

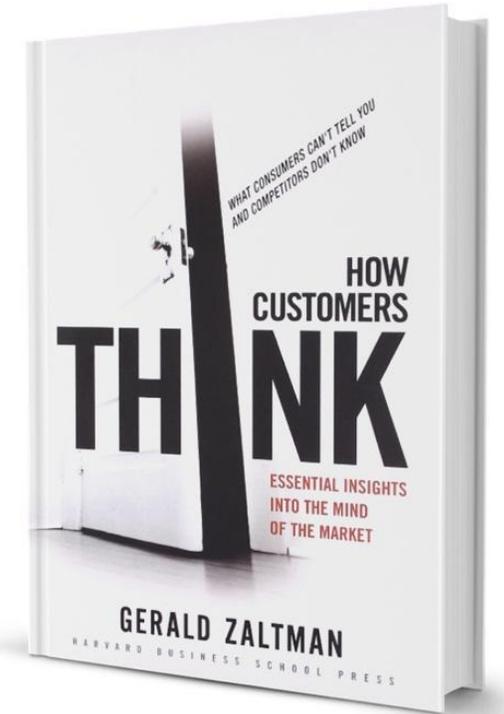
9 Counterintuitive Tactics Smart Marketers Can Exploit

Nancy Harhut | Sept.
2025

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

“95% of purchase decision-making takes place in the subconscious mind.”

— Gerald Zaltman, Harvard Business School, “How Customers Think”



DECISION DEFAULTS



Image: ChatGPT

-Counterintuitive Practices

-Counterintuitive Pricing

1. Advertise your shortcomings

Pratfall Effect



Image: ChatGPT

Elliot Aronson, Harvard University



It tastes awful. And it works

Save

HEINZ ESTD 1869

POUR PERFECTLY

IDEA: For 150 years people have been searching for the best way to get Heinz Ketchup out of the bottle. Turns out, there's a perfect pouring angle, 31°. So, with just one simple tilt of the label, our bottles became a guide for pouring Heinz Ketchup perfectly.

"CLEVER PACKAGING DESIGN SOLUTION"
DIELINE

"PROBLEM SOLVED"
TAXI

"MUCH BETTER"
Brand New

HEINZ 57 VARIETIES

HEINZ 1869 TOMATO KETCHUP AUX TOMATES 57 VARIETIES

RESULTS: Heinz Pour Perfectly resulted in earned media worth 300X our investment, a +2.8 market share lift, and a 400x increase in worldwide search.

SP 24 Sun Global FOX G4 TV CBC Toakt
AdAge yahoo! The Drum reddit abc
DAILYNEWS DIELINE TAXI
TAKEDUT POSTCOMPANY Campaign Brief

2020 Clio, Agency: Rethink, Image: DandD.org

“This tastes like sh*t! Blah!”

That's a real comment from a real person who tried one of our oatmilks for the first time. Some people just don't like it. They think it tastes like oats, because it does taste like oats. Here's the good part. If you don't like the taste of our oatmilks, you don't have to drink them. Taste is personal which is why we don't take it personal if you don't like how they taste.

There is, however, a growing number of people who find oatmilk delicious. Who can taste the balance of protein, fiber, unsaturated fats and carbs and know that it makes them feel good. So, give it a go and if you don't like it you can always give it to someone you don't like. That's what business students call a win-win.

