

Tom De Bruyne

*Content Marketing and Creativity
need to have sex. Urgently.*

Who am I

A deeply disturbing existential question when you're on a stage

Co-founder SUE Behavioural Design

Belgian (Ever seen "In Bruges"?)

Psychoanalyst (Freud and shit)

I write blogs on the psychology of influence on suebehaviouraldesign.com/blog.

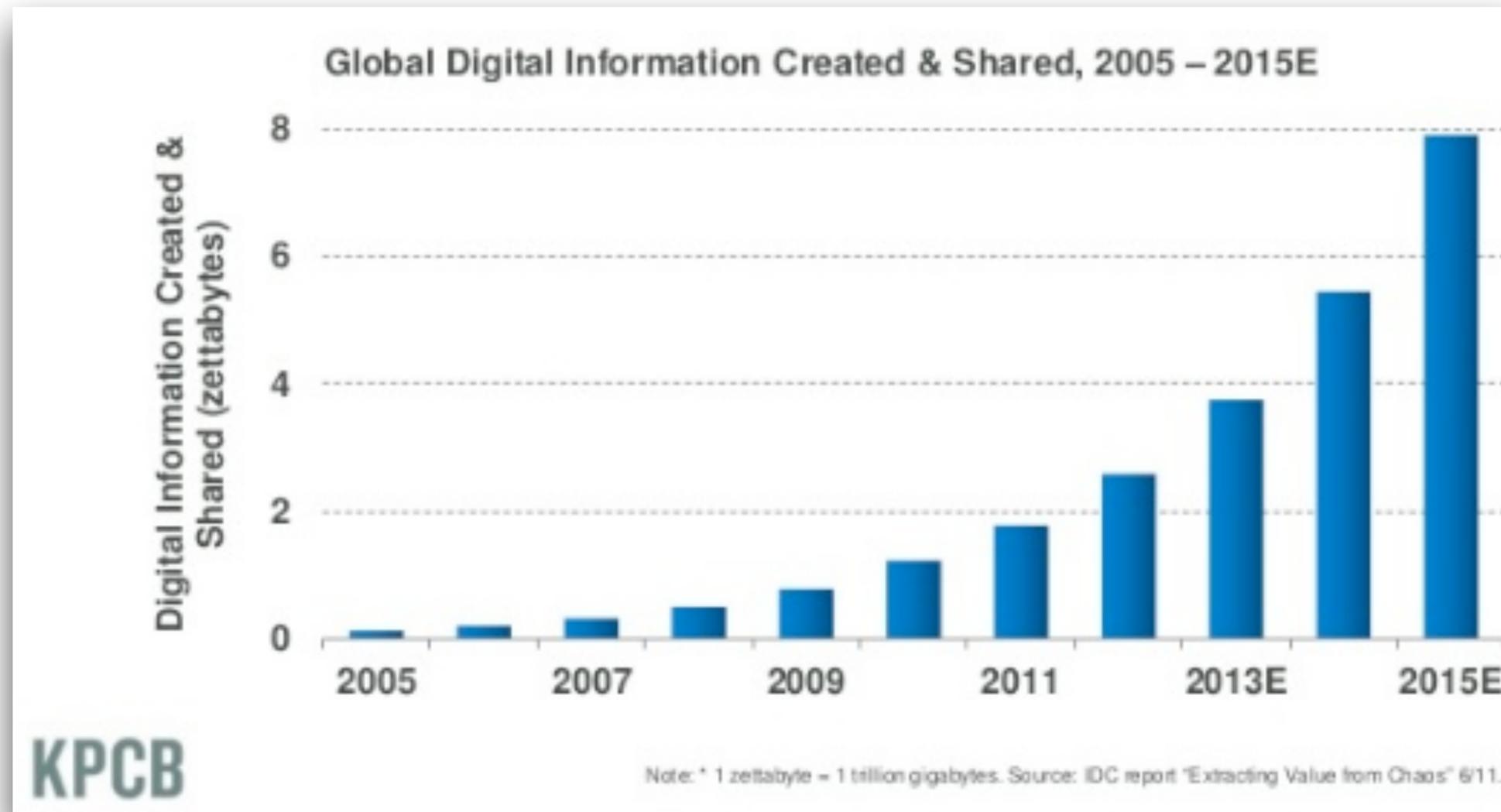
Our weekly "Behavioural Design Digest"–mail is really good. (I HATE the word Newsletter)

We train and facilitate the Behavioural Design Method, a systematic way design (positive) behaviour.



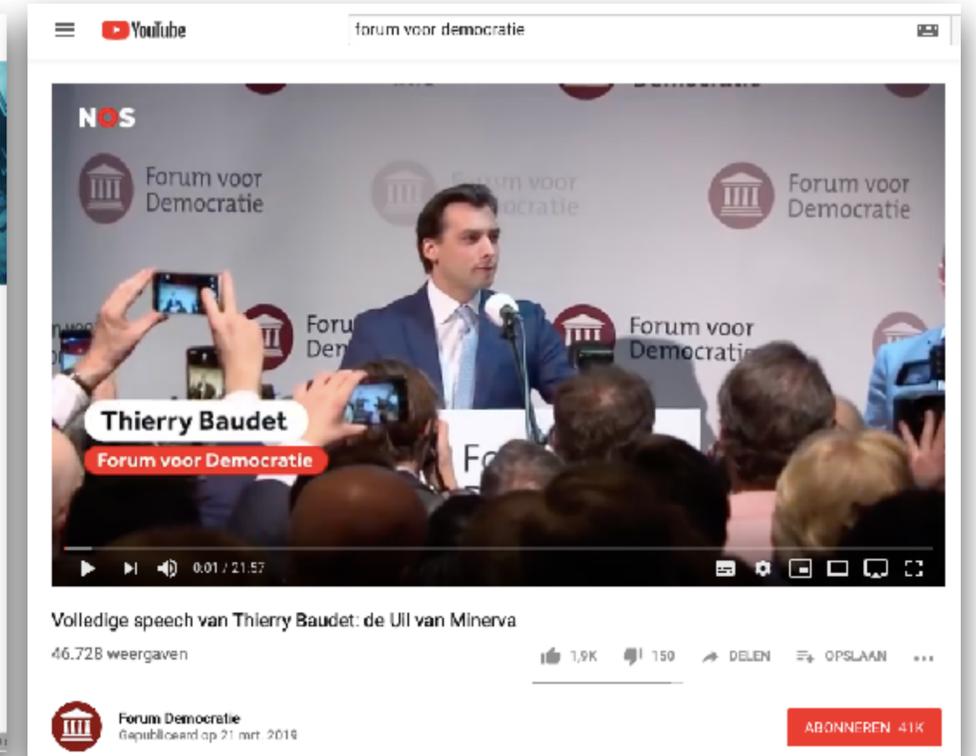
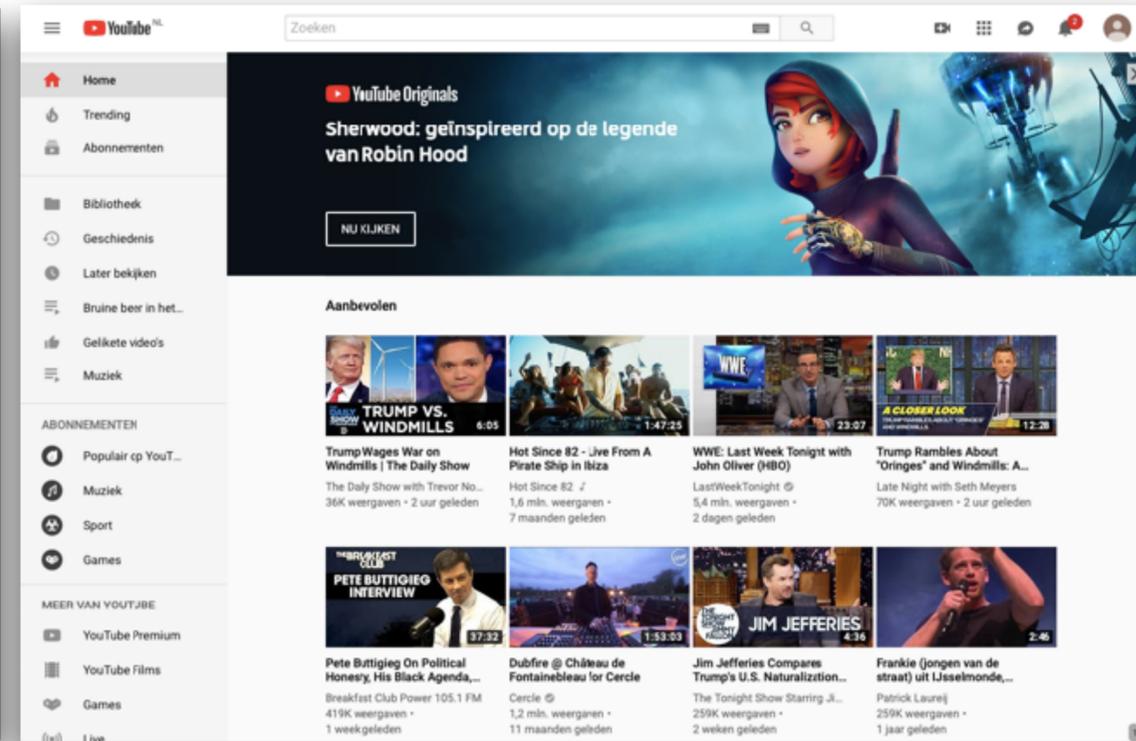
Explosion of content

