

SCORE CARD

Psychological cues your readers need to hear

Big Promise...

... that is almost always all about the reader
(and in the headline or subject line is even better!)

Benefits & Features

Real benefits (admiration, socialization, family time),
plus features to prove the believability of the benefits

Emotion

We all buy on emotion, not logic, you
MUST stir emotion to get a click



Social Proof

Trust logos (Verisign, BBB). How many others doing it. Testimonials.
Reviews. (reduces risk AND shows your credibility/believability)



Urgency or Scarcity

Loss aversion: Early bird discount ending. Doors
closing. Don't miss it. Act now. Not for long. Get
access in a few minutes. Instant access



Easy Button

Easy to buy, donate, get started, remove mystery and hesitation.
Overcome objections. Easy to follow road-map. Step-by-step.



Freedom of choice

Your reader has choices (including doing nothing). How
can you make them feel that this is the best of all choices.

SCORE CARD

Example

Big Promise...



Benefits & Features



Emotion



Benefit: A better version of “you”



Holiday cards that send greetings AND save wildlife
Wildlife Conservation Society to you [show details](#)



1 day ago



Dear Amanda,

This year your holiday cards can do double duty – reconnect you with family and friends at this celebratory time of year AND help protect wildlife. It's a real win-win!

Charm all your friends and relatives with [these gorgeous WCS holiday cards](#) – featuring images of tigers, snow leopards, elephants, and penguins. Better yet, your purchase helps support WCS's mission to save wildlife and wild places.

Purchase your cards by October 31 to make sure they arrive in time to address and send your cards over the Thanksgiving weekend.



BUY NOW

[We promise you'll love these gorgeous cards and the way they remind you of all you're doing to help wildlife thrive in this world! Remember, order by October 31 to make sure they arrive on time.](#)

Thanks so much – and happy holidays (a little early!)

– Wildlife Conservation Society

P.S. Want to go one step further for wildlife with your holiday greetings this year? Use the Wildlife Forever U.S. postal stamp, featuring an awe-inspiring tiger image, to mail them! [You can special order these stamps from USPS' online catalogue here](#) – and know that each letter you send with these stamps means more support for conservation programs worldwide.



Urgency



Urgency

SCORE CARD

Use this cue card to make sure you're hitting all the key psychological triggers to persuade your reader to "click"



Big Promise...

... that is almost always all about the reader
(and in the headline or subject line is even better!)



Benefits & Features

Real benefits (admiration, socialization, family time),
plus features to prove the believability of the benefits



Emotion

We all buy on emotion, not logic, you **MUST** stir
emotion to get a click



Social Proof

Trust logos (Verisign, BBB). How many others doing it. Testimonials.
Reviews. (reduces risk AND shows your credibility/believability)



Urgency or Scarcity

Loss aversion: Early bird discount ending. Doors closing. Don't miss
it. Act now. Not for long. Get access in a few minutes. Instant access



Easy Button

Easy to buy, donate, get started, remove mystery and hesitation.
Overcome objections. Easy to follow road-map. Step-by-step.



Freedom of choice

Your reader has choices (including doing nothing). How can you
make them feel that this is the best of all choices.
