3.Labeling



15% increase

**As a
marketing
leader, you've
been hand-
selected to
join this C-
level group**



Hi Nancy,

Marketing.FWD Summit is bringing together the best and brightest marketing execs for a one-day event in New York City — and it's coming up quickly.

This exclusive event is for leaders who are looking to connect with like-minded peers to share strategies and insights that will help them face the most urgent marketing tech challenges ahead.

As a marketing leader, you've been hand-selected to join this C-level group. Your participation would be an important addition to an already esteemed list that includes top execs from Facebook, Amazon, GoDaddy, Booking.com, Glassdoor, and American Express.

Space is limited so make sure to **confirm your spot** while there is still time.

Confirm your spot

**As a
recognized
expert,**

Nancy, Expand Your Influence Like Industry Leaders

Hi Nancy,

As a recognized expert, you understand the importance of continually growing your influence. One proven method that top professionals leverage is targeted podcast guesting.

[Book a strategy call](#) to explore how I can help you secure high-impact podcast appearances that elevate your brand and reach.


Best,
Josef

Josef Schinwald, MIB, MDiv
30 North Gould Street
Sheridan, WY 82801
josef@guestexpertsonair.com
GuestExpertsOnAir.com

Guest Experts
ON AIR 

...for career minded privacy professionals like you

Reserve your space now before it's too late View on a mobile device. View on a browser.



<<Sam>>, if you want to be part of this first-ever class, you must act now

Get the skills you need to excel at your job and advance your career. The Certified Information Privacy Manager (CIPM) is the world's [first and only certification](#) specifically designed for career-minded privacy professionals like you.

IAPP members who manage privacy operations have been clamoring for practical tools and actionable insights — and this class delivers. There's a training session in your area next month — but it's filling up fast. Don't miss out.

[Get class details and register.](#)

Class includes FREE CIPM textbook (a \$65 value)

RESERVE YOUR SPOT

WHEN
Tuesday, May 7
9 a.m. – 5 p.m.

WHERE
Convence Convention Center
Midtown West
810 Seventh Avenue
New York, NY 10019

Remember:

**Choose labels that lead to the
desired behavior**

Eventastic tip:

**Label past attendees as returning
members/guests**

#4. Price Order Effect



4.2% revenue increase
-Donald Lichtenstein,
University of Colorado

Wix Premium Plans

Wix gives you 100s of templates, unlimited pages & top grade hosting FREE. Upgrade to Premium and get even more.

Get Started

Website

Business & eCommerce

BEST VALUE

VIP

First Priority Support

\$ **39** /month

Pro

Complete Online Branding

\$ **22** /month

Unlimited

Entrepreneurs & Freelancers

\$ **17** /month

Combo

For Personal Use

\$ **13** /month

Register Now!

🔥 Save \$650 on an All-Access Ticket! Sale Ends Friday! 🔥

00:15:19:49
DAYS HOURS MINUTES SECONDS

Ticket Options:	All-Access (Most Popular)	Marketer	On-Demand	Streaming
Access Keynotes On-Location	YES	YES	NO	NO
Access ALL Sessions On-Location	YES	YES	NO	NO
Access Workshops On-Location (extra day)	YES	NO	NO	NO
VIP Networking Party	YES	NO	NO	NO
Remote Live Stream of ALL Sessions	YES	NO	NO	YES
Recordings of ALL Sessions and Workshops	YES	NO	YES	NO
4 Payment Plan	YES	YES	NO	NO
Retail Price	\$1,997	\$1,497	\$997	\$697
SALE Ends Friday	Register \$1,347	Register \$997	Register \$497	Register \$397

\$1347

\$997

\$497

\$397

wouldn't be
surprising
to see a
price tag of
up to \$150

as little as
\$39.99

How Much Does It Cost?

If you look at the features of the [MosqiWatch](#), it wouldn't be surprising to see a price tag of up to \$150, which would still be lower than most of its competitors (some cost over \$300).

At the moment of writing this review, you can get [MosqiWatch](#) for as little as **\$39.99**. If you select 3 packs, you will only pay **\$82.47** (which turns out to be just \$27.49 per watch).

Remember:

Lead with higher prices

Eventastic tip:

**Introduce a super high price option
to move people down to the next
higher priced ticket**

#5. Differential Price Framing

\$9.99/month for web + app

or

\$16.99/month for web, app,
print, podcast, crossword

vs.

