



# THE PSYCHOLOGY OF MESSAGING

Taemi Tran CPA PMP

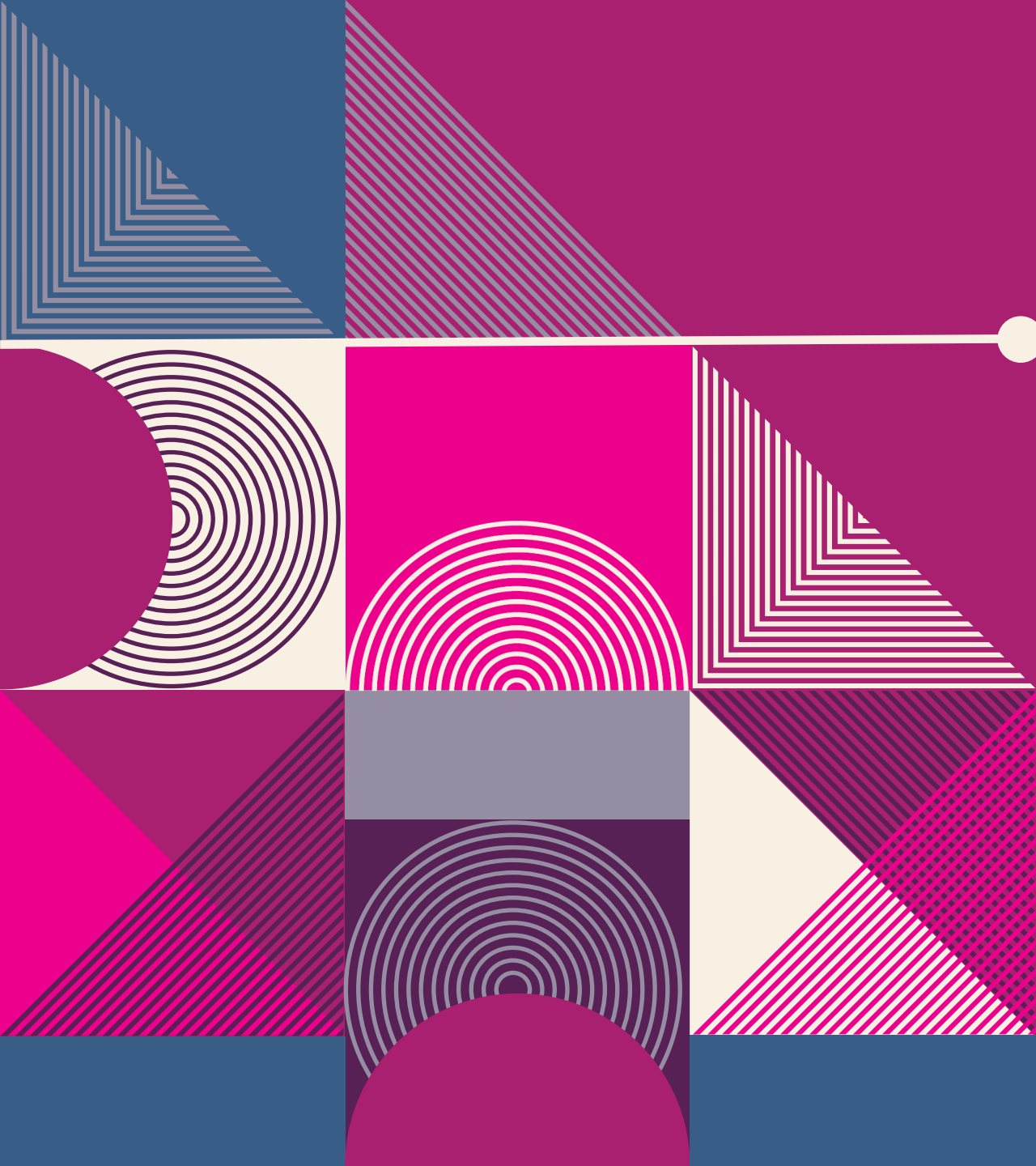
# ABOUT ME

**MS** Strategic  
Communications

**6+** Years in A/E/C



**UFCs**  
**DFARS**  
**FARS**



HAVE YOU  
**SEEN** ME?

# SOCIAL PROOF

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world-class brands and  
organizations of all sizes


Sprout customers are industry leaders who embrace social media as a vital part of their overall business strategies—and the key to making deeper connections with their audience.




# RULE OF SCARCITY

## Beaded Set of 2 Necklaces

BP.

**\$6.00** ~~\$15.00~~ 60% off  FREE SHIPPING

 Get a \$40 Bonus Note when you use a new Nordstrom credit card.  
[Apply now](#)

Make a colorful statement with a set of two necklaces—one in a beaded design, the other with elongated chain links.



Gold- Heart

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Arrives between Tue, Apr 27 - Fri, Apr 30



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+ [Add to Wish List](#)



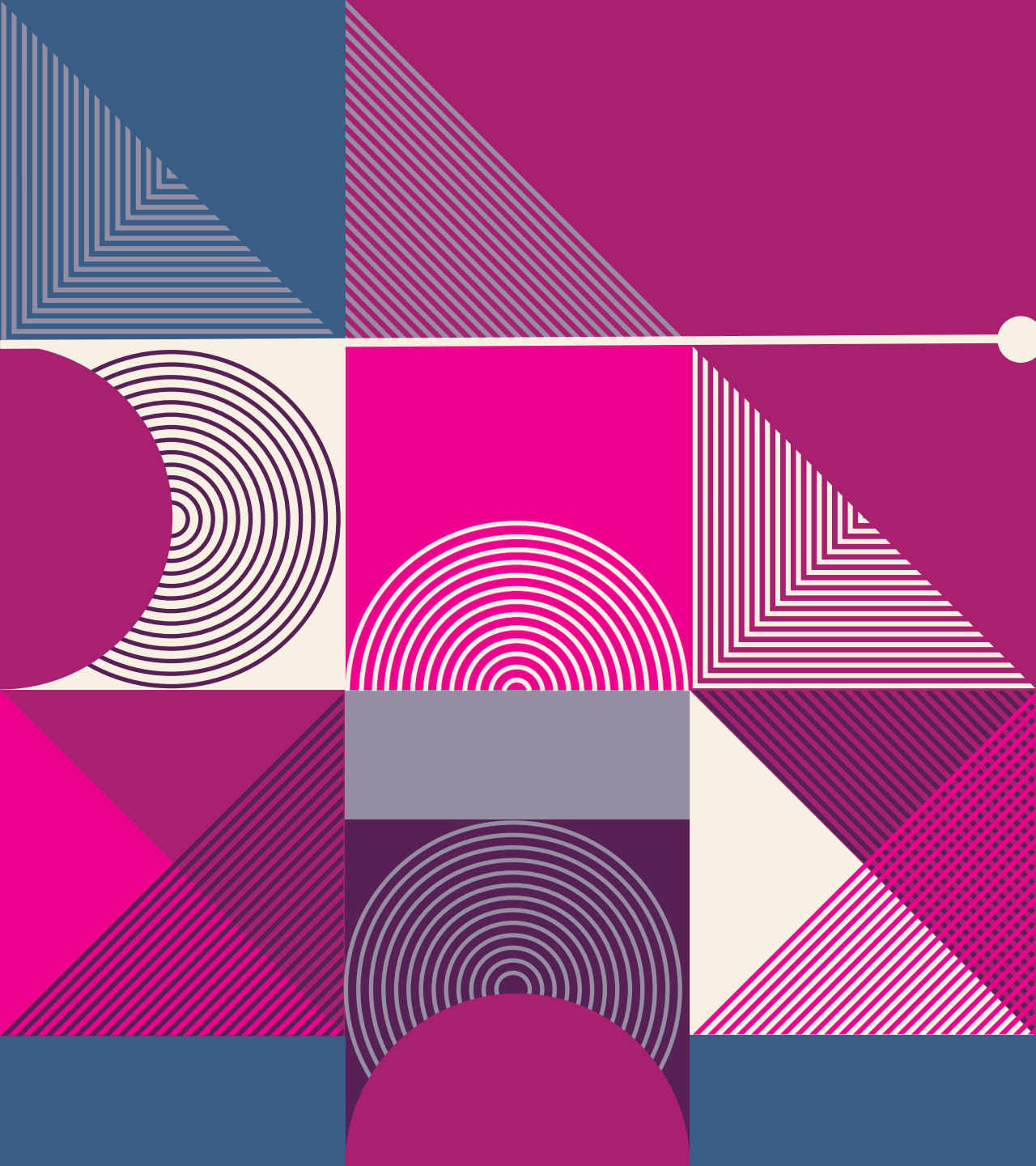


**Dark room**

**No clocks!**

**Carpet floor**

**Even the slot machine music is tuned to a specific key to get you hooked!**



• WHAT IS  
**PSYCHOLOGY?**

# PSYCHOLOGY

IS THE SCIENTIFIC STUDY OF THE HUMAN MIND AND  
ITS FUNCTIONS,  
ESPECIALLY THOSE AFFECTING **BEHAVIOR**  
IN A GIVEN CONTEXT.

