

# Crafting Personal Conversations

...with a million people

# The formula:

Map out journeys

Identify trigger points

Weave the messaging processes

Put on autopilot

# mapping the paths to user happiness

- Take your ideal user – what does she do on your site/app?
- What is the greatest benefit for her at each milestone?
- What's the greatest (perceived) risk at each milestone?

six principles that spur engagement  
boost revenue and create a strong  
bond

# Reciprocation

“If you’re nice to me, I feel I have to return the favor.”

# Social Proof

“All those people can’t be wrong!”

# Liking

(It helps if you're a human  
...or a cute animal)

# Consistency and commitment

Talk the talk, walk the walk



Authority

# Scarcity

Urgency is your friend

# Giving birth to the system

1. Persuasion power → Psycho. triggers
2. Built into communications → crafting the right messages
3. Mass personalized → figure out da flow
4. Put on autopilot → implement process, analytics, tracking, learning