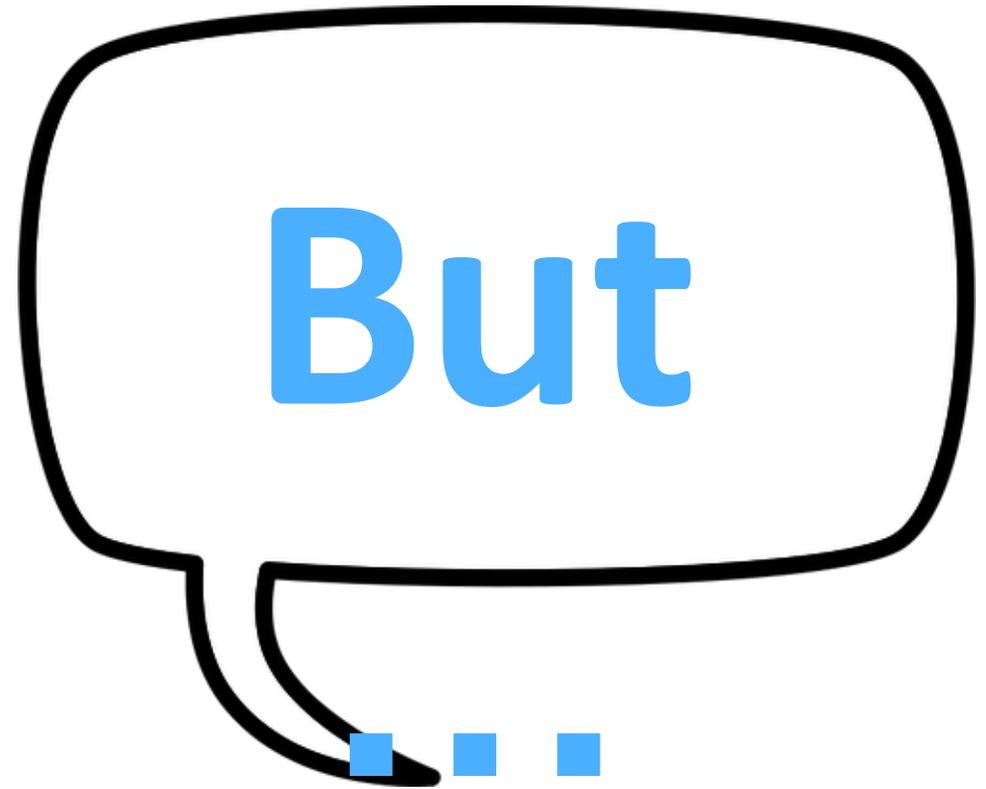


Remember:

**Admitting a shortcoming can
make you more appealing**

Pro Tip

Use “but” to erase everything that came before it

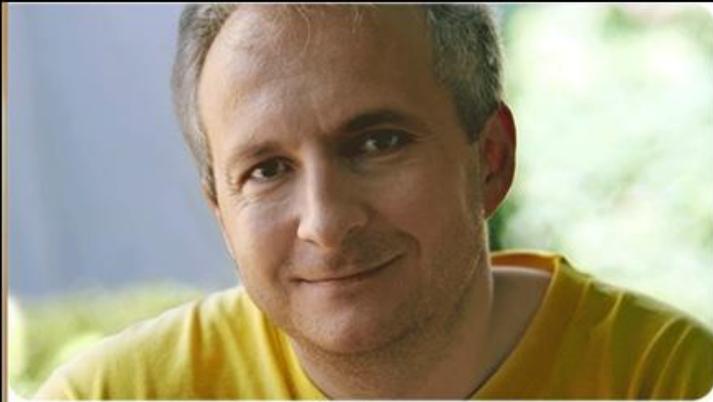


2. Don't lead with your most positive word of mouth

Doubt = Trust



Computers and Human Behavior,
Tilburg University, Netherlands



"I was very skeptical. Previously, I had two spinal surgeries and could only control pain with strong prescription meds. Since Quell came with a 60-day trial, I figured it was worth trying. I've only had it a week, but it has substantially reduced the amount of pain meds I need. Sometimes I use it and am entirely pain-free, but other times it reduces my pain level 60-70%. I'm very impressed."

I was very skeptical. Previously I had two spinal surgeries and could only control pain with strong prescription meds.

... (Quell) has substantially reduced the amount of pain meds I need.

If you are contemplating HubSpot as your CRM, stop thinking about it and do it... We were a Salesforce heavy organization that recently made the switch... We have had 100% user adoption and couldn't be happier.

“ If you are contemplating HubSpot as your CRM, stop thinking about it and do it. We were a Salesforce-heavy organization and recently made the switch to HubSpot's Sales Hub Enterprise. It's an out-of-the-box solution that's easy to use and intuitive, while also offering powerful automation tools and robust reporting. With HubSpot, we can see the complete lifecycle of a customer from lead to close, and our teams can own the customizations needed to get their job done. We have had 100% user adoption and couldn't be happier. ”

CASSY RUBIS
Marketing Director

zoom

I was skeptical at first because The Hartford does have substantially lower premiums than other companies.

I was worried that this might mean lesser service. But in reality, they are the best.



Excellent Auto Insurance

Submitted 4 years ago

By Mustang lover

From Olympia

I've had many insurance companies over the years but based on The Hartford's handling of my claim I rank them at the top. I was **skeptical** at first because The Hartford does have substantially lower premiums than many other companies. I was worried that this might mean lesser service. But in reality they are the best. When someone's shopping cart damaged my new car the Hartford showed empathy and the adjuster found a way to lower my deductible. She even arranged a rental car without me asking, i'm going to recommend them to my friends and family.