THE MENTAL CHARACTERISTICS  
OR **ATTITUDE** OF A PERSON OR GROUP.



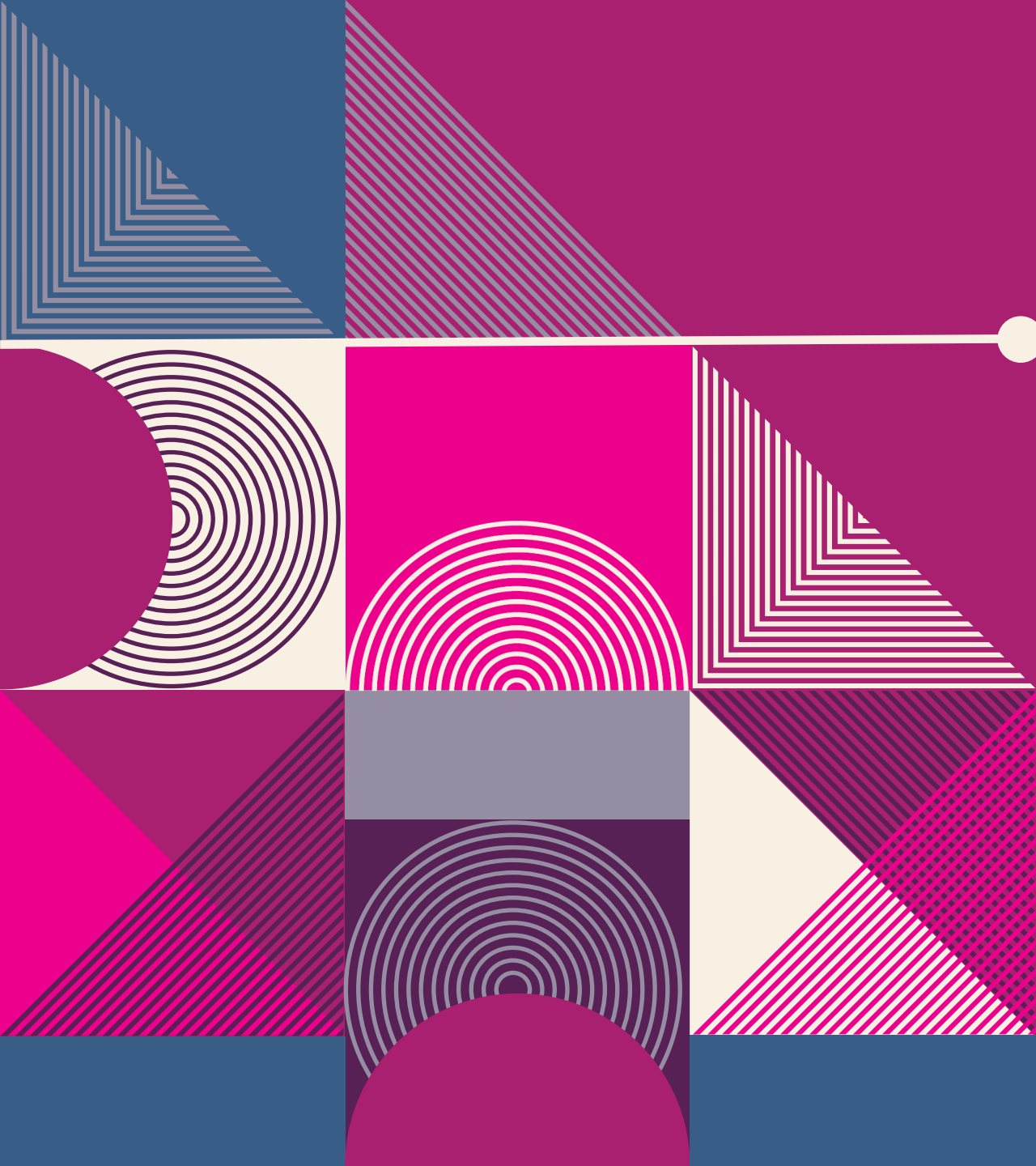


UNDERSTANDING YOUR CLIENTS'  
**ATTITUDE, BEHAVIOR,** AND THE  
**MOTIVATIONS** BEHIND THEIR  
DECISIONS CAN HELP MARKETERS  
DEVELOP MORE **PERSUASIVE**  
MARKETING MATERIALS.





TO INSPIRE  
SPECIFIC  
**EMOTIONAL**  
**RESPONSES**

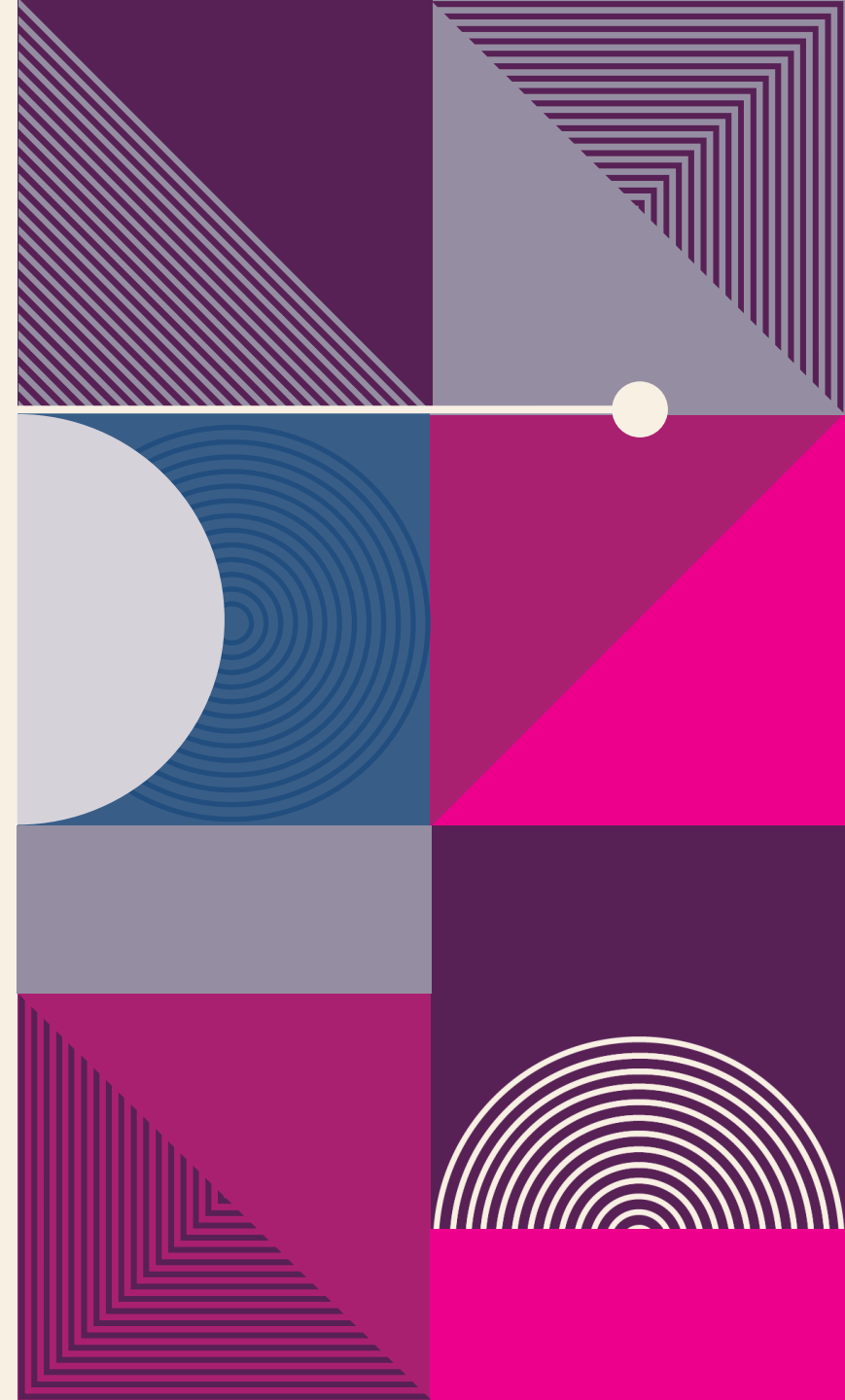


HOW WE  
**PROCESS**  
INFORMATION

# THE ELABORATED LIKELIHOOD MODEL

**CENTRAL** ROUTE  
PROCESSING

**PERIPHERAL** ROUTE  
PROCESSING



Apple Watch SE (GPS) 40mm Space Gray Aluminum Case with Black Sport Band - Space Gray  
★★★★★ (2,576)

