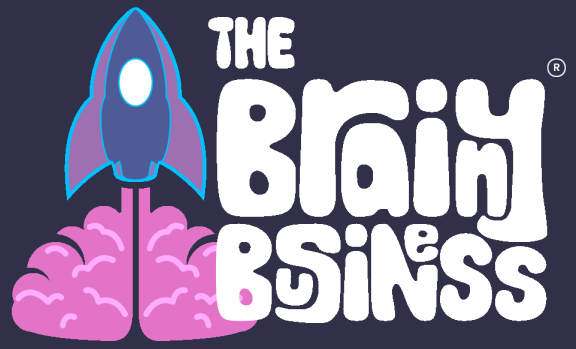


ENDOWMENT EFFECT

WORKSHEET



We like our own stuff (or things our brain has taken ownership of...which happens quicker than you think) more than other peoples' stuff.

Practice these simple tips to trigger the endowment effect

Make it personal. How can you include their NAME or the word YOU in your messaging?

If/When. Instead of saying IF use WHEN to help it feel real today.

Any/Every. Instead of "For ANYONE interested" say, "For EVERYONE interested"

Make it real. Use the words "imagine" or "picture this" to help them feel the ownership.

Make it real (part 2). You can also ask great questions to help them get into the mindset.

Physical touch. Where can you get something in their hands? If virtual, how can you help them engage with the product?

Guarantee. Where can you implement a great return policy/100% satisfaction guarantee?