Remember:

**Don't be afraid to bring up
something negative**

Pro Tip

Don't show only
5-star reviews



4.2-4.5, Northwestern University

3. Shout in your subject lines

Von Restorff Effect

21%

Worldata

INFOGRAPHIC: Five Hidden Risks of HR

INFOGRAPHIC: Five Hidden Risks of HR



Social Learning Community Hosted by Training Magazine



INFOGRAPHIC

Five Hidden Risks of HR

by Bizlibrary

Questions to
Consider When
Evaluating the
**Five Hidden
Risks of HR**



Why NOW is the perfect time to create a quiz for your biz

James Miller
To: Nancy

👉 **Why NOW is the perfect time to create a quiz for your biz**

Hey Nancy, Learn how to use a quiz to grow your business with the Quiz Funnel Workshop on June 13th. Followed by these upcoming events happening next week. June 16th- Learn How to Generate Leads and Generate Six-Figures and on June 20th- The Trust Equation Masterclass.



Mark Your Calendars!

MON 6/13	The "QUIZ Funnel Paradox"
TUE 6/14	Facebook Live Q&A
WED 6/15	The "Big Idea" Behind Your QUIZ
THU 6/16	Facebook Live Q&A

QUIZ FUNNEL
WORKSHOP 3.0

**Martech Gut
Check:
What's the
REAL Cost?**

Martech Gut Check: What's the REAL Cost?

This week's MarTech Newsletter is brought to you by: Access Marketing Company



**Recommended
Reading**

Rethink MarTech With
This New Gut Check



18% increase with mid to end all cap word

Remember:

All-cap for emphasis

Pro Tip

Put the first
word or two in
brackets

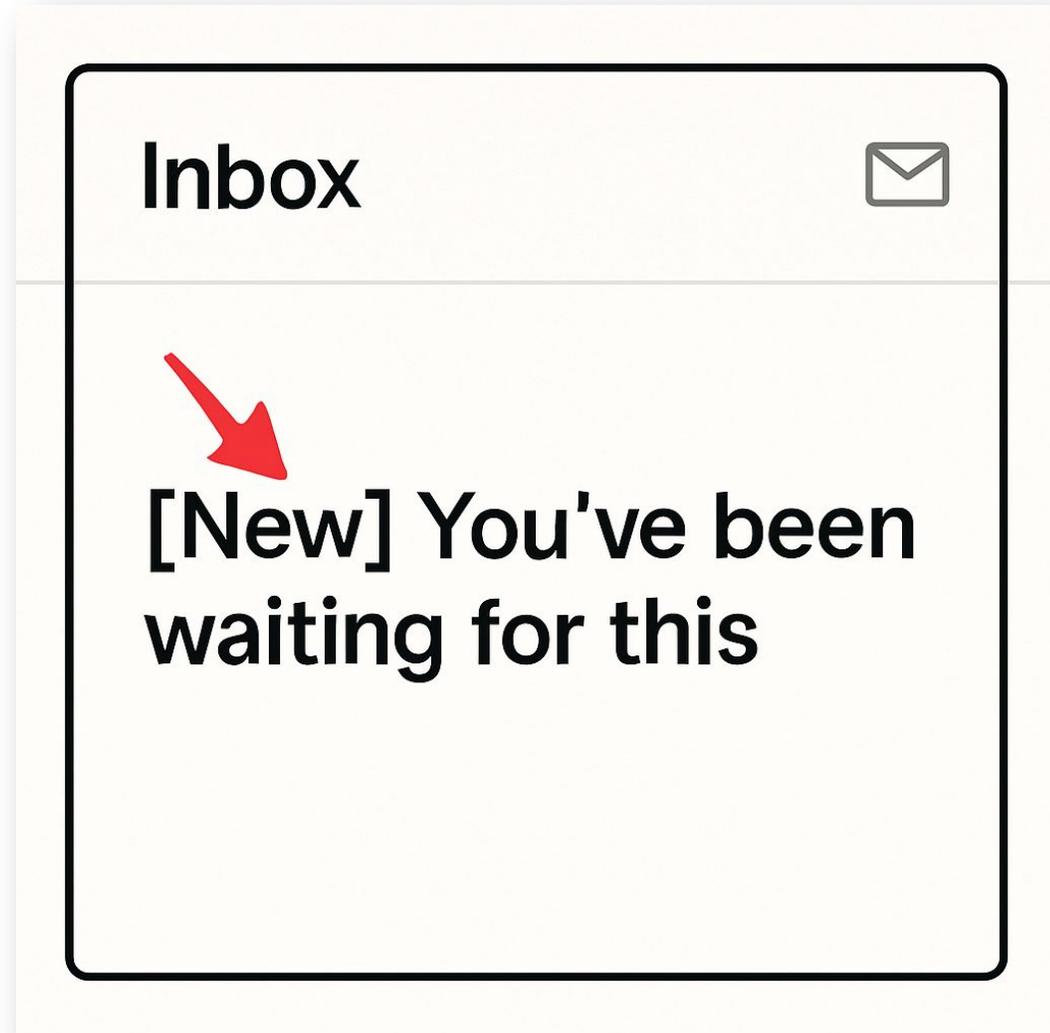


Image: ChatGPT

28%, Worldata

**4. Deliberately use
the wrong word or spelling**

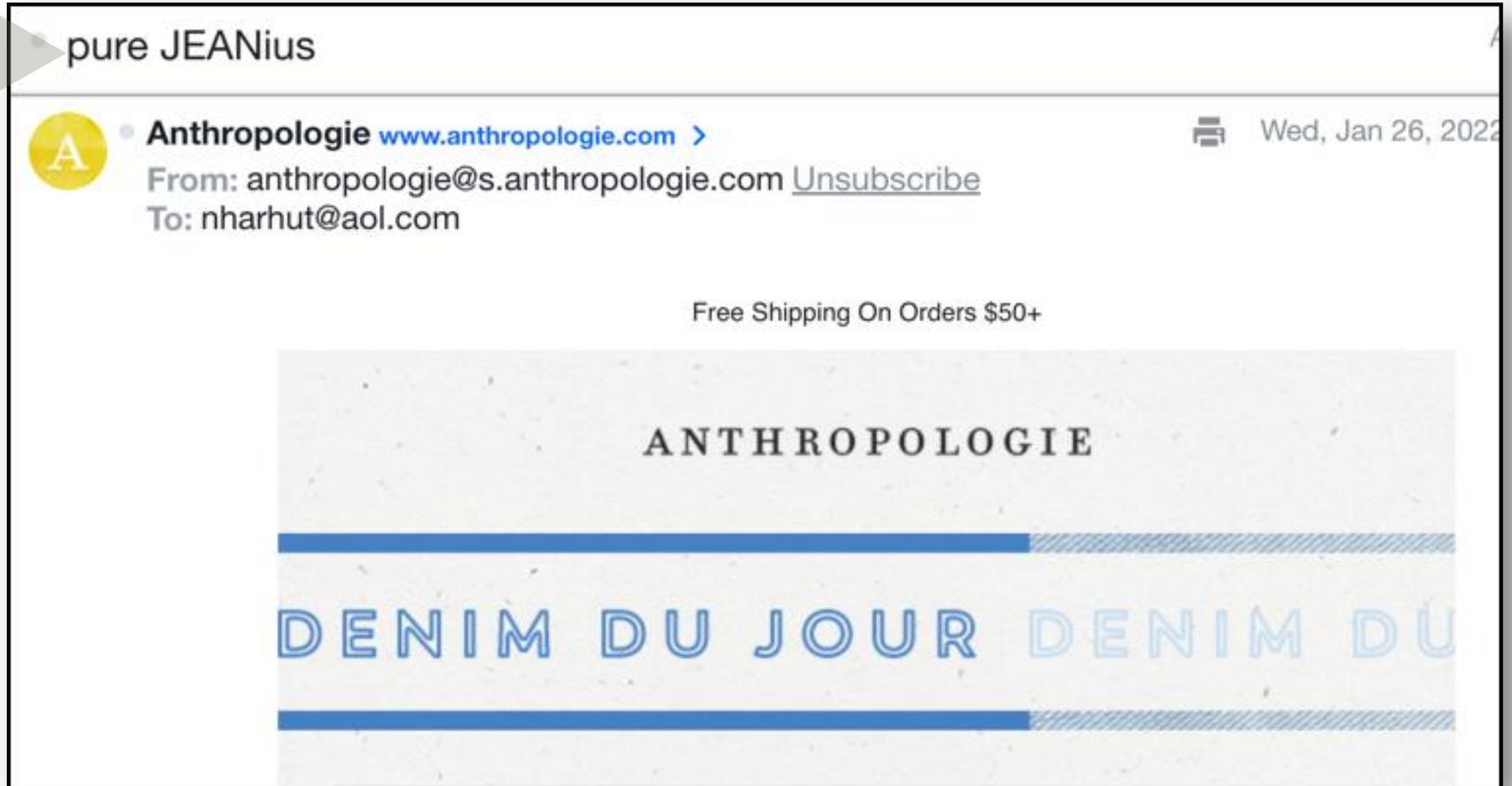
Surprise



Image: ChatGPT

400% - Univ. of Glasgow

pure JEANius



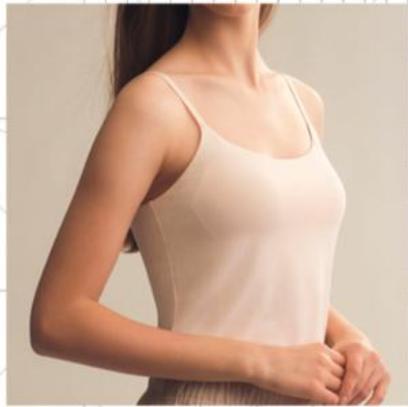
Find your inner piece

Find your inner piece

Comfy essentials designed with smooth AIRism fabric: [WOMEN](#) | [KIDS](#) [View in a browser](#)