\$279.00

 Add to Cart

Fitbit - Versa 2 Smartwatch 40mm Aluminum - Stone/Mist Gray with Silicone Band  
★★★★★ (5,303)

\$149.95  
~~\$179.95~~

 Add to Cart

Samsung - Galaxy Watch Active2 Smartwatch 40mm Aluminum - Cloud Silver  
★★★★★ (4,789)

\$249.99

 Add to Cart

Fossil - Gen 5 Smartwatch 44mm Stainless Steel - Rose Gold with Rose Gold-Tone Stainless Steel Band  
★★★★☆ (40)

\$295.00

 Add to Cart

## All Specs



### Key Specs

[What do the dashes mean?](#)

# Central Route Processing

#### Voice Assistant Built-in

Siri

Amazon Alexa

Bixby

–

#### Global Positioning

GPS

None

GPS

GPS

#### Usage Time

18 hours

144 hours

36 hours

#### Operating System Compatibility

Apple iOS

Android, Apple iOS

Android, Apple iOS

Android, Apple iOS

#### Touch Screen

Yes

Yes

Yes

Yes

#### Internal Memory Capacity

32 gigabytes

–

4 gigabytes

4 gigabytes

#### Operating System

watchOS

Android

Tizen

Wear OS

# Peripheral Route Processing



## Key Assumptions

Central Route

Peripheral Route

**Both** motivated and able



**Either** motivated or able



Relies on argument **quality**



Relies on source **credibility**

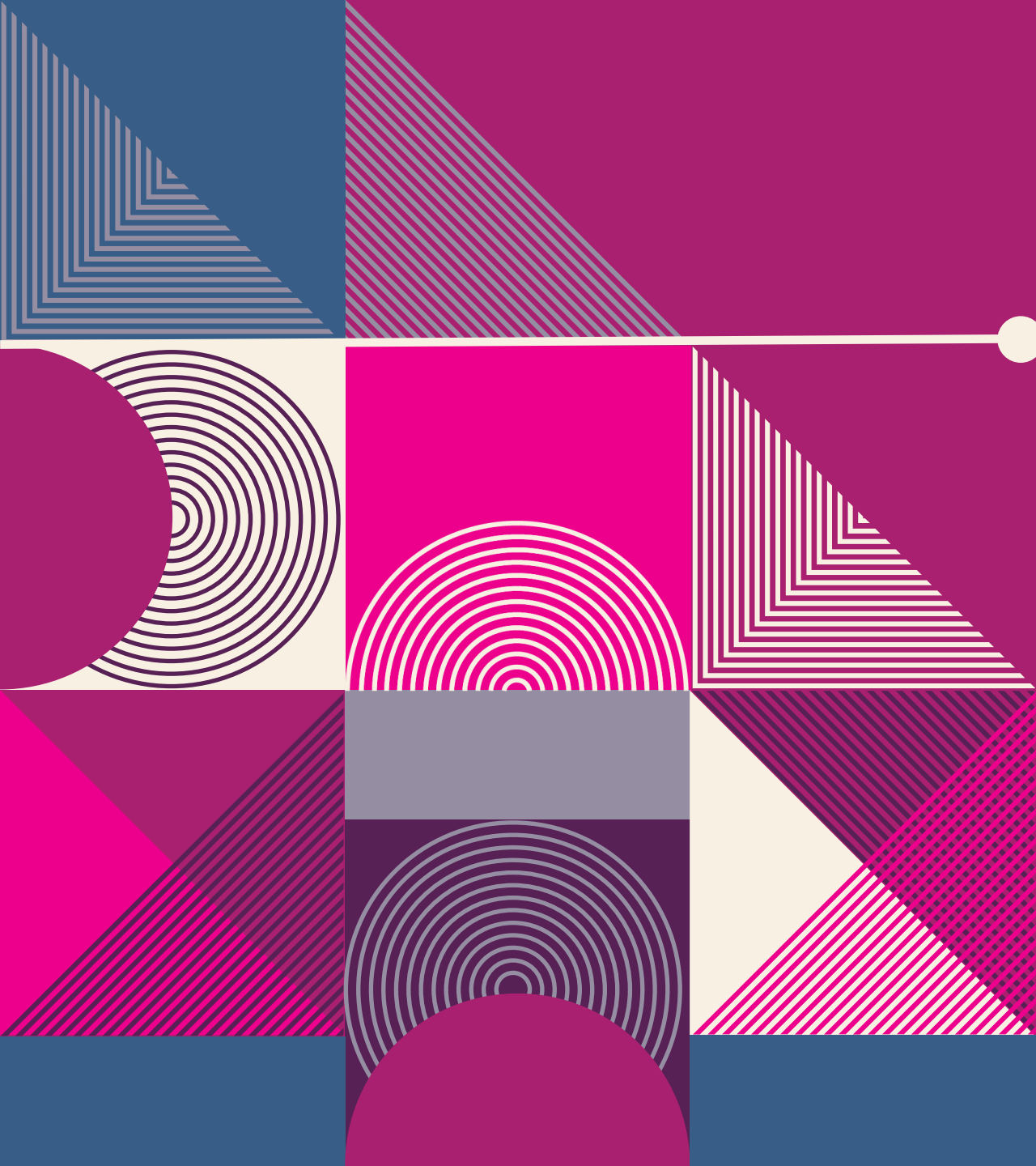


Relies on argument **quantity**



Relies on **shortcuts**





# PERIPHERAL CUES





# Source Attractiveness

Charlotte Tilbury

