

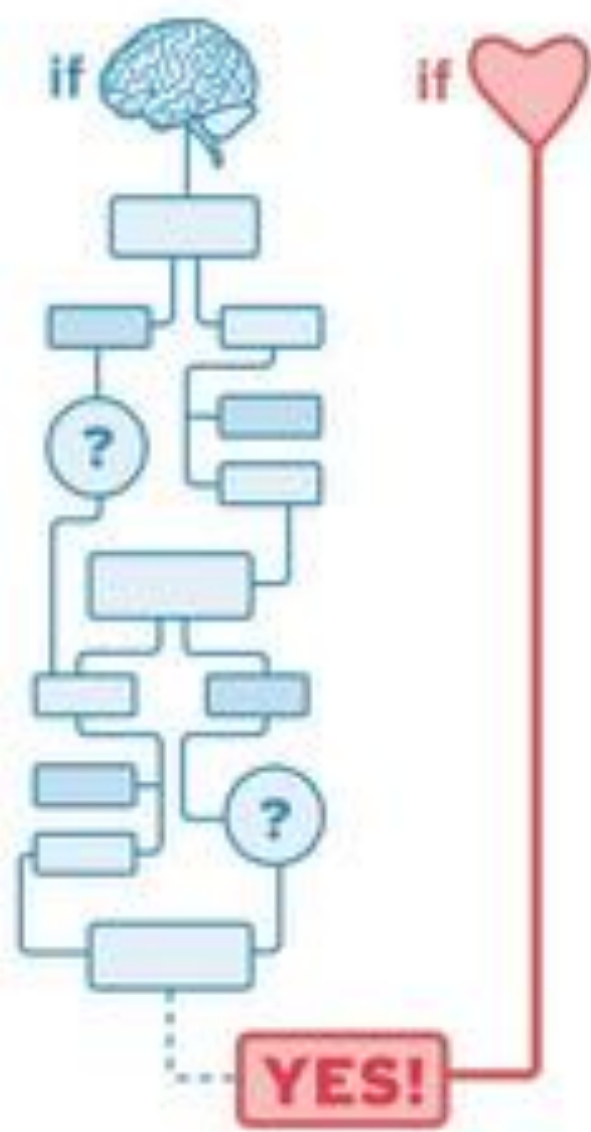


How to Convert More Customers Using Emotional Conversion Optimization

Talia Wolf | [Conversioner.com](https://conversioner.com)



Taliagw





 @taliagw

Conversioner
CONVERSIONER



Me

16,000 feet height

Lake Elsinore





@taliagw



Oh the fun of creating something you're this proud of.

LEGO toys build anything. Especially pride.

LEGO Universal Building Sets

LEGO



What it is is beautiful.