LifeWear



UNIQLO

Masterpiece

It's been a lawn winter – Shop patio

Sears
To: nharhut@me.com
Mar 31, 202

It's been a lawn winter 🌱 Shop patio

Tractors, mowers and more: Say hi to your yard for us | [View Online](#)

 APPLIANCES REFRIGERATORS LAUNDRY DISHWASHERS

ONLINE SHOPPING: PERFECTED! SHOP DEALS

ZIP FEST
MAR. 31-APR. 3

SHOP HUNDREDS OF DEALS
PAY IN 4 INSTALLMENTS OVER 6 WEEKS.

SCHEDULE NOW

Remember:

**Strategically use the wrong word to
capture—and direct—attention**

Pro Tip

Use “bye” to
get people
to “buy”



\$15 more

Counterintuitive Pricing

5. Lead with your highest price

Price Order Effect



4.2% revenue increase
-Donald Lichtenstein,
University of Colorado

Business Elite

Scale your business

\$159/ mo

- ✓ Free domain for 1 year
- ✓ **Unlimited** storage space
- ✓ Multi-cloud hosting
- ✓ **Advanced** marketing suite
- ✓ Accept payments
- ✓ **Advanced** eCommerce
- ✓ Scheduling and services
- ✓ **Advanced** developer platform
- ✓ **100** site collaborators

RECOMMENDED

Business

Grow your brand

\$36/ mo

- ✓ Free domain for 1 year
- ✓ **100 GB** storage space
- ✓ Multi-cloud hosting
- ✓ **Standard** marketing suite
- ✓ Accept payments
- ✓ **Standard** eCommerce
- ✓ Scheduling and services
- ✓ **10** site collaborators

Core

Engage your audience

\$29/ mo

- ✓ Free domain for 1 year
- ✓ **50 GB** storage space
- ✓ Multi-cloud hosting
- ✓ **Basic** marketing suite
- ✓ Accept payments
- ✓ **Basic** eCommerce
- ✓ Scheduling and services
- ✓ **5** site collaborators

Light

Get the basics

\$17/ mo

- ✓ Free domain for 1 year
- ✓ **2 GB** storage space
- ✓ Multi-cloud hosting
- ✓ **Light** marketing suite
- ✓ **2** site collaborators

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

Pro Tip

Use left digit bias

\$501

\$498

**6. When product sales slow,
introduce a costlier option**

Decoy Pricing



\$275



\$415

2X sales, Williams Sonoma

COMPARE

WordPress Hosting

WooCommerce Hosting

Best Value

Startup

for small websites & blogs

Starting at **\$15/mo**

Buy Now

Professional

for building your brand

Starting at **\$30/mo**

Buy Now

Growth

for a growing business

Starting at **\$58/mo**

Buy Now

Scale

for higher capacity sites

Starting at **\$145/mo**

Buy Now

Custom

for mission-critical sites

Starting at **\$600/mo**

Get in Touch

\$15

\$30

\$58

\$145

\$600

Decoy



Small Medium Large

\$3 \$6.5 \$7

The image shows three popcorn cups of different sizes. The Small cup is on the left, the Medium cup is in the center, and the Large cup is on the right. A red arrow points to the Medium cup, which is labeled 'Decoy' in red text above it. Below each cup is a yellow box containing its price: \$3 for Small, \$6.5 for Medium, and \$7 for Large.

-InsideBE

Choose your Subscription Type:

<p>Magazine Subscription</p> <p>1 YEAR/6 ISSUES</p> <p>\$53</p> <p>63% OFF NEWSSTAND PRICE</p> <p>SELECT</p>	<p>Magazine Subscription + Premium Online Content</p> <p>1 YEAR/6 ISSUES 1 YEAR ACCESS</p> <p>\$53</p> <p>71% SAVINGS—BEST VALUE</p> <p>SELECT</p>	<p>Premium Online Content</p> <p>1 YEAR ACCESS</p> <p>\$28⁹⁵</p> <p>SELECT</p>
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Communication Arts magazine Subscription Benefits:

Online Access to Premium Content includes:

\$53

\$53

\$28.95

Ariely – 42.8% rev. inc., *The Economist*

Remember:

Strategically price your options

Pro Tip

End your price
with a 9



Image: ChatGPT

\$34, \$39, \$44 – Univ. of Chicago, MIT
24% inc. in sales
– *Priceless*, Wm. Poundstone

7. Ask for just a small purchase

Commitment and Consistency



Image: ChatGPT

17% to 76%

Subject: Travel In Style With A Special Offer

Try Delta Sky Club for 30 days. Only \$90.