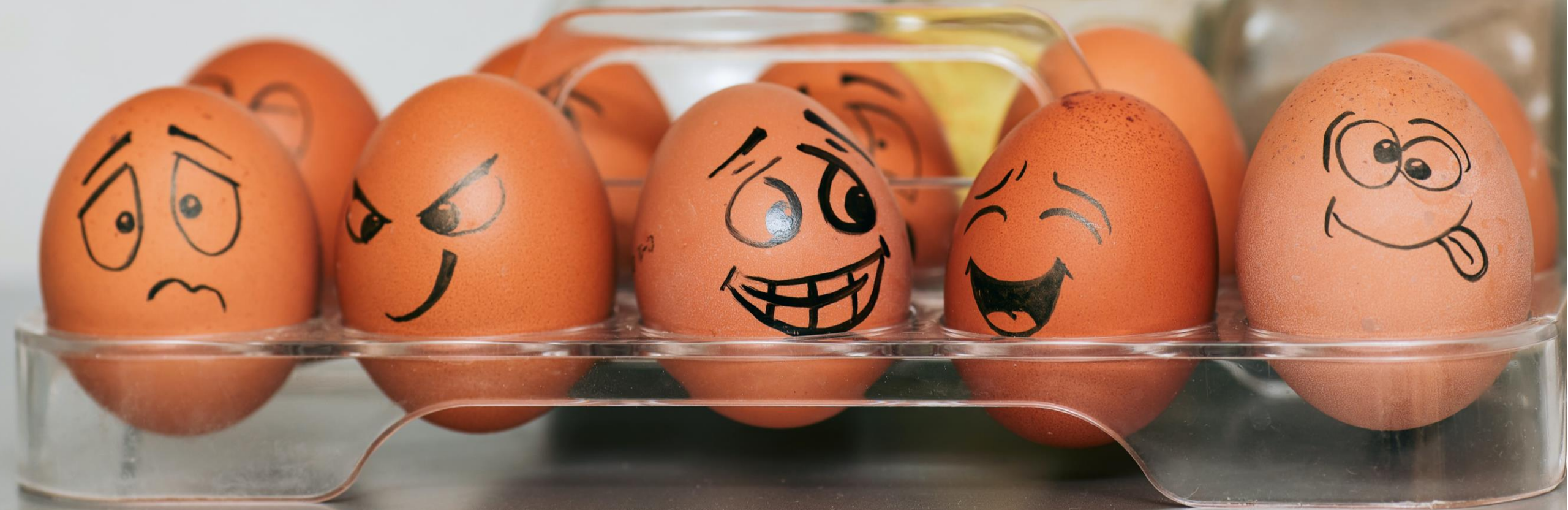
**PILLOW TALK LOOK**

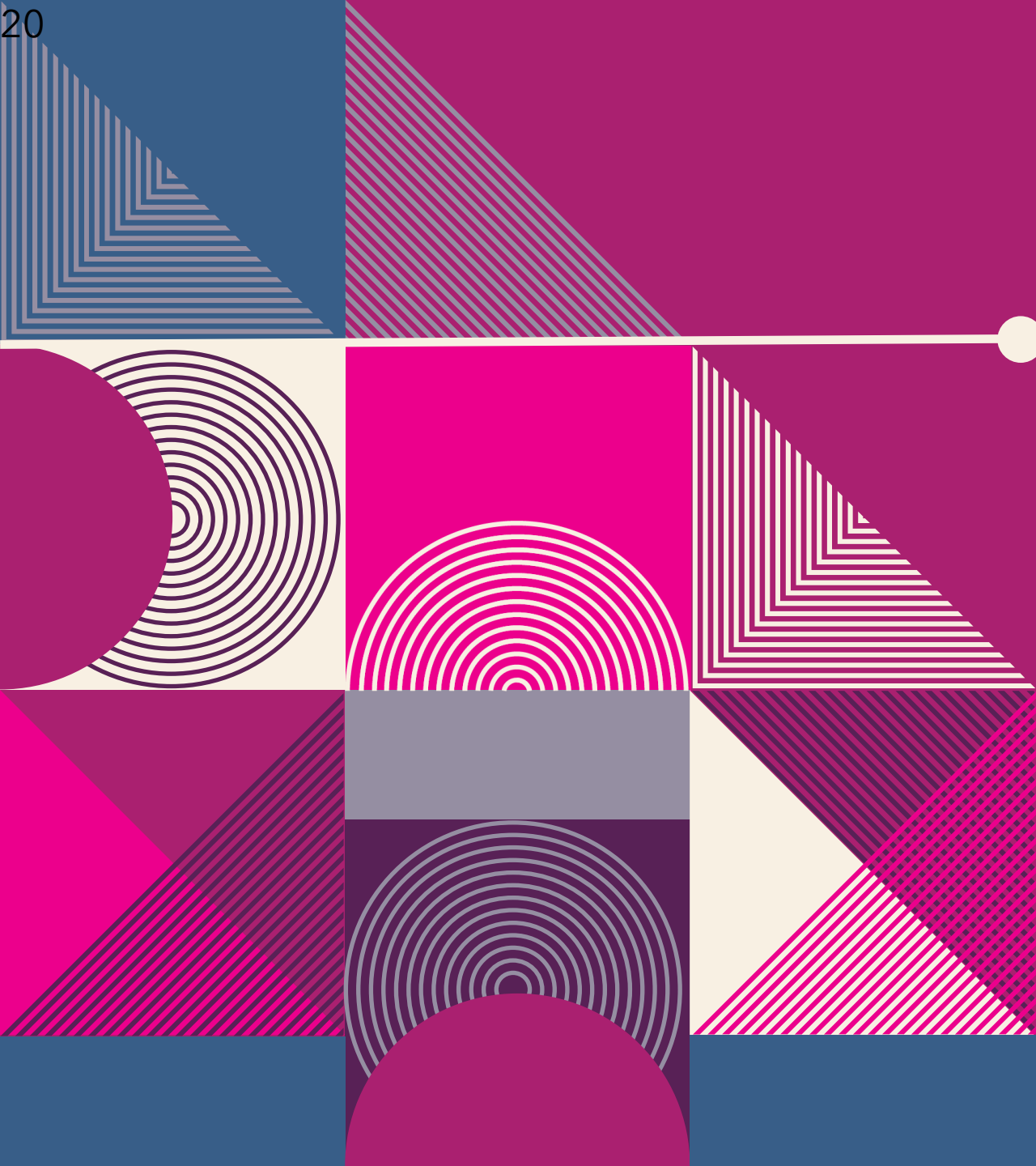
THE NEW! COLLECTION



# Source Expertise

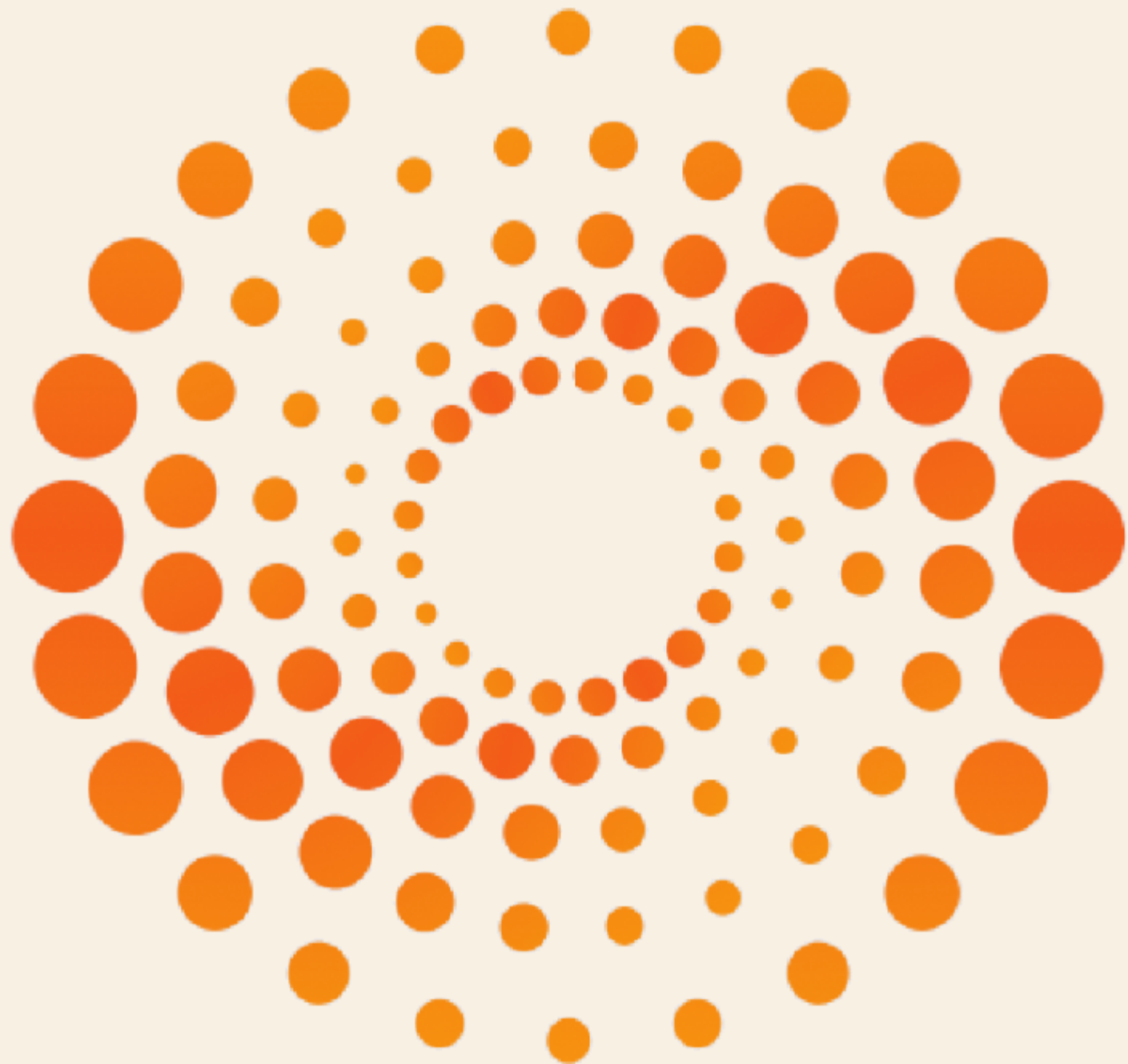
# Emotions





# COLORS & MESSAGING

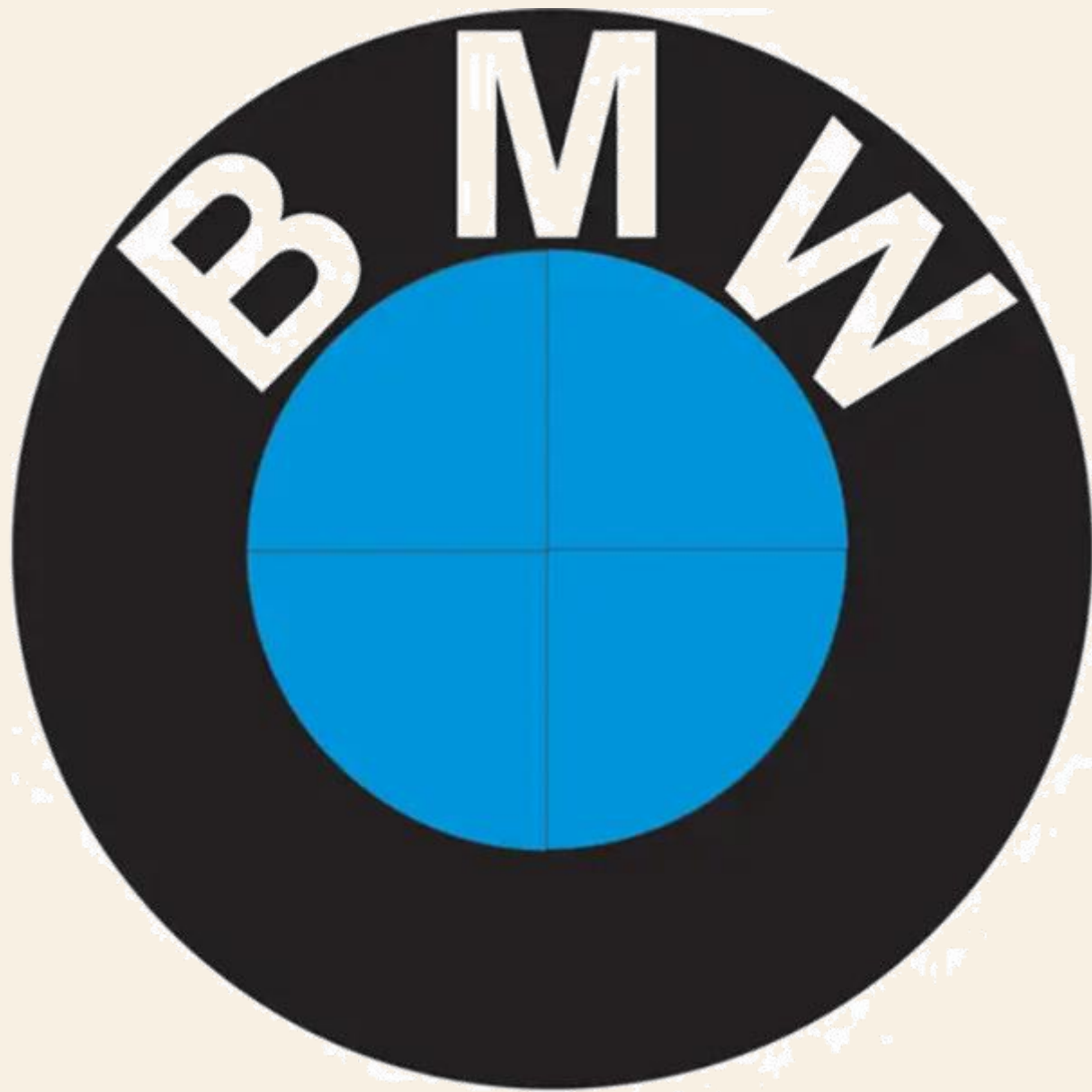












Google

Warm	Exciting	Action	Com-	Royal
Optimism	Intense	Attention	passionate	Spiritual
Energetic	Youthful	Bold	Romantic	Unique
Happy	Sociable	Passion	Sensitive	Wise
Progressive	Friendly	Urgency	Flirty	Imaginative
Fresh	Calm	Deep	Elegant	Mature
Growth	Confident	Practical	Classic	Respectful
Harmony	Loyal	Simple	Stylish	Secure
Healing	Reliable	Rugged	Formal	Modest
Natural	Stable	Honest	Authorita- tive	Neutral



# Most Popular Logo Color By Industry





# APPLY COLOR PSYCHOLOGY

## MAKE IT COLORFUL

Logo, covers, tabs, text highlights, header/footer

## INTERVIEW MATTERS

Outfit, background, leave-behinds

## MAKE A THEME

Designate color themes for specific scope of work

## BE STRATEGIC

Main colors vs complementary colors



# Proposal

<<ProposalTitle>>

Prepared for: <<CustFirst>> <<CustLastName>>  
<<CustTitle>>

Prepared by: <<FirstName>> <<LastName>>  
<<JobTitle>>



## Description

<<Insert description here>>