Content marketing gold rush



Explosion of players

People, Brands, Companies, Artists... and Media



Explosion of knowhow and technology

“A race to the bottom of the brain stem”

https://www.1843magazine.com/features/the-scientists-who-make-apps-addictive

The Economist 1843
THE ECONOMIST UNWINDS

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TECHNOLOGY

THE SCIENTISTS WHO MAKE APPS ADDICTIVE

Tech companies use the insights of behaviour design to keep us returning to their products. But some of the psychologists who developed the science of persuasion are worried about how it is being used



Algorithms favor outrage

“A race to the bottom of the brain stem”

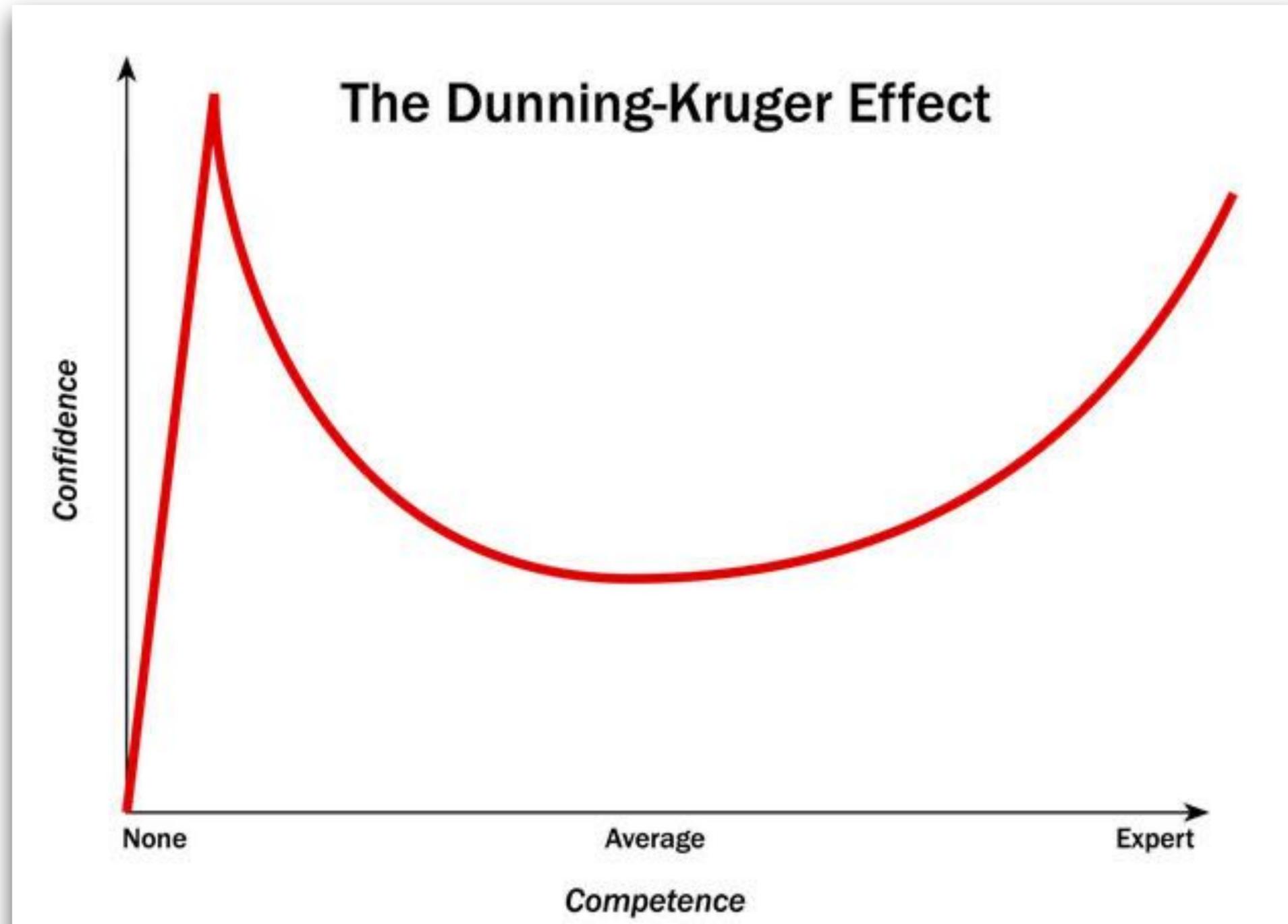


@TOBIASROSE



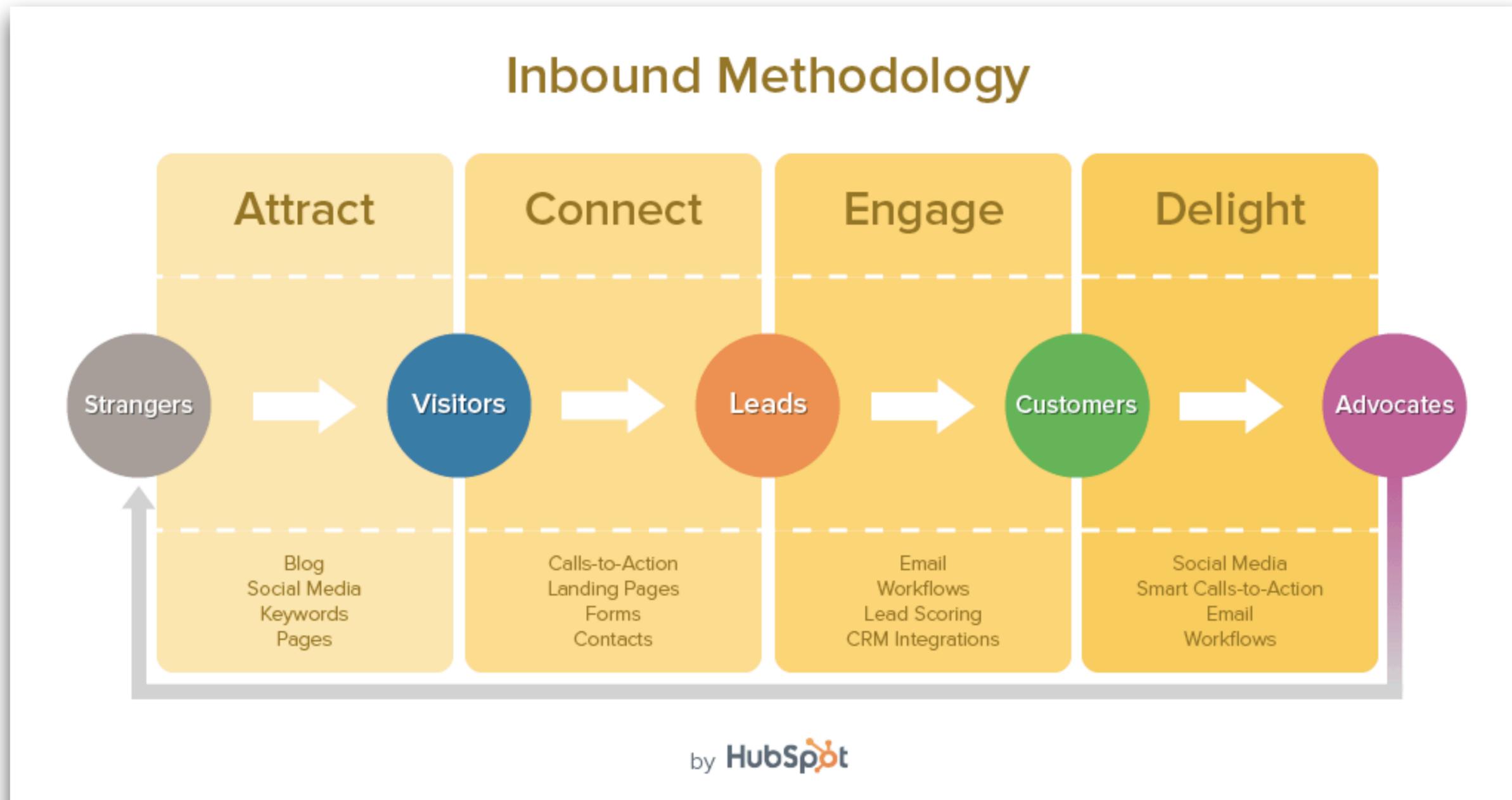
The Problem

It's not about producing "content", it's about being remarkable at it



Content marketing is obsessed with tactics

But tactics won't make Fortuna Sittard beat FC Barcelona



Leading to mediocrity



“

*Stop talking about content marketing.
Start talking about intelligent marketing
in which technology, data, creativity and
psychology are having fun*



**CREATIVITY IS
INTELLIGENCE
HAVING FUN**

Albert Einstein

The Challenge

How to be interesting and remarkable
at every stage of the journey?



1. Be interesting - Pick a Pain

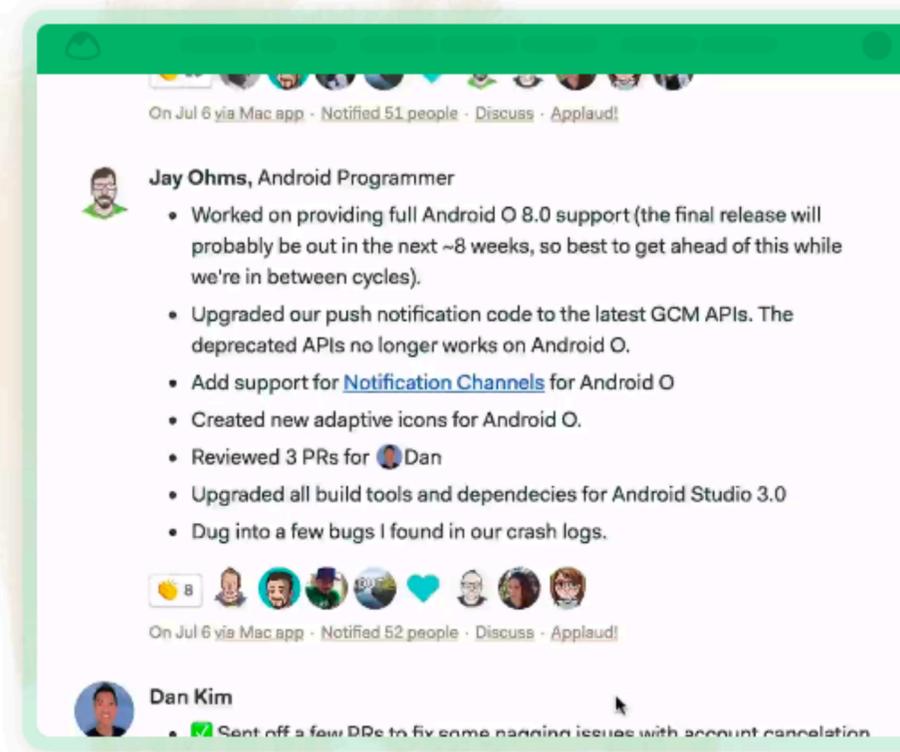


1. Be interesting - Pick a Pain



Instead of nagging people for status updates...