LEGO Universal Building Sets

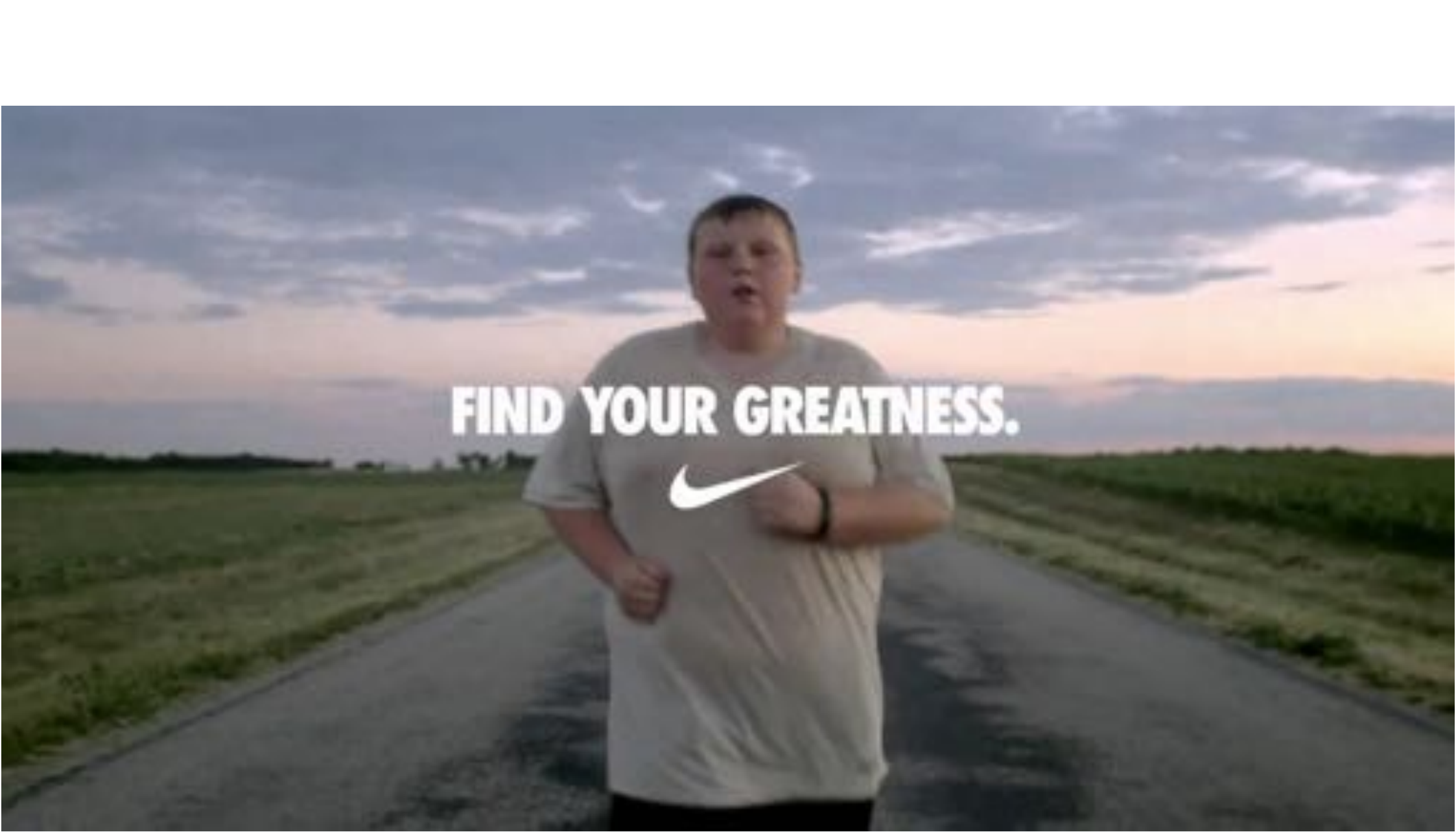
LEGO



LEGO toys build anything. Especially pride.

LEGO Universal Building Sets

LEGO



FIND YOUR GREATNESS.







“ People don't remember what you said,
they remember how you made them feel ”

Maya Angelou

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Conversioner



The #1 soft drink in the world since 1886



Coca-Cola is the most popular and biggest-selling soft drink in history, as well as one of the most recognizable brands in the world.

Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was patented in 1887, registered as a trademark in 1889 and by 1895 it was being sold in every state and territory in the United States.

In 1899, The Coca-Cola Company began franchised bottling operations in the United States and in 1906 bottling operations for Coca-Cola began to expand internationally.

Our benefits:

- 100% more carbonated than any other drink
- Sold worldwide in stores, restaurants, and vending machines
- Just 140 Calories
- Only \$2.66

Order now

Nutrition Facts

Serving Size: 1 Liter	
Amount Per Serving	
Calories	140
Total Fat 0g	
Sodium 0mg	
Total Carb 35g	
Sugars 35g	
Protein 0g	
Dietary Fiber 0g	
Total Fat 0g	
Sodium 0mg	
Total Carb 35g	
Sugars 35g	
Protein 0g	
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Dietary Fiber 0g	
Total Fat 0g	
Sodium 0mg	
Total Carb 35g	
Sugars 35g	
Protein 0g	
Dietary Fiber 0g	
Total Fat 0g	



open happiness

buy now >

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Peaceful
Good Compassion Confused Pleasure
Glamorous
Happy Excited
Anger
Contempt
Stress Thrilled Competitive
Bored
Glorious Burdened Certain Eager Envy Miserable
Ignored
Exhausted Apathy Great Annoyed Jealous Delighted Relieved
Glad Jumpy
Doubtful Sad Confidence Able Adequate Disgusted
Anxious
Grief Concerned Apprehensive Awe Cautious Elation Lively Wary
Hesitant Exhilarated Expectant Capable Anxiety Empathy
Distracted Determined Energetic Charmed Destructive Hopeful
Enthusiastic Comfortable Excellent
Lonely Intimidated Indifferent Embarrassment Impatient Powerful Fascinated

Emotional Targeting

Make it about
the customer



Show it
Don't just say it



Test Concepts
not elements



Making it about the customer



Making it about the customer



Making it about the customer

“ You’re not Luke Skywalker, you’re Yoda. ”

Nancy Duarte

 Tweet This

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Conversioner



piano

The business platform for digital media.



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Conversioner



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#1 Visual bookmarking tool

Collect images, links, videos and texts you find online quick and easy with drag&drop.