<< Use of this custom Title Page requires special processing and setting up of sections within your document to prevent the background graphic from being copied into the rest of your proposal pages. Watermark background graphics are not supported by every word processor. Read the manual chapter "How do I add a Title Page Background Graphic?">>

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Proposal Number: <<ProposalNumber>>

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<<Address1>  
<<Address2>  
<<City>>, <<State>> <<PostalCode>  
(PH) <<WorkPhone>  
(FX) <<Fax>  
<<Domain>  
<<CurrentDate>

## Construction Bid

Client Name  
dr nadeeka hemamali



## weerakatiya marketing complex

Prepared By  
piyasea liyanarachchi

Client Company Name  
wps

Client Address  
23, belliattē rd  
weerakatiya

Client Job Title  
secretary

Phone Number  
(071) 018-8000

Email  
piyaseena@gmail.com

Miniml  
Maine Street 12  
3548 Washington D.C.  
+01.123.456.789

info@miniml.com  
www.miniml.com  
Company Representative  
Michael Cunningham



# PROPOSAL

DESIGN PROPOSAL  
FOR CUSTOMER MINIML LTD.

Be with one of the most successful companies in the last years. Find out what is the different between us and our market competitors.

Prepared for:

**Tommy Morris**

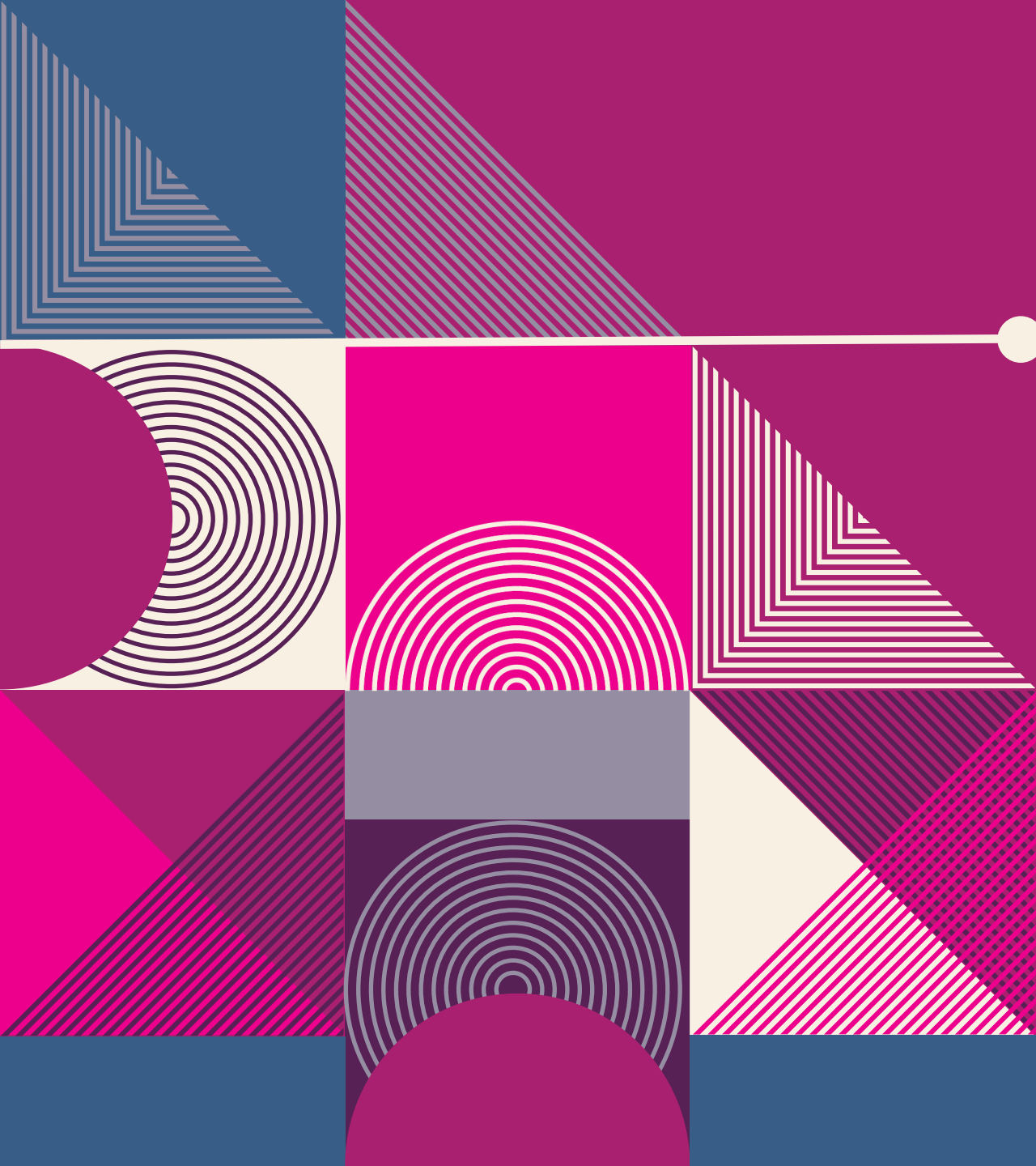
Miniml Ltd.  
Random St. 12th, Los Angeles, 1123  
P +01.123.456.789  
E info@miniml.com