...**Basecamp's Automatic Check-ins** automatically ask people to write up what they worked on every day, every week, once a month — it's up to you. Completely automated, just set it up once and it runs forever. Information that used to be stuck in people's heads will begin flowing into Basecamp.



2. Be interesting - **Pick a Fight**



3. Be interesting - Pick a Role

The grid consists of nine panels, each representing a different role:

- the war reporter:** A news article from 'Gemeente Utrecht' with a photo of a man and text about an undercover reportage.
- the live reporter:** A website for 'DEEP MOUSE AMSTERDAM' featuring a large image of a festival with red and blue structures.
- the detective:** A website for 'BARKING FIREBALL' with a profile picture of a man and a search bar.
- the analyzer:** A news article from 'FiveThirtyEight' with a photo of Bernie Sanders and a headline about his momentum.
- the first-movers:** A magazine cover for 'Make: 50+ PROJECTS' featuring a drone and the headline 'HOMEGROWN DRONES!'.
- the strategists:** A website for 'buehdal' with various articles and a navigation menu.
- the experienced:** A video player showing a cooking tutorial for 'How To Make One Cup Pancakes | Jamie Oliver'.
- the curators:** Two book covers: 'WHERE CHEFS EAT' by Phaidon and 'BERLIN City Guide for Children'.
- the teachers:** A website for 'WAIT BUT WHY' with an article titled 'The AI Revolution: The Road to Superintelligence'.

