

6 Ways Podcasters Can Leverage Psychology for Growth, Influence, & Improvement



#PM18psych



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6 Ways Podcasters Can Leverage Psychology for Growth, Influence, & Improvement

1. Persuasive Language
2. Creative Social Proof & Authority
3. Playing Off Polarity & Niching
4. Creating a “Cult”ure to Build Raving Fans
5. “Bouncing” Listeners to Grow Trust & Rapport Faster
6. UX & User Testing for Continuous Improvement



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@KO_Christian



@JulieKinn

1. Persuasive Language

**“The most beautiful
thing we can
experience is...”
~ Albert Einstein**



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@KO_Christian



@JulieKinn

1. Persuasive Language

**“The most beautiful
thing we can
experience is...”
~ Albert Einstein**

**...the
Mysterious!**



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1. Persuasive Language

Why is 'mystery' effective?

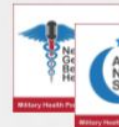
1. GRAB
2. GAP
3. GO



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Literal

Posted 9/19/17

- Like: 5
- Comment: 0
- Share: 0

 **Laura Petersen**
September 19, 2017 · 🌐

Legit ❤️ this episode with [Ryan Stewman](#)... CEO of [Hardcore Closer](#), 5x best-selling author, and tons more.

My whole life I've 'hated' sales and felt guilty taking money from people. I understand why...and I share a little bit about it on the show. But it's something as an entrepreneur you have to push through, especially -- like Ryan points out wisely -- if you truly believe in what you are selling. Which I do.

So, I wonder, for you... do you have a love or hate relationship with sales? [comment below, if you are bold enough to share! :*)]

📺 If you want to get better at it, I recommend listening to this podcast (it's about 45 minutes long) and then afterwards visiting [HardCoreCloser.com](#) to check out more of the great help that Ryan shares regularly.

Oh, and if you love conversations where people are super real and down-to-earth...THIS is the one. It's not stuffy or corporate! Just pure 🔥 from Ryan.

👤 🗣️

[#salespsychology](#) [#copywritingpodcast](#) [#writingtips](#) [#psychology](#)



Host:
Laura Petersen



Guest:
Ryan Stewman

**Mad Profits Using
Smart Sales
Psychology with
Ryan Stewman**



[COPYTHATPOPS.COM](#)
Sales Psychology with Ryan Stewman, the Hardcore Closer
[podcast]

👍❤️ Ryan Stewman, Joon Han and 3 others



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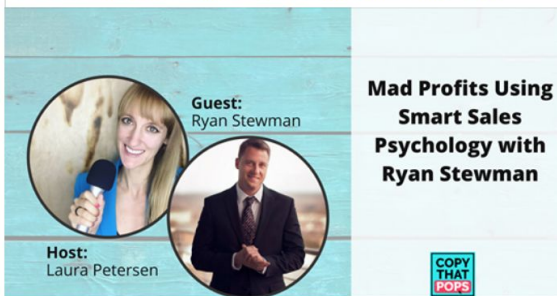
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#salespsychology #copywritingpodcast #writingtips #psychology



COPYTHATPOPS.COM
Sales Psychology with Ryan Stewman, the Hardcore Closer
[podcast]

👍❤️👤 Ryan Stewman, Joon Han and 3 others

Mystery

Posted 7/19/18

- Like: 21
- Comment: 54
- Share: 3

- Personalized thank you from guest!
- Guest's share with 16 likes

Laura Petersen
July 19 at 9:24 PM · 🌐

POP QUIZ, Hot Shot!
Who could this be?!? 🗣️ 🗣️ 🗣️

WHO??

1. Started 1st podcast conference South o' the Equator 🗣️
2. Negotiated royalties w/ Audible from 10% to 30%? 💵
3. Says a book helps 'to do business better' 📖

👍❤️👤 21

54 Comments 3 Shares



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@KO_Christian



@JulieKinn

Guest's
reshare
post



Ronsley Vaz shared a post.

July 20 at 9:36 PM · 🌐

Laura Petersen. I've been on a few podcasts and this is the best, most flattering ways I've ever been introduced. Thank you.

WHO??

1. Started 1st podcast
conference South
o' the Equator 🎙️



@LaptopLaura



@KO_Christian



@JulieKinn

1. Persuasive Language

Step 1: Think of 1 to 3 key moments when *you* were surprised/excited by the interview

Step 2: Craft a post that hints at them *without* giving it all away (#AgathaChristie)

Step 3: Try different forms: text only (long or short), or text with images, gifs, videos, etc.

How to
use a
little
mystery



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2. Creative Social Proof & Authority



Look Believable



@LaptopLaura



@KO_Christian



@JulieKinn

3. Playing Off Polarity & Niching



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@KO_Christian



@JulieKinn

4. Create a 'Cult'ure of Raving Fans

IN GROUP BIAS



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@KO_Christian



@JulieKinn

4. Create a 'Cult'ure of Raving Fans

IN GROUP BIAS

- You give them the benefit of the doubt
- You give them more resources & help
- You rate them as smarter & better looking
...only to those 'on the inside'



@LaptopLaura



@KO_Christian



@JulieKinn

4. Create a 'Cult'ure of Raving Fans

👎 ☐ Us vs. Them
(racism, radical nationalism,
xenophobia, cult mind-control)

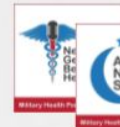
👍 ☐ Positive group identity,
belongingness, bonding,
altruism, happiness



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4. Create a 'Cult'ure of Raving Fans

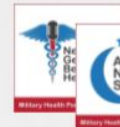
- same uniforms (but different from other schools)
- their own pre-game rituals
- leaders encourage team work, cohesiveness, team loyalty



@LaptopLaura



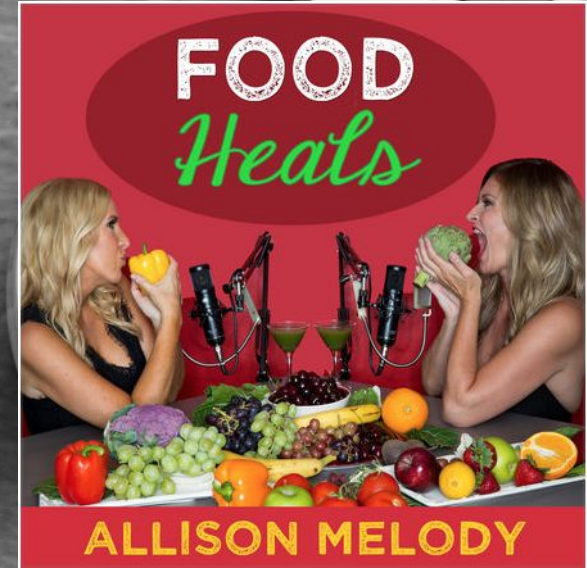
@KO_Christian



@JulieKinn

4. Create a 'Cult'ure of Raving Fans

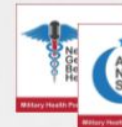
- wear & give branded swag
- use same start & end on show
- give your audience a name
- share personal facts to connect
- promote group helping and reward those who help group



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5. “Bouncing” Listeners to Grow Trust and Rapport More Quickly



@LaptopLaura



@KO_Christian



@JulieKinn

AMAZING

6. UX & User Testing for Continuous Improvement



@LaptopLaura



@KO_Christian



@JulieKinn

Audience Q&A!

#PM18psych



@LaptopLaura



@KO_Christian



@JulieKinn

APPLY IT: For Fun & Prizes!

1. Take a pic with us OR share something you learned
2. #PM18psych
3. Win!



@LaptopLaura



@KO_Christian



@JulieKinn