Get started



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Conversioner

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- ✓ Choose from over 400 templates, icons and graphics
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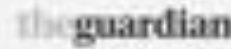
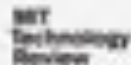
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AFTER

35%
Revenues

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Show It, Don't Tell It



“Humans have an attention span of under 6 seconds.”

That's 3 seconds shorter than a gold fish!

Microsoft





English 

Get smart about online dating.

Let Behavioral Matchmaking™ set you up.

Discover for yourself why over 27 million singles date smarter with Zoosk's unique technology.

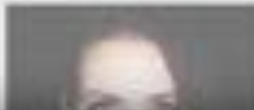
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Conversioner 



**#1 in dates,
relationships and marriages**

I am a: Seeking:

Between ages: and

Near ZIP/Postal code:

[View Photos »](#)



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BEFORE

BACK UP EVERYTHING

Leave Nothing To Chance

SCAN & BACK UP NOW



Introducing

Scanning



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Conversioner

Your memories are precious
Store a copy of your files in a safe place

GET STARTED



AFTER

97%
Revenues

Testing Concepts Not Elements





50 % visitors
see variation A



Variation A



23%
conversion



50 % visitors
see variation B



Variation B



11%
conversion



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ARE YOU THE NEXT WINNER?

AFTER

Insert your email:

PLAY SLOTS

OR



Log in with Facebook

This is a point

23%

Revenues



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Conversioner



PLAY FREE SLOTS

Insert your email:

PLAY NOW

 Log in with Facebook

[View as a guest](#)

AFTER

78%
Revenues

Emotional Targeting Framework



Emotional Targeting Framework

	Emotion	Setting	Words	Color	Visual (things, activities)
Current Feeling					

Case Study 1

ALRIGHT... CALL HER



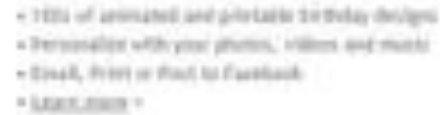
BEFORE



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Conversioner

Emotional Triggers:

Confidence



Superiority



Inspiration



AFTER

Create Free Invitations

A great party starts with a great invitation!

DOWNLOAD



• Over 1,200 premade and printable designs

• Email, post to Facebook and print at home

• RTMP format

• and more...

How it works



1.

Choose best design



2.

Add photos, videos, text and music



3.

Share with guests



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Conversioner

- ✓ About the Customer
- ✓ Showing it
- ✓ Testing Concepts



42% Increase in Revenues



Before



After

Case Study 2



BEFORE

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- Millions of decals.
- Simply peel and stick. Yes, it's that easy.
- Removable & reusable
- No tape or glue needed
- Custom printed for you
- Premium quality. Industry's best printers, inks and material.

BEFORE



Free Shipping On All Orders Over \$50.00 Within The U.S!

Millions of Decals | Endless Possibilities

CATALOG
FAQ

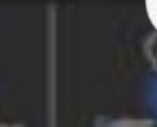
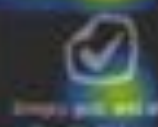
BEST SELLERS

CUSTOM WALL MONKEYS

BUSINESS

Browse the world's finest works of art

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Emotional Triggers:

Excitement



Energetic



Anticipation



AFTER



Reinvent Your Walls

Wall Monkeys

Find the decal that's right for your wall

Search images

or [Upload your own image](#)

FIND

The banner features a background image of a wall decorated with various cat decals. A lamp is on the left, and a stack of books is on the right. The text 'Reinvent Your Walls' is written in a circular path around the Wall Monkeys logo.

✓ About the Customer

✓ Showing it

✓ Testing Concepts



550% Increase in Revenues



Before



After







“Marketing isn’t a battle of products it’s
a battle of perceptions.”

Jack Trout

Wary Indifferent Hopeful Confused Compassion Inspired
Miserable Jumpy Competitive Anxiety Excited Fascinated
Relieved Impatient Interested Hesitant Elation Anger Certain Disgusted
Distracted Confidence Sad Annoyed Embarrassment Expectant Glamorous
Stress Shocked Doubtful Determined 3 Awe Able Apathy Empathy
Lonely Mad Glad Burdened Adequate Eager Exhausted Panic Revenge
Excellent Cautious Greed Energetic Capable Destructive Grief
Peaceful Powerful Enthusiastic Charmed Concerned Good
Pride Contempt Comfortable Glorious

Contact me:



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talia@conversioner.com



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TO DO LIST:
1. WAIT FOR TONIGHT
2. TRY TO TAKE OVER
THE WORLD!



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