Proposal Issued:  
25.10.13

Proposal Valid to:  
01.12.2012

### Statement of Confidentiality

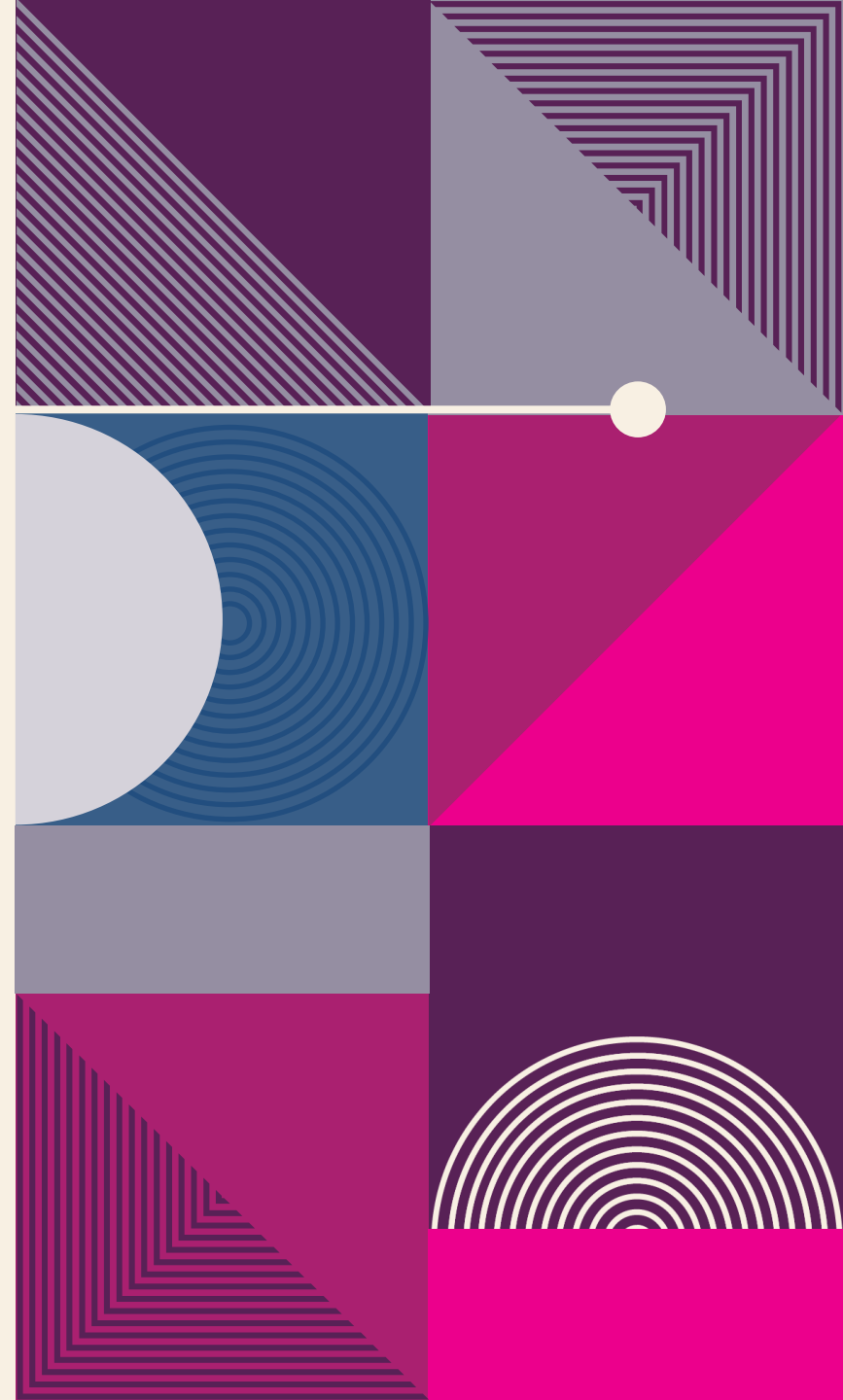
This proposal and supporting materials contain confidential and proprietary business information of Miniml. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.