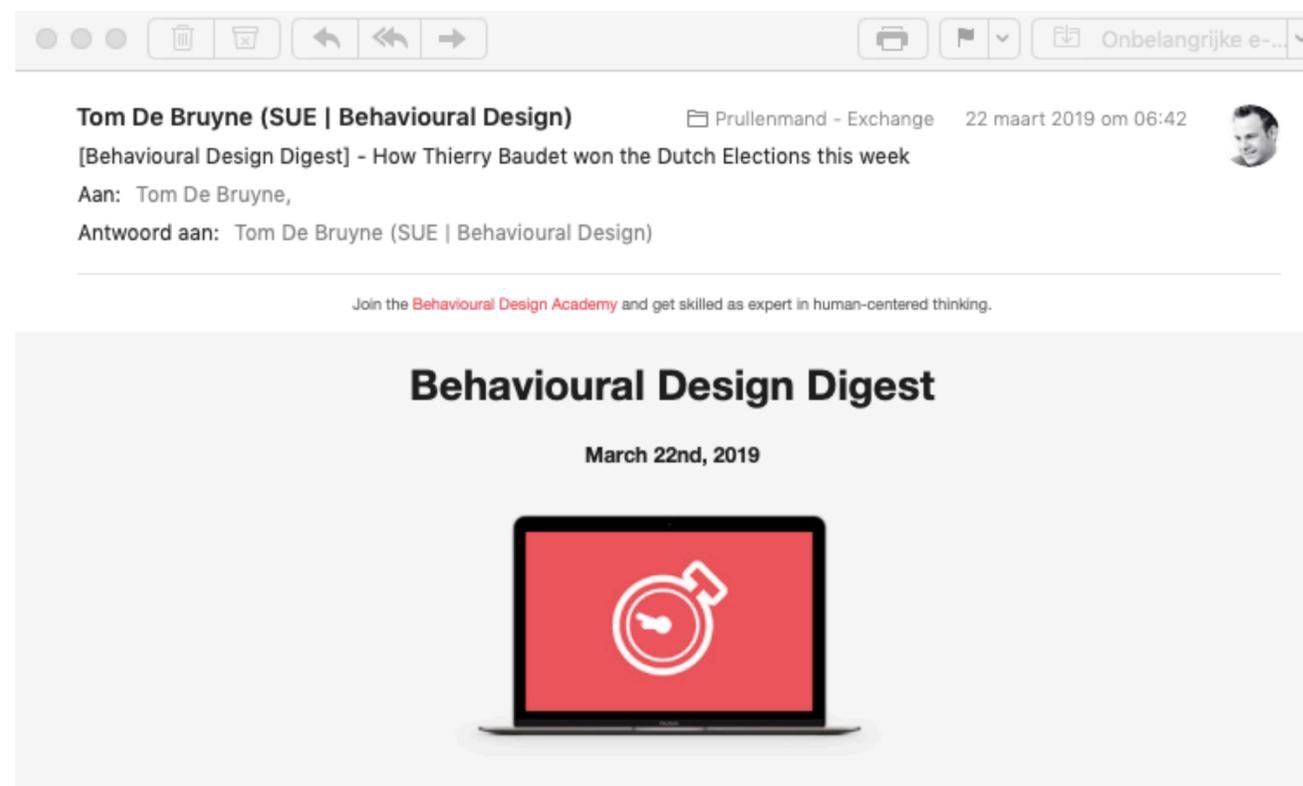


3. Be interesting - Pick a Role

Deconstructing how influence works

Subscribe to the weekly edition of Behavioural Design Digest at www.behaviouraldesignacademy.com

#justsaying



Predictable Populism

For those of you who missed it: we had an election night last night in The Netherlands. The far-right populist rookie Thierry Baudet came from out of nowhere to become the biggest party in the Dutch Senate. Pretty impressive.

He ran on a predictable platform of anti-immigration, anti-EU and most of all: anti-establishment. The irony is that Baudet - a young urban intellectual dandy - is as establishment as can be, who runs his own party - ironically called Forum for Democracy - like an autocrat. People didn't seem to mind the lack of congruence between his words and his deeds.



4. Be interesting - Pick a domain and own it

The screenshot shows the SUE Behavioural Design Academy website. The header includes the logo, navigation links (COURSES & EVENTS, REVIEWS, FAQs, BLOG, ABOUT, CONTACT), and a phone number (+31 20 223 7626). The main content area features a large image of a workshop with the headline "Influence minds and shape behaviour" and a sub-headline "DISCOVER A PROVEN METHOD TO". A sign-up form is overlaid on the image, asking for "Your First Name", "Your Last Name", and "Your E-mail", with a "SIGN ME UP" button. Below the form are two checkboxes: "I agree to the [Terms & conditions](#)" and "I agree with the [Privacy Statement](#)". The footer contains three navigation links: "BEHAVIOURAL DESIGN SPRINTS", "IN-COMPANY TRAINING", and "INDIVIDUAL TRAINING". At the bottom, there is a red banner with the text "Understand behaviour. Be successful." and a paragraph: "Success is all about behaviour. You need people to start doing or stop doing things. If you need to influence customer, employee or citizen or even your own behaviour we can help you using our Behavioural Design Method. A systematic process to unravel human unconscious decision making, and to come up with validated ideas that shape behaviour." A chat button is visible in the bottom right corner.

SUE Behavioural Design

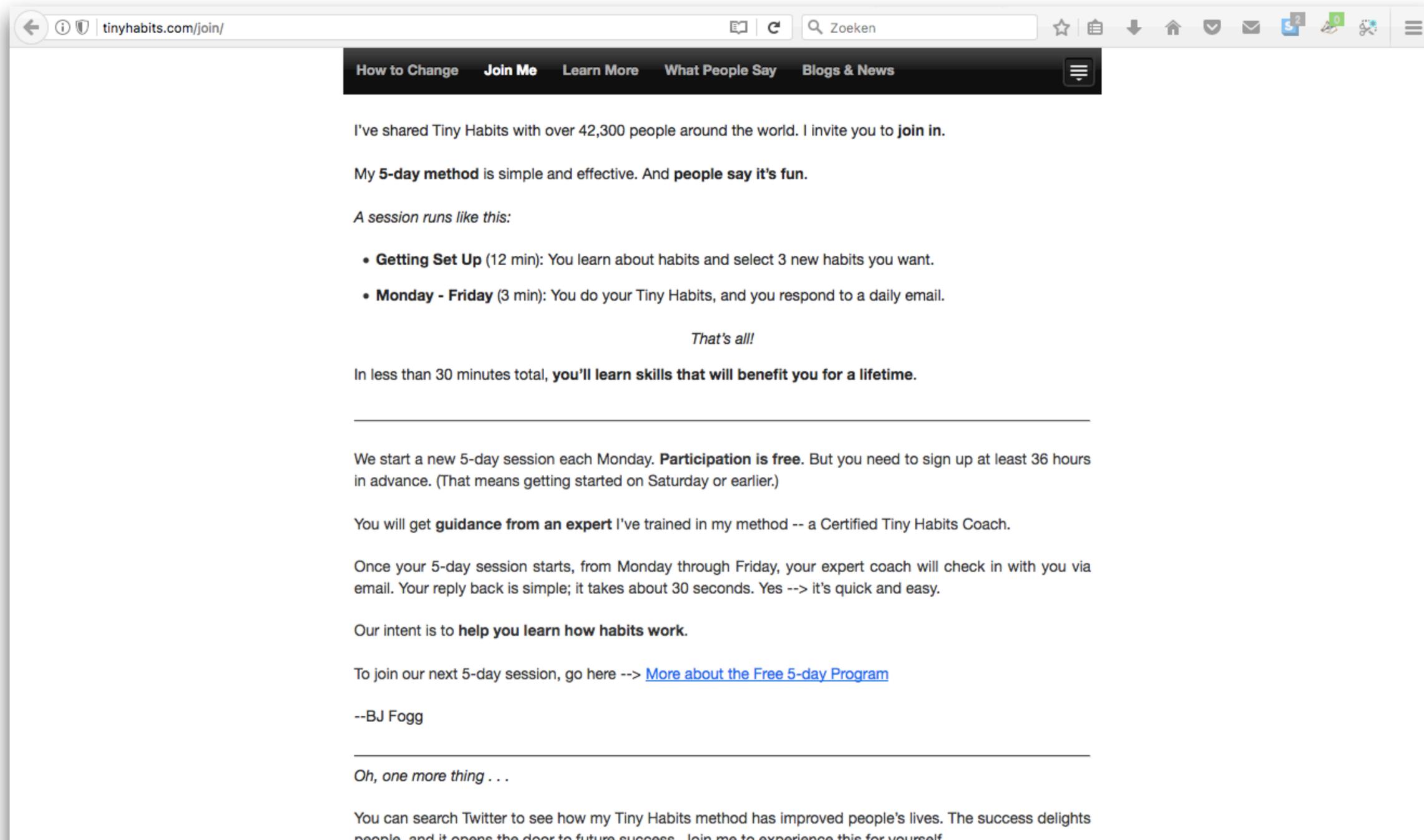
SUE Behavioural Design Academy

SUE Behavioural Design Sprint

SUE Behavioural Design Fest



5. Convert - Pick an offer that doesn't suck



The screenshot shows a web browser window with the URL `tinyhabits.com/join/`. The browser's address bar contains a search field with the text "Zoeken". The page has a dark navigation bar with links: "How to Change", "Join Me", "Learn More", "What People Say", and "Blogs & News". The main content area is white and contains the following text:

I've shared Tiny Habits with over 42,300 people around the world. I invite you to **join in**.

My **5-day method** is simple and effective. And **people say it's fun**.

A session runs like this:

- **Getting Set Up** (12 min): You learn about habits and select 3 new habits you want.
- **Monday - Friday** (3 min): You do your Tiny Habits, and you respond to a daily email.

That's all!