\$9.99/month for web + app


or

+\$7/month for all the extras

2X NYT subscriptions
Journal of Market Research

**Xmas/NYear's
Special:
7/Nights@\$4900**

**Captain add
\$300/Night**

 **BVI Charter Chat · Join** · Brentcaptainscompas... · 2d · 

Xmas/NYears Special - 7Nights@\$4900

LeoM4000 Owners Special

Captain add \$300/Night. https://www.thecaptainscompass.com/Vertical_Wings_Leo_40_Pics.php

25 Years in Tortola BVI. For your first choice in Time & Yacht & Price to start a Great 2026 - brent.fennell@thecaptainscompass.com









Vertical Wings has 3 Double Beds and 2 Bathrooms and AirCon and a GenSet.

I look forward to seeing You confirmed with the Best BVI Charter Value to be all Salty and Sunburned before the Airline prices rise. [thecaptainscompass.com](https://www.thecaptainscompass.com)



**\$125.80/night
Superior Full**

**\$9.35 more
Executive
Queen**

All Rooms	Superior	Deluxe	Executive	Suites
 <p>Special</p> <p>\$ 125.80 / night Superior Full</p>	 <p>Special</p> <p>\$ 0.85 more Superior Queen</p>	 <p>Special</p> <p>\$ 5.10 more Deluxe Queen</p>	 <p>Special</p> <p>\$ 9.35 more Deluxe King</p>	
 <p>Special</p> <p>\$ 9.35 more Executive Queen</p>	 <p>Special</p> <p>\$ 13.60 more Executive King</p>	 <p>Special</p> <p>\$ 17.85 more Executive Junior Suite</p>	 <p>Special</p> <p>\$ 213.35 more Mela Suite</p>	

**Only \$10 extra
per ticket**

JANUARY 3, 2026 3:45 PM
SELECT TICKETS

Last Chance

**UPGRADE TO FLEXIBLE
ENTRY - LATE AFTERNOON**

**Flexible Entry - Late
Afternoon Benefits**

**Only \$10.00 extra per
ticket**

- ✓ Enjoy a larger, more flexible window of time for arrival
- ✓ Arrive anytime between 3pm and 5pm.
- ✓ Upgrade fee subject to 8.875% NY sales tax

NO THANKS **YES, UPGRADE ME**

Remember:

**Focus on the incremental increase
vs. the total cost to boost premium
ticket sales**

Eventastic tip:

Use language like “only \$X more”
or “just a small \$X extra”



BONUS SECRET

Loss Aversion

Save
75¢
a day

Lose
75¢
a day

150%, Journal of Applied Psychology

**Order Cathy's
gift today, or
pay more!
Prices increase
tomorrow!**

Subject: Order Cathy's gift today, or pay more! Prices increase tomorrow!

[Last day before prices increase: Valentine's Day gifts up to 45% OFF! View as webpage](#)

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**LAST
CHANCE**
BEFORE PRICES
INCREASE

**FREE
GLASS
VASE**

[SHOP NOW](#)

**You'll be
Paying
\$300
More
Tomorrow**

Subject: You'll be Paying \$300 More Tomorrow
Reply-To: LeadsCon <OM-LCN@accessintel.com>

COME LEARN, NETWORK & CONNECT.
 **LEADSCON**

WE HAVE A FEAR
OF COMMITMENT, TOO

IT'S OKAY IF YOU WANT TO BREAK UP
WITH US.

You won't hurt our feelings; we value honesty over ghosting us. That's why our [refund policy](#) lets you cancel your ticket for a full refund through the end of March, *no questions asked*.

So, in the spirit of the holiday tomorrow, **take \$100 off All-Access passes and know that we won't judge if you change your mind.** We've got 100 discounts to give away so go and get 'em. Offer expires Friday, February 15th at 11:59 PM EST.

CLAIM YOUR DISCOUNT

That's why our
refund policy lets
you cancel your
tickets for a full
refund through the
end of March, no
questions asked.

Remember:

Avoiding pain beats achieving gain

Eventastic tip:

Show people what they'll miss out on by not attending – or not attending in person

Brain Science Recap:

- Time Description Effect
- Social Proof
- Labeling
- Price Order Effect
- Differential Price Framing
- Loss Aversion

"A tour de force. The most intelligent marketing book I have read in years."
Mark Schaefer, author of *Marketing Rebellion*

Nancy Harhut

Using Behavioral Science in Marketing

Drive customer action and loyalty by prompting instinctive responses



“This is a must read for anyone who wants to drive engagement, sales, and growth”
- Jay Schwedelson



THANK YOU!

**FREE Behavioral
Science Cheat Sheet**