# **SPEECH & MESSAGING**



# SPEECH?! WHAT?





**Language** shapes way  
we think and affects how we  
remember details.



**Pitch** of speaking voice and sound can affect consumer behavior.



**Powerful talk** conveys  
stronger, more persuasive  
message.

# POWER WORDS

## **Greed**

Bonus, limited, final, ultimate, discount, best

## **Sloth**

Accessible, efficient, fail-proof, how-to, ready

## **Vanity**

You, amplify, bold, courage, strong, undefeated

## **Anger**

Diminish, exploit, hostile, provoke, worst

## **Curiosity**

Covert, myth, shocking, trade secret, uncharted

## **Lust**

Captivating, intriguing, compelling

## **Trust**

According to, accredited, authority, certified

## **Fear**

Beware, caution, crisis, hazardous, risk, targeted



# APPLY SPEECH PSYCHOLOGY

## **USE THEIR WORDS**

Show the clients that they're in control

## **ACE THE INTERVIEW**

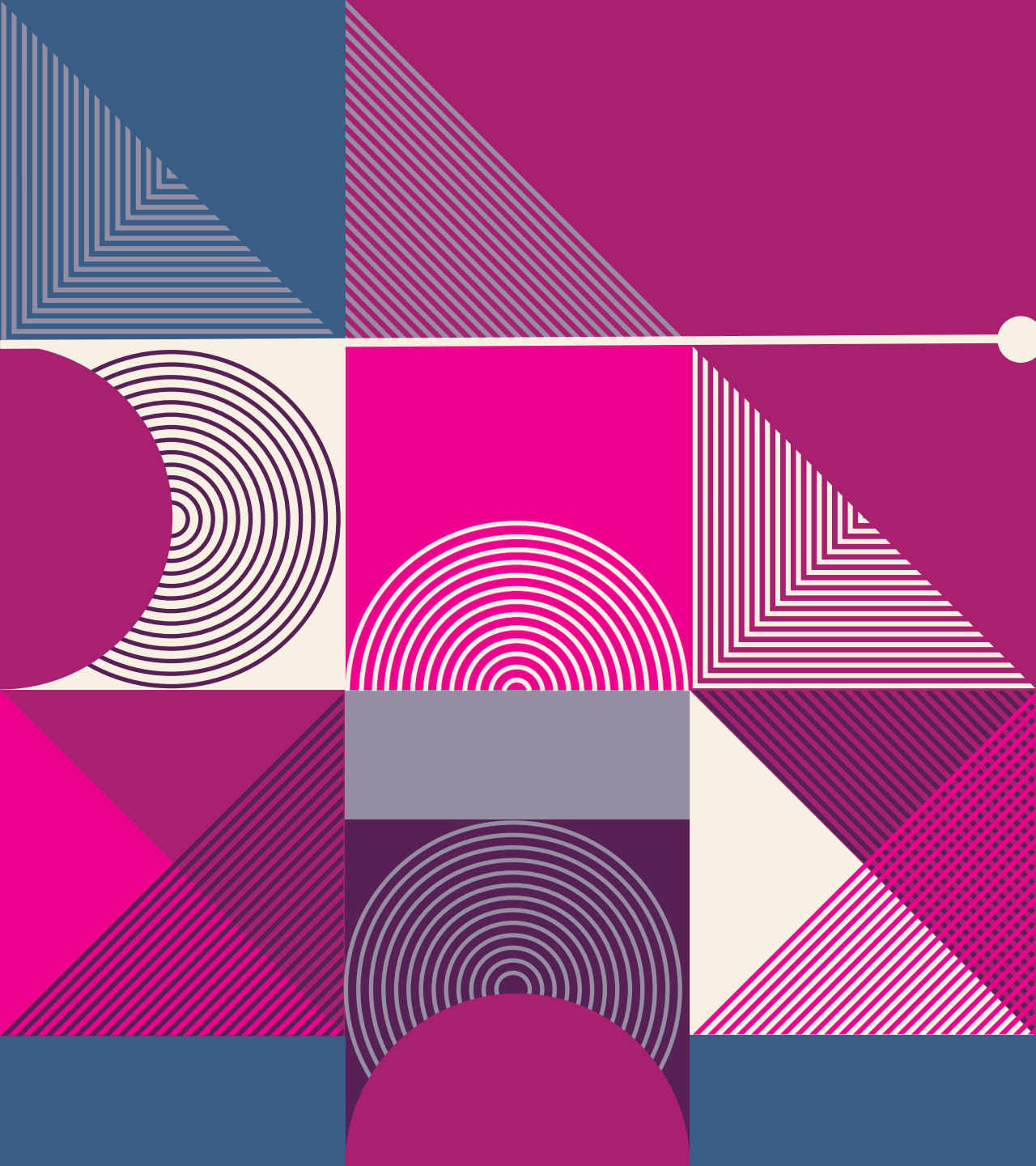
Practice powerful talk

## **USE POWER WORDS**

Sprinkle these throughout your write-ups

## **BE INTENTIONAL**

Decide on the main message to the client



# DESIGN & MESSAGING



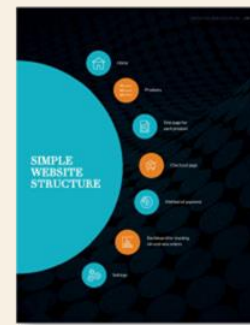
<b>AMAZON</b>	<i>Diner</i>	<i>Jacoba</i>	<b>Pharmacy</b>
<i>Amazone</i>	<i>Edwardian</i>	<i>Kiss Me</i>	<i>Raceway</i>
<b>ARBUCKLE</b>	<i>Eskargot</i>	LEMON CHICKEN	<b>Radio Ranch</b>
<i>Blackadder</i>	<i>Freebooter</i>	Lounge Ball	<b>Ravie</b>
<b>Boulder</b>	<i>freeze</i>	LOVE LETTERS	<i>Saginaw</i>
<i>Boys R Gross</i>	<i>French Script</i>	<b>Mandingo</b>	SARAH CAPS
Carbonated Gothic	<b>Handwriting</b>	<i>Mariah</i>	<i>Scripting</i>
<i>Chaucer</i>	<i>HansHand</i>	<b>Market</b>	<i>Shishoni Brush</i>
Comic Sans	<i>Harlow</i>	<i>Mistral</i>	<b>Storybook</b>
<b>Cuckoo</b>	Harrington	<i>Monika</i>	<i>Texas Hers</i>
<i>Curly</i>	<b>HOT COFFEE</b>	<i>Palace</i>	<i>Viner Hand</i>
Diamond Gothic	<i>Im Bored</i>	<b>Papyrus</b>	<i>Vivaldi</i>

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**PORTFOLIO**

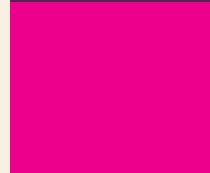
**MAIN FEATURES**



**INTEGRATIONS**

**ROADMAP**

Phase	Task	Start	End
1	Project Planning	1/15	1/20
2	Discovery	1/20	1/25
3	Design	1/25	2/5
4	Content Management System Selection	2/5	2/10
5	Development	2/10	2/20
6	Project Review and Quality Assurance	2/20	2/25
7	Website Launch	2/25	2/25





# FONT PSYCHOLOGY

## **SERIF**

Traditional

Trust

Respect

Formal

## **SANS-SERIF**

Modern

Cutting-edge

Sophisticated

Straightforward

## *Script*

Elegant

Creative

Whimsical

Personal



**Cultural background** can influence preference for design layout.



As a theater guy, I know that 99 percent of the success of your production depends on your casting. And this was a killer cast. The purpose of the meeting was to "evaluate the legacy of creativity research and to look for ways to mine new knowledge at the intersections of cognitive psychology, neurobiology, neurotechnology, learning, and the arts." The Santa Fe Institute's complex systems approach aggregates a set of distinct intelligences, methodologies, and "ways of knowing" in an all-hands-on-deck approach to tackle a common problem or issue. For example, our meeting brought Marc Runco, who has for 20 years edited the *Creativity Research Journal* (which captures a range of study from realms such as behavioral, clinical, cognitive and social) together with Robert Bilder, director of the Tenenbaum Center for Biology of Creativity, who brings a neuroanatomic and neurophysiological lens into the investigation. This event afforded us an opportunity to expand the institute's trans-disciplinary approach to include artists and arts inquiry perspectives from likes of theater-maker and Carl and multidisciplinary people in all contributed to the conversation from across a broad spectrum of expertise. The group was particularly energized by all the conversation currently being raised around brain research and by the prospect of inserting a focus on "creativity and the brain" within these larger contexts. This conversation was hot to begin with, but all the heightened interest and investment currently being harnessed by the Obama administration's BRAIN initiative, the European Union's Human Brain Project, and similar efforts added even more fuel to the fire. Over the next decade or so, billions of dollars will likely be poured into these efforts, wrap our minds around where all abilities were tantalizing to consider—and added a sense of urgency to the entire proceedings.

Intuitive sense of good science require the subject to be pursued in a manner that allows research to build upon and to validate previous work. This creates natural conditions where we are testing our ideas and that artists and scholars bring a wide range of approaches to the clinical, cognitive, developmental, educational, social, etc.) for some time in these sectors time that suggests a definition of effectiveness. But even within these fields questions remain on whether two criteria are necessary (maybe more, maybe less). And if so, whether these are the right ones. When you step outside of these realms things get even trickier. The artists in the group did not feel confident that this was the most effective way to frame an examination of arts-based creativity. This also proposes challenges for people considering ways to measure creativity from a molecular-biological standpoint.

Imagine if we are able to capture what's happening at the molecular level in the moment of an idea—one could imagine that tracking how neurons fire and how they connect to one another that there may soon be a way to capture what's happening at the molecular level in the moment of an idea.

While it makes intuitive sense that the study of creativity will require originality, good science tends to naturally require the subject to be pursued in a manner that allows research to build upon and to validate previous research. This creates natural pressure for a standardized definition—so the conditions around the thing we are testing can remain somewhat consistent. Mark Runco noted that articles in the *Creativity Research Journal*, which publishes scholarly research that captures a wide range of approaches to the study of creativity (behavioral, clinical, cognitive, developmental, educational, social, etc.) have been tackling this problem for some time. In these sectors a candidate has emerged over time that suggests a definition with two criteria: creativity requires both originality and effectiveness. But even within these fields questions remain on whether two criteria are necessary (maybe more, maybe less). And if so, whether these are the right ones. When you step outside of these realms things get even trickier. The artists in the group did not feel confident that this was the most effective way to frame an examination of arts-based creativity. This also proposes challenges for people considering

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### 01 15 HEADS ARE WAY BETTER THAN ONE.

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### 02 THE BRAIN IS BUZZING!

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### 04 ARTISTS CAN CONTRIBUTE A GREAT DEAL TO THIS INVESTIGATION.

Sir William Osler, a founder of Johns Hopkins Hospital frequently credited as being "the father of modern medicine," famously said, "Listen to your patient, he is telling you the diagnosis." It would be foolish to presume that artists hold a monopoly on creativity; there are creative people working in every field making advances across every sector. But creativity is at the core of artistic method and practice and the artistic disciplines create natural platforms for creativity to be explored, exercised, and expressed. With this in mind it would seem only natural that listening to the artist in any effort to advance our understanding of the nature of creativity could play an integral role in the investigation. This certainly proved to be the case in Santa Fe. Polly Carl's turn on the agenda took the form of a narrative that created a resonance for how sustained artistic pursuit can lead one not only to a deeper understanding of one's self, but of everyone. Doug Aitken's personal perspective as an arts-maker helped ground the discussion as well, and through his recent project *The Source*, he was also able to summarize and present selections from his interviews with creative pioneers from various disciplines around the creative process—from ideation through the generation of a final product. At one point of the conversation, the group discussed the idea that art artists may have more.

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### 05 CREATIVITY MATTERS.

Concerns are emerging across all facets of society. In industry, creativity and imagination are becoming more and more valued as key competencies for the 21st-century workforce. Parents want to ensure their kids will develop the necessary skills that will enable them to fully participate in these future economies. These sensitivities combine to create new pressure to advance our ability to foster creativity and innovation as educational priorities, as evidenced in the energy gathering around STEAM learning. The role that creativity and the arts can play to advance health and well-being are also gaining traction. And of course, the role that arts and creativity have always played in helping us to understand ourselves continues to be a core concern of the human endeavor, perhaps even more so now as we navigate our way through a shifting and disrupted human condition.