Nancy Harhut

SkyMiles® #2018100830 | [Account Activity](#)

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CATCH UP ON BUSINESS

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[JOIN THE CLUB](#) >

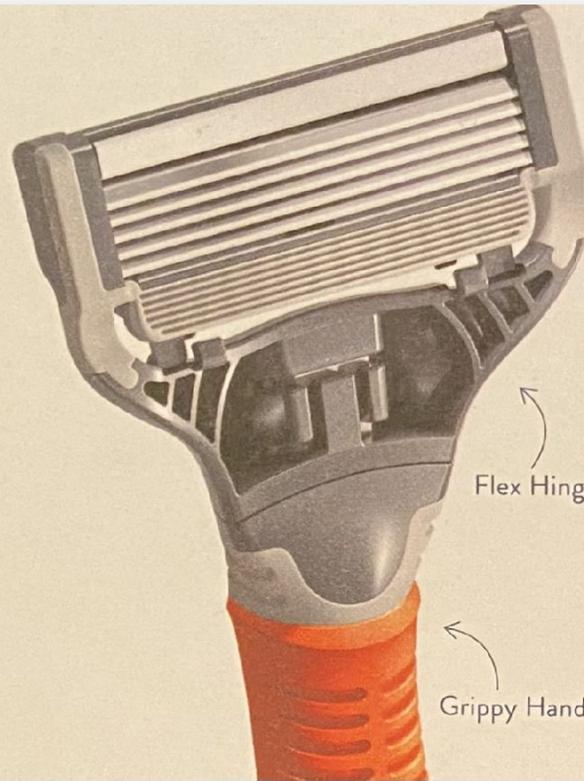
 Like

Hello Ms. Harhut,

Discover Delta Sky Club®; the spacious retreat that offers refuge from the airport hustle. It's the savvy traveler's sanctuary, where you can relax, unwind, and have fun before and after your flight at more than 50 locations worldwide.



HARRY'S



5 German
Blades

Flex Hinge

Grippy Handle



**GET YOUR
\$3 TRIAL SET**

SIMPLY SCAN THE
QR CODE OR GO TO

[HARRYS.COM/JANONPAK](https://harrys.com/janonpak)

Kick off your subscription with a Trial Set.
Includes: Truman Razor, Shave Gel, and a Travel Cover.

Home > SETS & KITS > "Try Me Kit" Free Mineral Makeup Sampler Kit



"Try Me Kit" Free Mineral Makeup Sampler Kit

★★★★★ 27 Review(s)

Your Price: \$0.00

Retail Price: \$12.95

Your Savings: \$12.95 (100%)

Part Number: kit_sampler

Choose Options

* **Customer Type**

Customer Type

* **Choose Your Foundation Color**

Choose Your Foundation Color

* **Choose Your Second Foundation Color**

Choose Your Second Foundation Color

Remember:

Start small and build

Pro Tip

Fundraising?
Tell people
even a penny
will help



28 – 50%, American Cancer Society

8. Limit the amount people can buy

Anchoring



No limit: 3.3 cans. Limit of 12: 7 cans = 112% increase.

Monopoly Chance Board Game for Adults and Kids | Fast-Paced Family Party Game | Ages 8+ | 2-4 Players | 20 Mins. Average | White Elephant Christmas Gift

Visit the [MONOPOLY Store](#)
 4.8 ★★★★★ 51 ratings

Amazon's Choice

9K+ bought in past month

-50% \$10⁰⁰
 List Price: \$19.99 ⓘ

✓prime Two-Day
 FREE Returns ▾

Get a \$200 Amazon Gift Card instantly with Prime Visa for a limited-time only.