In less than 30 minutes total, **you'll learn skills that will benefit you for a lifetime**.

We start a new 5-day session each Monday. **Participation is free**. But you need to sign up at least 36 hours in advance. (That means getting started on Saturday or earlier.)

You will get **guidance from an expert** I've trained in my method -- a Certified Tiny Habits Coach.

Once your 5-day session starts, from Monday through Friday, your expert coach will check in with you via email. Your reply back is simple; it takes about 30 seconds. Yes --> it's quick and easy.

Our intent is to **help you learn how habits work**.

To join our next 5-day session, go here --> [More about the Free 5-day Program](#)

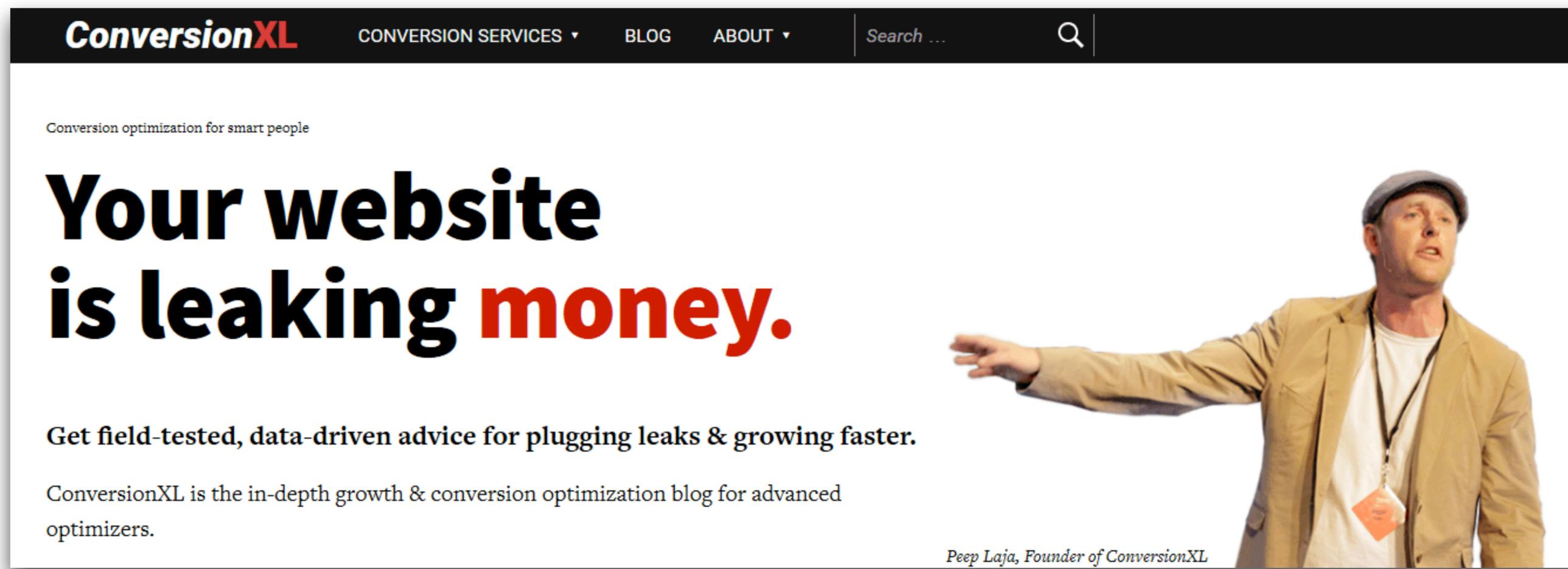
--BJ Fogg

Oh, one more thing . . .

You can search Twitter to see how my Tiny Habits method has improved people's lives. The success delights people, and it opens the door to future success. Join me to experience this for yourself.



6. Convert - Pick a Voice



ConversionXL CONVERSION SERVICES ▾ BLOG ABOUT ▾ Search ... 🔍

Conversion optimization for smart people

Your website is leaking **money.**

Get field-tested, data-driven advice for plugging leaks & growing faster.

ConversionXL is the in-depth growth & conversion optimization blog for advanced optimizers.

Peep Laja, Founder of ConversionXL

SUE

6. Convert - Pick a Voice

The graphic features a central background image of a boxer's gloved hand holding a championship belt. The text is arranged in three horizontal bands: a red band at the top with 'GET READY!', a dark blue band in the middle with 'PAGE FIGHTS: MOBILE EDITION', and a red band at the bottom with 'JANUARY 16TH'. On the left side, there is a shield-shaped logo with 'PAGE FIGHTS' and a red and blue border. Below the logo are two circular portraits: Oli Gardner (top) and Peep Laja (bottom). On the right side, there is a circular portrait of Craig Sullivan, with the text 'Special guest:' above it and 'Craig Sullivan' below it.

GET READY!

**PAGE FIGHTS:
MOBILE EDITION**

JANUARY 16TH

PAGE FIGHTS

Oli Gardner

Peep Laja

Special guest:

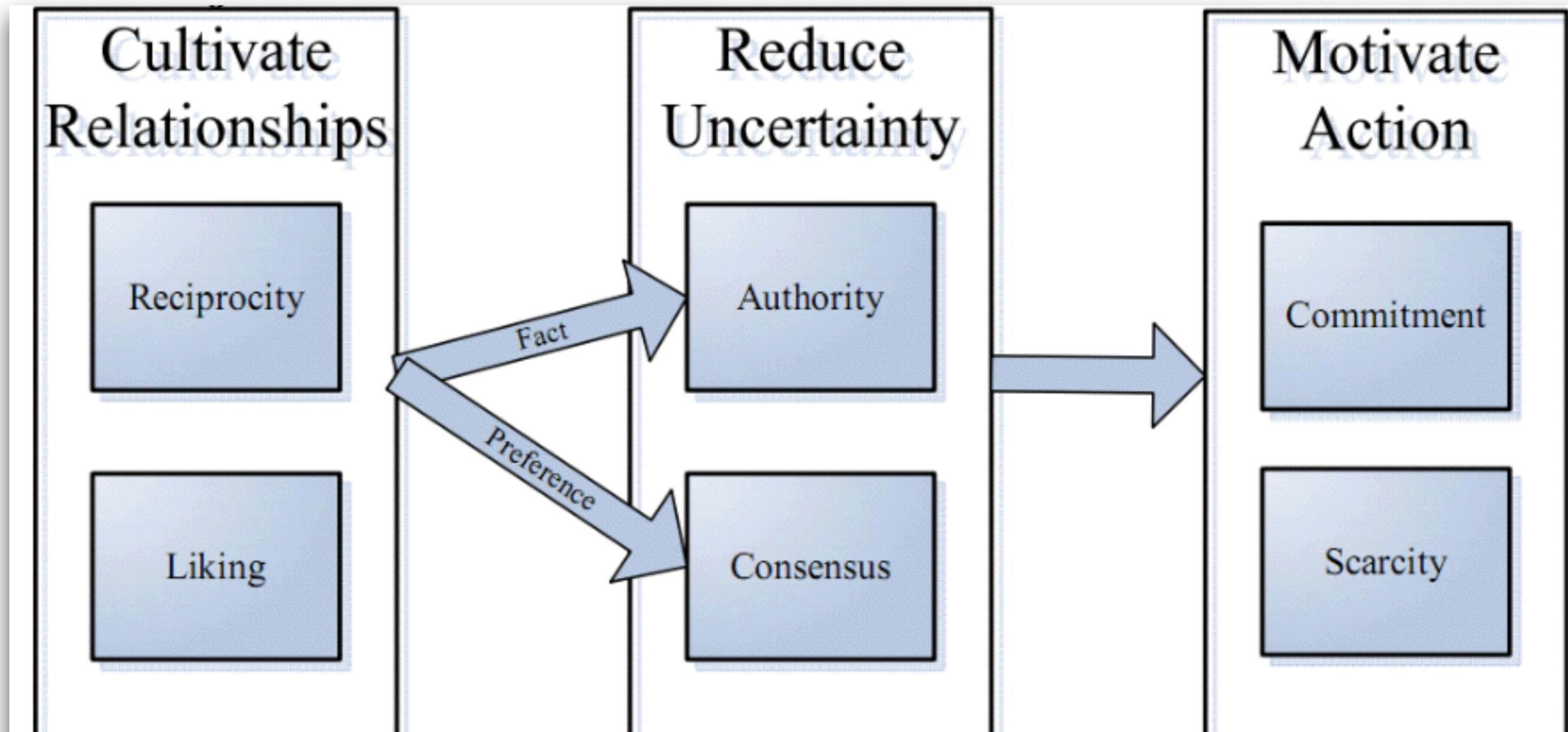
Craig Sullivan



6. Convert - *Pick a Voice*



7. Convert - Work on sympathy



7. Convert - Work on sympathy

Core Motive	Influence Principle	Leader's Challenge
Cultivating Relationships	Reciprocity Liking	Have I connected with the individuals to be influenced on a personal level, by uncovering similarities, areas of cooperation, meaningful gifts and concessions? Have I cultivated personal relationships with those I hope to influence by giving to them first?
Reducing Uncertainty	Authority Consensus	Do I have appropriate evidence from authoritative sources and from similar others to reduce the uncertainty of the people I hope to influence? Does that information sufficiently assure them that moving in the direction I am advocating is a wise decision to make?
Motivating Action	Consistency Scarcity	How do I motivate the person to follow-through with their decision? Have I aligned my request in such a way that they understand why they should take action on my request now, as opposed to later?

Neindert's Core Motives Model:

https://www.asu.edu/courses/pgs461/Neidert%27s%20Core%20Motives%20Model_Exerpted%20from_Is%20Ethical%20Influence%20the%20Secret%20of%20Leadership_2008_b.pdf



7. Convert - *Work on sympathy*



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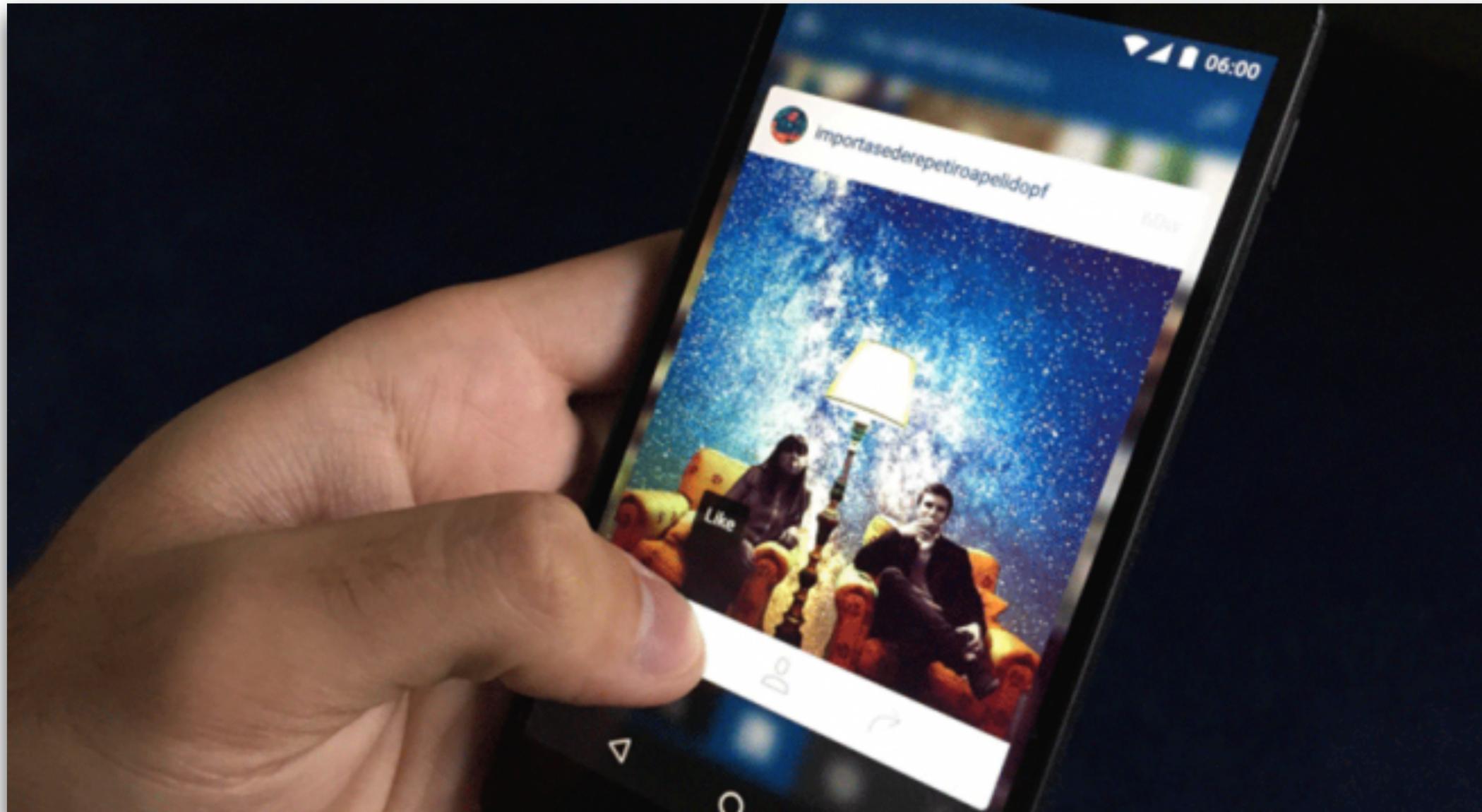
< [Bookmarks] [Share] [Text Size]

Since you're here...

... we've got a small favour to ask. More people are reading the Guardian than ever, but far fewer are paying for it. Advertising revenues across the media are falling fast. And unlike many news organisations, we haven't put up a paywall - we want to keep our journalism as open as we can. So you can see why we need to ask for your help. The Guardian's independent, investigative journalism takes a lot of time, money and hard work to produce. But we do it because we believe our perspective matters - because it might well be your perspective, too.



