

# THE BUYER-PSYCHOLOGY PLAYBOOK FOR HIGH-GROWTH MARKETERS

## How to Increase Performance Without Increasing Budget

In 5 minutes you'll learn three proven buyer-psychology levers you can pull immediately to drive more movement from awareness → consideration → purchase.

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### Awareness lever: Mirroring

**What this means:** When your message mirrors the desires, pains and jobs-to-be-done your ideal customer (ICP) already feels, you grab attention and increase relevance.

**What to do:** Rework your top-of-funnel ad headline using this template:  
"[ICP] trying to [achieve X goal] without [undesirable Y], here's what to do next."

Example: "Marketers trying to deliver more with less, here's how you make every dollar work harder."

### Consideration Lever: Value Reframing

**What this means:** Buyers move forward when they understand how the benefits align with their desired identity or outcomes.

**What to do:** Rewrite one feature as a psychological gain using this template:  
"Instead of {feature}, say 'so you can {identity or emotional outcome}.'"

Example: From "Centralized reporting dashboard." To "Gives you complete visibility, so you make confident decisions instead of guesswork."

### Purchase Lever: Risk Reversal

**What this means:** Reduce friction and perceived risk to nudge decisive action.

**What to do:** Add a guarantee, or trial offer to your purchase step.  
Example: "Marketing leaders at \$5M-\$100M companies, here's your 7-minute personalized assessment."

**WHAT TO DO NEXT** - Pick **one lever** to try at a time. Watch for movement in: CTR, landing-page engagement, trial sign-ups, lead quality, or time-to-close.

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Ready to ID your biggest funnel leak? → [Book a call](#)