In Stock

1	Add to Cart
2	
3	

Buy Now

Ships from **Amazon.com**
 Sold by **Amazon.com**

In Stock

1	Add to Cart
2	
3	

Buy Now

Ships from **Amazon.com**
 Sold by **Amazon.com**

**eCoupon
limited to 5
units**

DOORBUSTER

ThinkPad X1 Yoga Gen 8 Intel (14") - Storm Grey

★★★★★ 4.6 (151)
Part Number: 21HQ001UUS

Save \$1,829.01 **60% off**

Est Value ⓘ ~~\$3,039.00~~

\$1,209.99 OR \$101/mo suggested payments w/12 mo promo financing [See How](#) | [Prequalify](#) | **Lenovo Financing**

Use eCoupon THINKDOORBUSTER16
eCoupon limited to 5 units ⓘ

Add To Cart 

THE
SATURDAY STEAL
— SPRING BREAK EDITION —

TODAY ONLY, 3/25

IN-STORE & ONLINE

\$2

**WOMEN'S
TANKS**
reg \$10.94
limit 5 per customer



**Limit 5
per customer**

Remember:

**A limit anchors (and increases)
purchase amounts**

Pro Tip

22% of email clicks occur after offer expires; but LTV of customers is higher

185-22

5%

-Worldata

9. Don't offer an incentive for purchase

Motivating Uncertainty Effect



68%, Chinese University of Hong Kong



Follow

Makeup of the Day

1103 Pins
381762 Followers

Get featured! Go to Sephora.com & upload your makeup of the day on #TheBeautyBoard for the chance to see your look here. #MOTD

Get Featured!

for the chance to see your look here



Sephora Community Gallery Makeup of the Day: Tarte Lip Paint... 1

Sephora Makeup of the Day



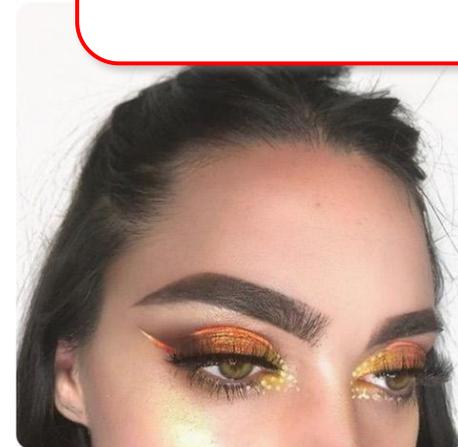
Sephora Community Gallery Makeup of the Day: Sephora... 3