8. Delight - Pick a superpower

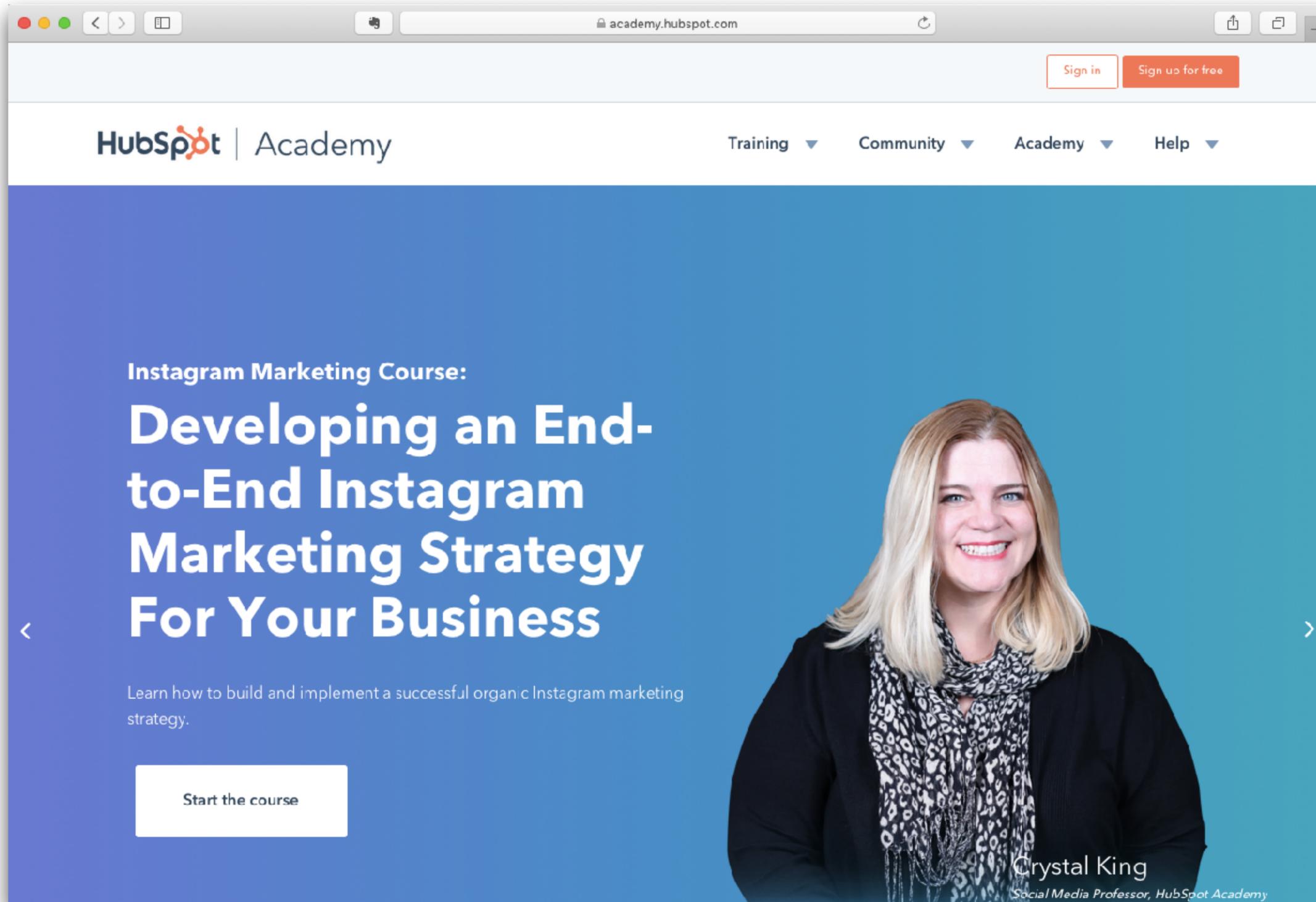


“

“Brands should design for habits. The more immediate and intense a rush of emotion a person feels the first time they use something, the more likely they are to make it an automatic choice”.

BJ Fogg

8. Delight - Pick a superpower



The screenshot shows a web browser window with the URL `academy.hubspot.com`. The page features the HubSpot Academy logo and navigation links for Training, Community, Academy, and Help. The main content area is a blue gradient with the following text:

Instagram Marketing Course:
Developing an End-to-End Instagram Marketing Strategy For Your Business

Learn how to build and implement a successful organic Instagram marketing strategy.

[Start the course](#)

Crystal King
Social Media Professor, HubSpot Academy

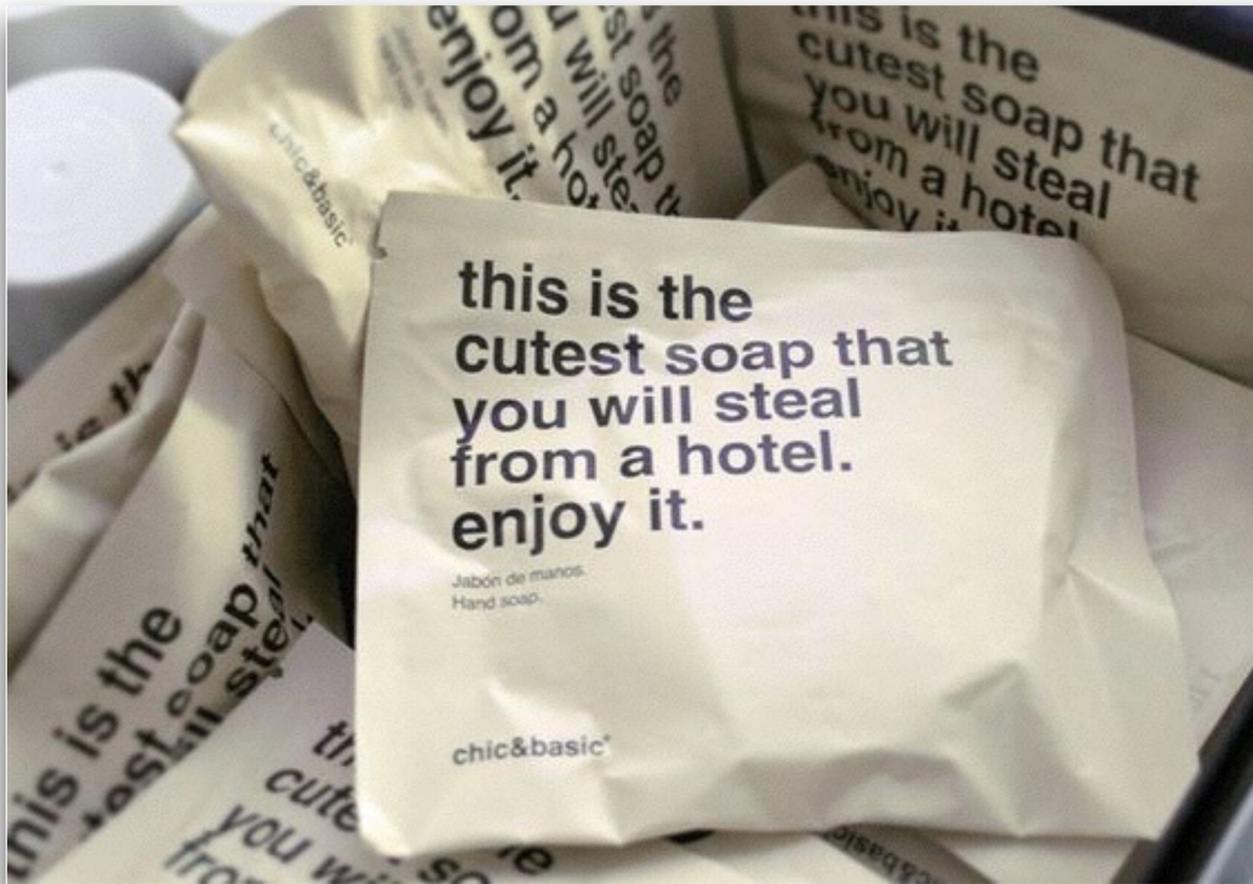
The page also includes a "Sign in" button and a "Sign up for free" button in the top right corner.



