

3 Reminders that Get People Moving

How do human beings make decisions?

What is it that causes us to move from a prospective buyer to a loyal customer?

Is it understanding certain features and benefits? Maybe.

Is it price? That certainly plays into it.

What many people don't realize is that the decision-making part of the brain is the emotional part of the brain. While some people certainly process more logically than others, the final buying decision is much more closely tied to emotion than anything else.

"I read through the brochure and it just felt like the right fit."

"I looked at their website and knew in my gut that they were the right company for us."

Those are the kinds of things we say when we've made a decision ... because our final decision is based on "feeling good" about something. The question is, what does it take to get your buyers to the point where they are "feeling good"?

If we understand this, then our marketing messages should both begin and end with more emotive language. The features and benefits descriptions still need to be included, but they should come in the middle, not at the end.

When we're ready to make the call to action, we need to appeal to the emotional part of the brain. Here are 3 things to keep in mind when writing your call to action.

1. **Be clear.**

No one feels good about a fuzzy decision. So make your ask direct and clear.

2. **Be concise.**

The call to action, the final ask, can't be long and drawn out. "Buy Now!" "Get Started!" "Learn More."

3. **Use emotional language if possible.**

The lead-up to the call to action needs to address any fears and invite the audience to get moving ... and that means emotion. This is why scarcity ("Only 3 more left!") and urgency ("Sign Up Today!") can work effectively if used well. They're tapping into the emotional side of the brain.

Features and benefits are important. Getting people the right information matters. But ultimately, the thing that will move people into action is an emotion.

> [Read more from Steve and the ID Digital Team here.](#)