Sephora Makeup of the Day



Sephora Community Gallery Makeup of the Day: Anastasia Look... 1

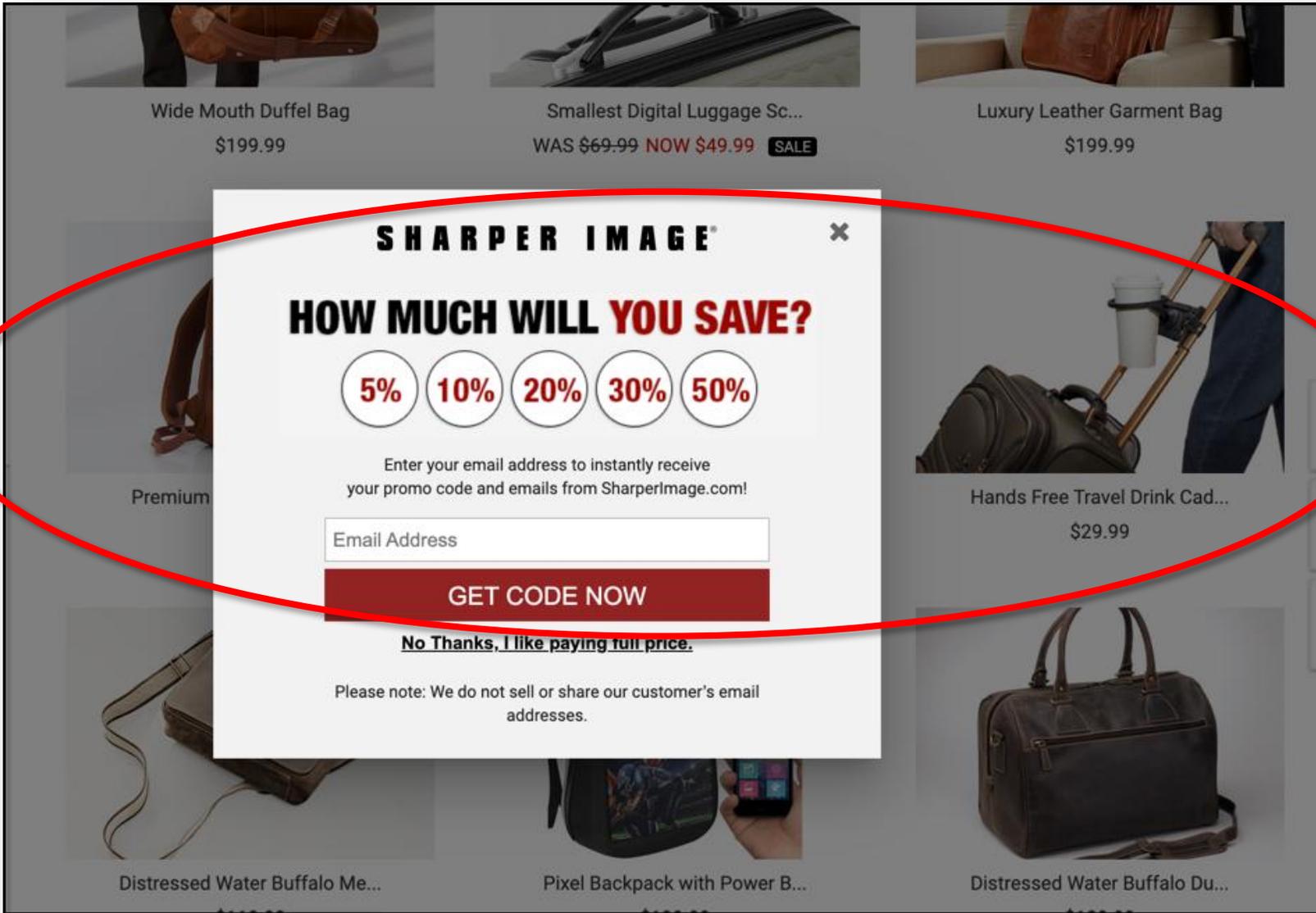
Sephora Makeup of the Day



Sephora Community Gallery Makeup of the Day: Armani Beauty... 89

Sephora Makeup of the Day





**Spin to win!
Save up to
\$35 on your
order**

The graphic features the Sears logo at the top, followed by the text 'Spin to win!' and 'Save up to \$35 on your order of \$300 or more'. Below this is a circular wheel with a central 'SPIN' button. The wheel is divided into 12 segments, each representing a different savings amount: \$15, \$25, \$35, and \$335. The segments are arranged in a clockwise direction starting from the top.

sears 

Spin to win!

Save up to \$35 on your order of \$300 or more

SPIN

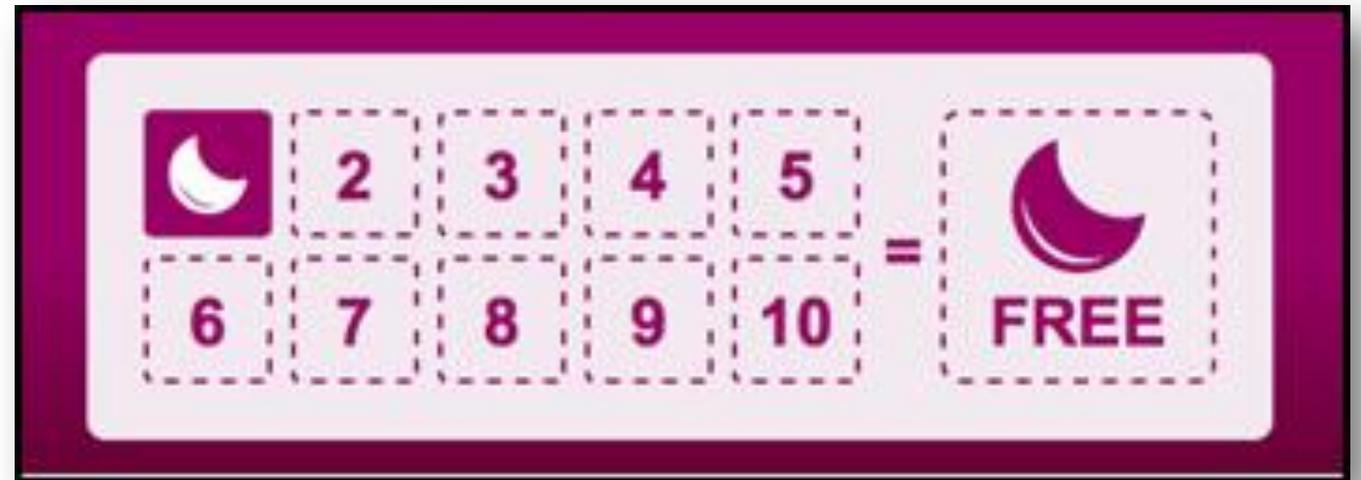
Segment	Savings Amount
1	SAVE \$15
2	SAVE \$35
3	SAVE \$25
4	SAVE \$15
5	SAVE \$35
6	SAVE \$15
7	SAVE \$25
8	SAVE \$35
9	SAVE \$15
10	SAVE \$25
11	SAVE \$35
12	SAVE \$15

Remember:

**Instead of a discount,
give a chance to win one**

Pro Tip

Check off the first two boxes on loyalty punch cards



79% - Wharton, USC

"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
Worldata Corporation



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to provide your feedback.
Thank you!

INBOUND

Thank You!

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Science Cheat Sheet**