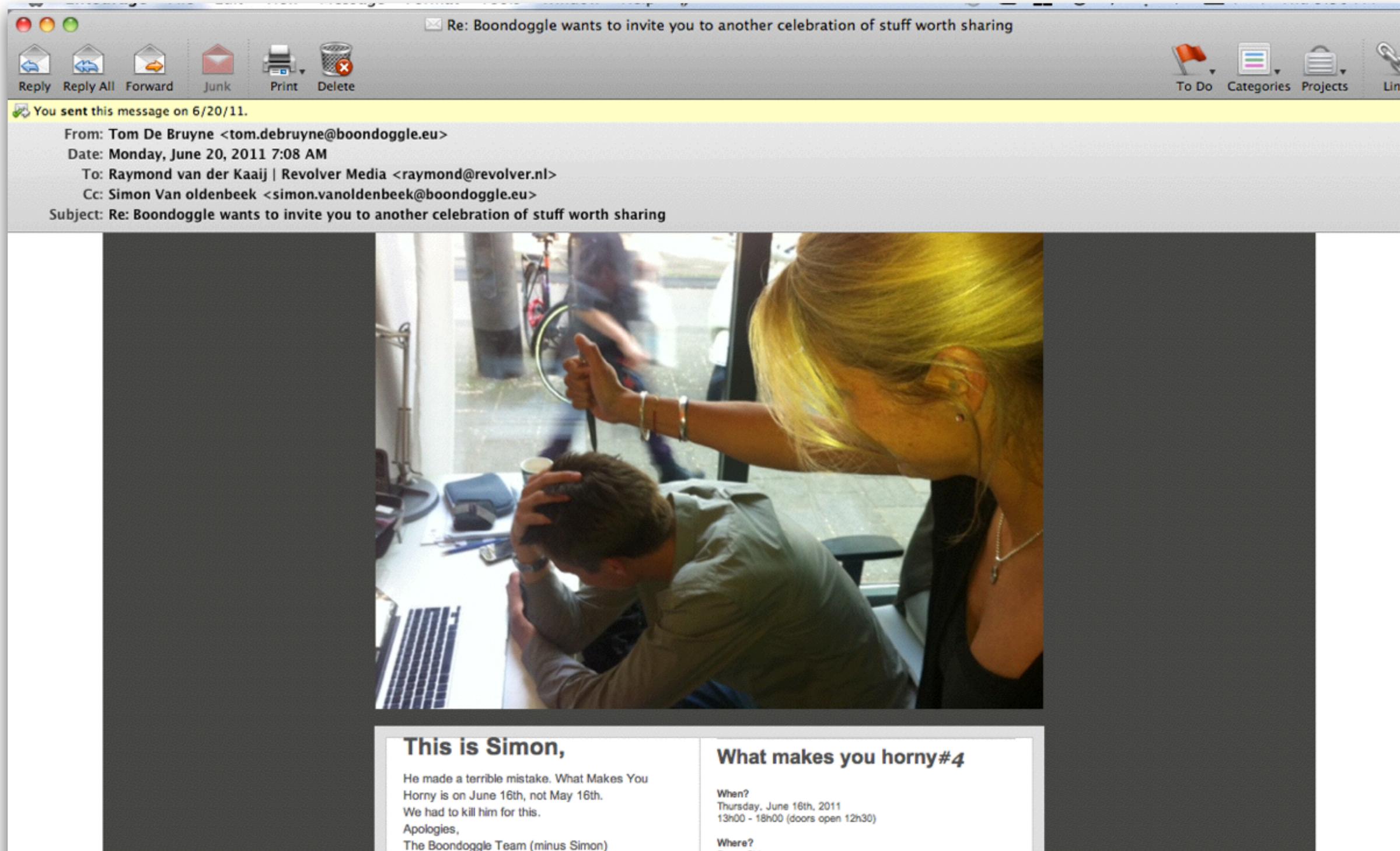
9. Delight - Pick touchpoints and add excitement



9. Delight - Pick touchpoints and add excitement



9. Delight - Pick touchpoints and add excitement



10. Delight - Pick a habit and build it

Behavioural Design Academy

Behavioural Design Lesson #6: May the force be with you.

Aan: Tom De Bruyne,

Antwoord aan: Behavioural Design Academy

HI TOM,

If you are interested in human psychology, you'll discover soon enough that a lot has to do with behaviour. **If you want someone to buy, like, share, click, accept, change, it all comes down to changing behaviour.** Somebody has to do something or stop doing something.

In my last email, I sent you our video on the Influence Framework™. I hope you've had a chance to take a look at it. If not, this is the recap. If you did, just remember repetition is a powerful behavioural principle to change minds. The recap:

Four forces stand between current and desired behaviour. Two forces that push you towards new behaviour, which are called pains and gains. And two forces that hold you in your current behaviour which are habits and anxieties.

My Behavioural Design Quick Course Lesson is all about highlighting one of these forces: Anxieties. **Knowing about anxieties and solving them, is the game behavioural designers master and might be your ticket to business success or convincing someone of your idea.**

Just to be clear: Anxieties are not only fears. Anxiety is everything that drives people away from the desired behaviour. Could be difficulties, uncertainties, prejudgments, doubts, reservations, barriers, etc.

Anxieties are the forgotten low hanging fruit that is ready for you to pick, you just have to see it. Many others won't, so that gives you a head start. We're all very used to trying to convince people by stressing the pains or the gains. That's the foundation of traditional marketing.

An example. Let's say you are sports school owner and you want to attract new clients. The current behaviour of your potential client is not doing sports; the desired behaviour is

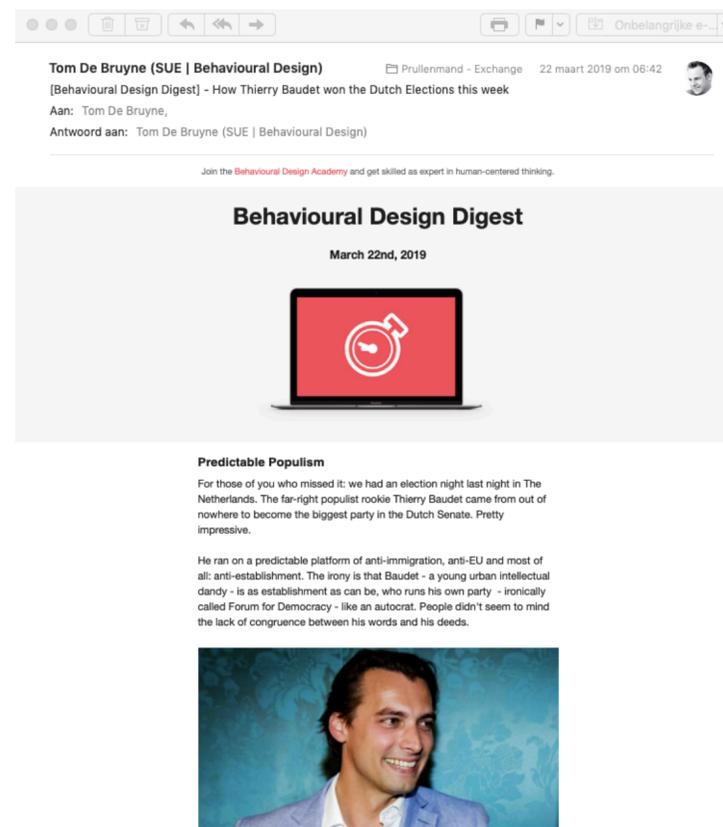


Conclusion
What you need
to remember

GET INSPIRED

Subscribe to our popular bi-weekly mail on the art and science of influence

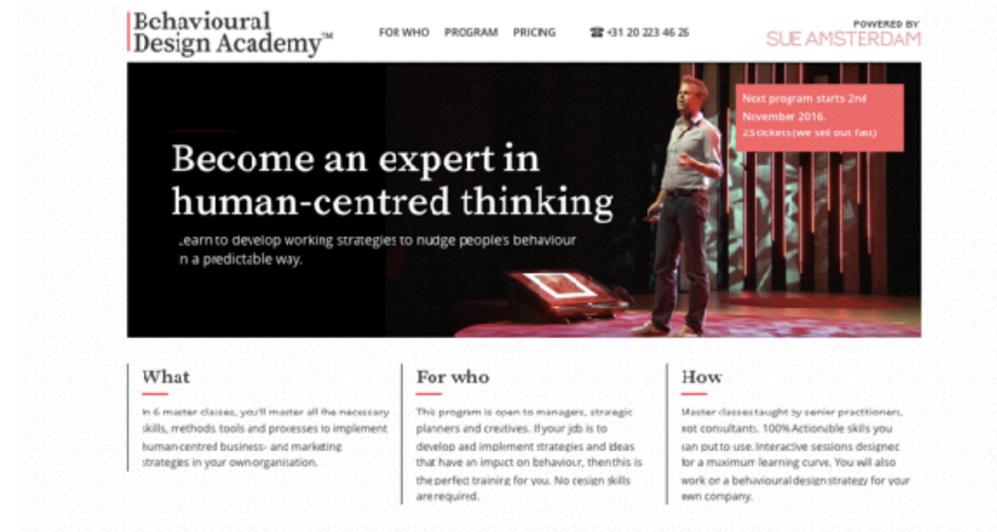
Go to
www.suebehaviouraldesign.com



GET SKILLED

Book a seat at the next two-day masterclass of the Behavioural Design Academy

For dates and locations:
www.behaviouraldesignacademy.com



LET'S CONNECT

Book a seat on LinkedIn and get this slide deck and more

Let's connect at:
[linkedin.com/in/tomdebruyne](https://www.linkedin.com/in/tomdebruyne)