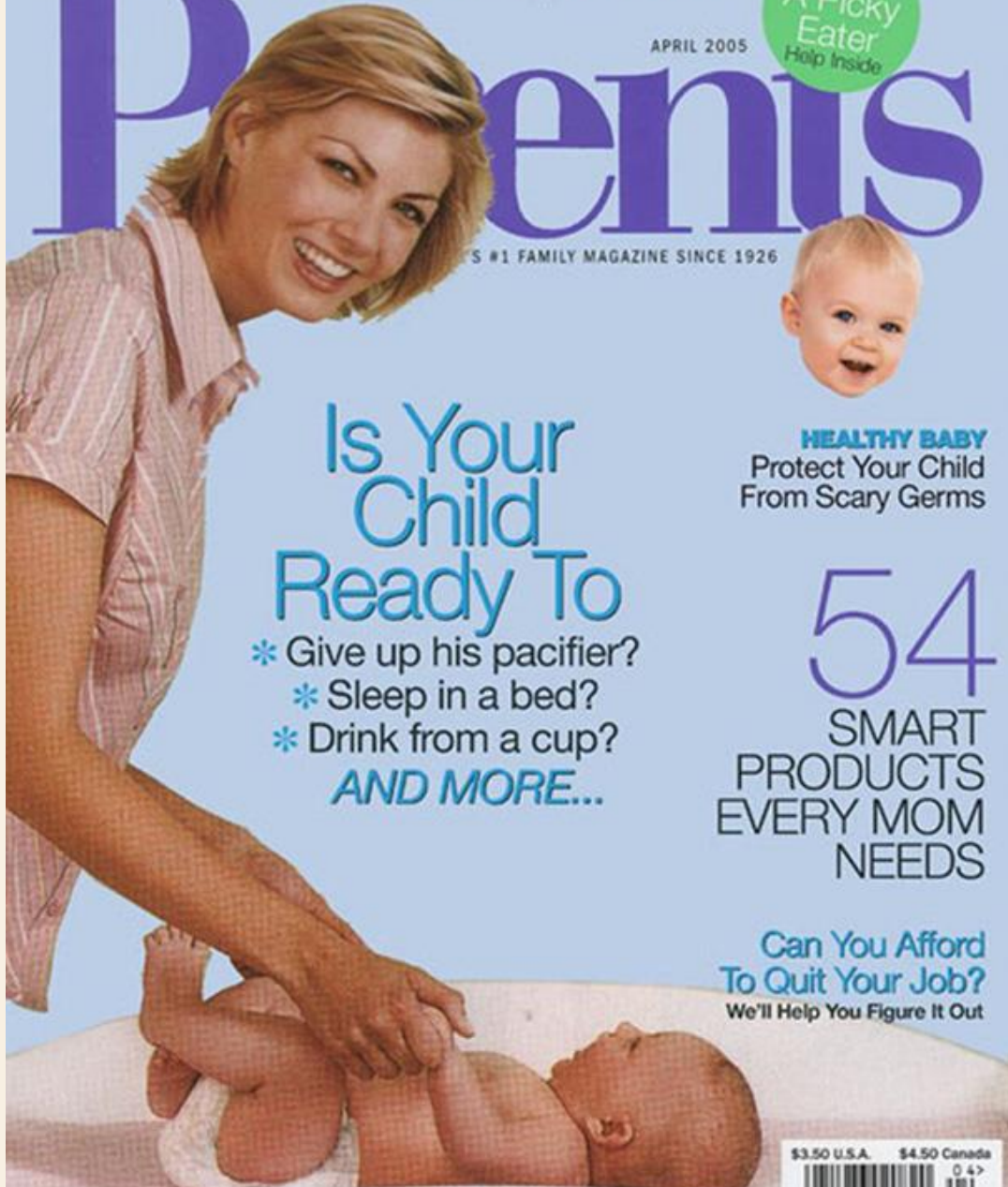
Clip-And-Save Babyproofing Guide

APRIL 2005

Feed A Picky Eater Help Inside

Parents

#1 FAMILY MAGAZINE SINCE 1926



Is Your Child Ready To

- \* Give up his pacifier?
- \* Sleep in a bed?
- \* Drink from a cup?


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Can You Afford To Quit Your Job? We'll Help You Figure It Out

THE SAFEST Parents | AAA FAMILY CARS Special Report

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# APPLY DESIGN PSYCHOLOGY

## MAKE IT COLORFUL

Incorporate colors of choice throughout

## HAPPY MEDIUM

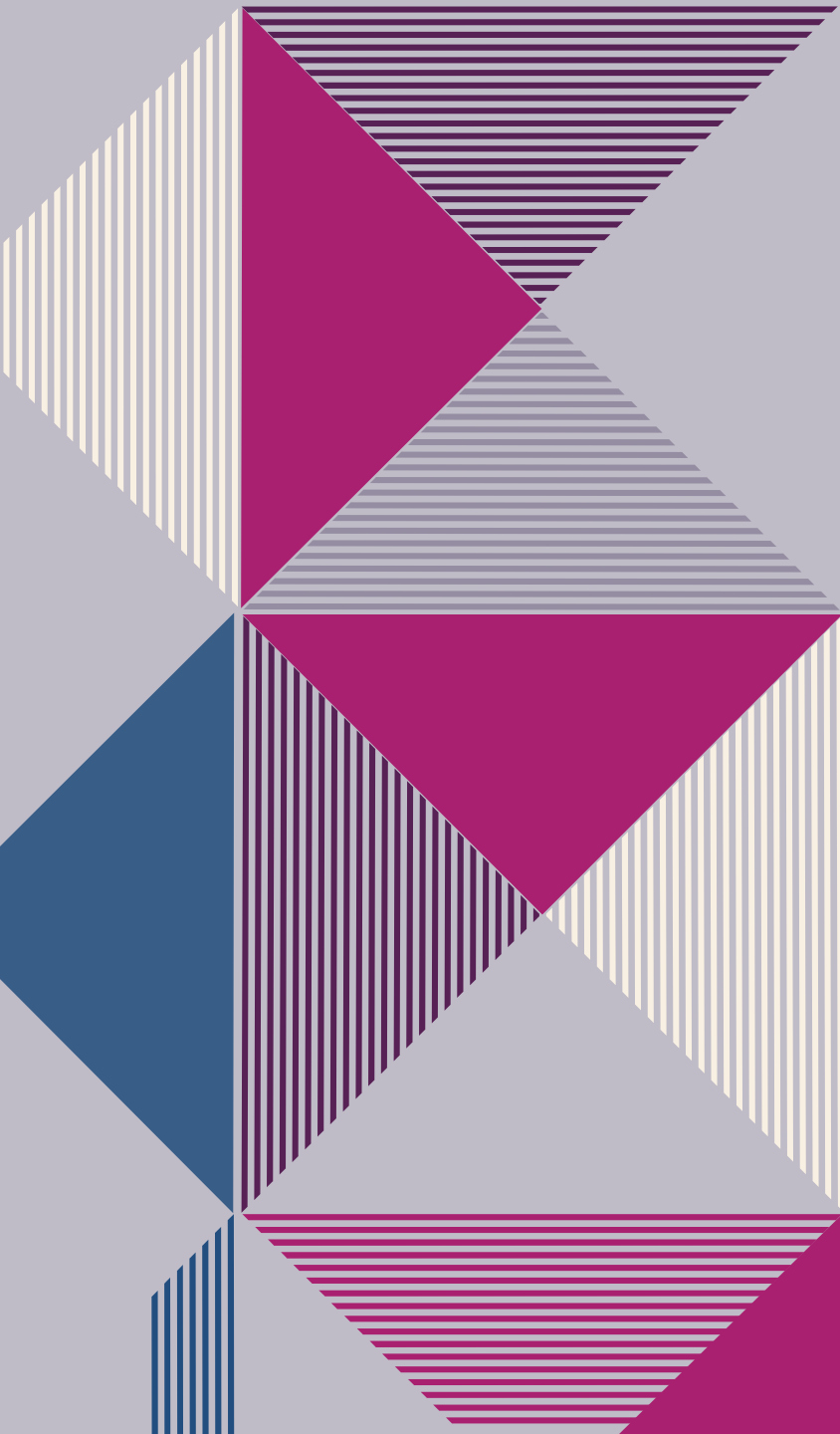
Mix words and images to appeal to a larger group

## DON'T OVERDO IT

Be conservative with fonts

## BE CONSISTENT

Ensure your message to the client is consistency presented



THIS ONLY WORKS **IF YOU  
KNOW YOUR AUDIENCE.**

DO YOUR **HOMework**  
BE **STRATEGIC**  
FIND A **HAPPY MEDIUM**



# THANK YOU

Taemi Tran CP APMP

[linkedin.com/in/taemitran](https://www.linkedin.com/in/taemitran)