

# The Power of Emotion: How To Create Content That (Actually) Converts



**Talia Wolf**

Founder & Chief Optimizer, GetUplift

 [linkedin.com/in/TaliaGW](https://www.linkedin.com/in/TaliaGW)

#MozCon

 | Moz  
Con














Build the future. 




**PROTECT  
LIKE A  
MOTHER**

An exhibit presented by 



Believe in something.  
Even if it means sacrificing everything.

 Just do it.



features pricing shipping  
automation  
fast technology AI  
best economical  
advanced helpful  
easy team awards  
service Sale  
machine learning  
relevant cheap cost efficient



Shop More Save More Sign Up And Save Up To \$150 Sitewide. 00 days 10 hrs 18 min 44 sec

882 STORES NATIONWIDE

Search for items...

WIN 2 FIRST CLASS TICKETS TO ANYWHERE | LEARN MORE

4 Days Left! 10% off all App d

BOOST! 10% OFF ALL APP PURCHASES IN FEBRUARY

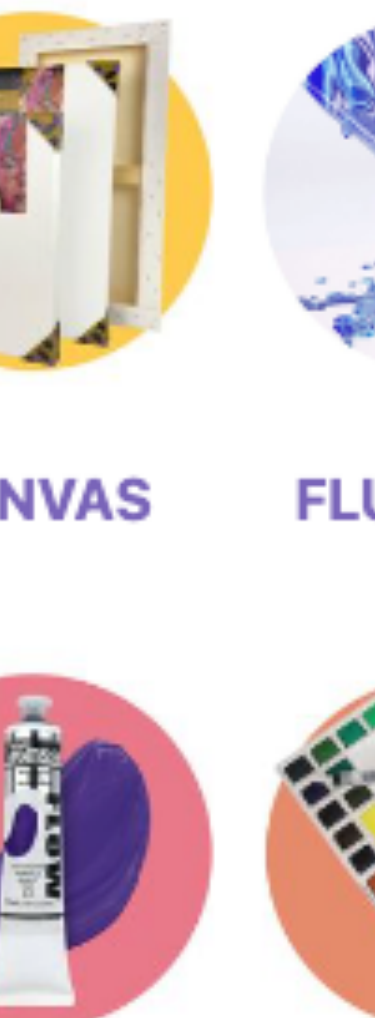
RAI ESSENTIAL SHOP NOW

Shop More Save More Load up on essentials and save up to \$150. Sign Up

UP TO 30% OFF

Save \$100 on Samsung Galaxy Buds2 Pro Shop now

FREE GROUND SHIPPING ON ORDERS \$25 AND UP FORERUNNER 165 SERIES



Shop Top Co Phone Cases

FORERUNNER 165 SERIES Train brilliantly with running smartwatches with AMOLED displays SHOP

Men's Shop Arrivals latest gear to hit our site

Artisan Pizza In Your Backyard Gas or wood-cooked masterpieces in un minutes.







# 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 1893 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

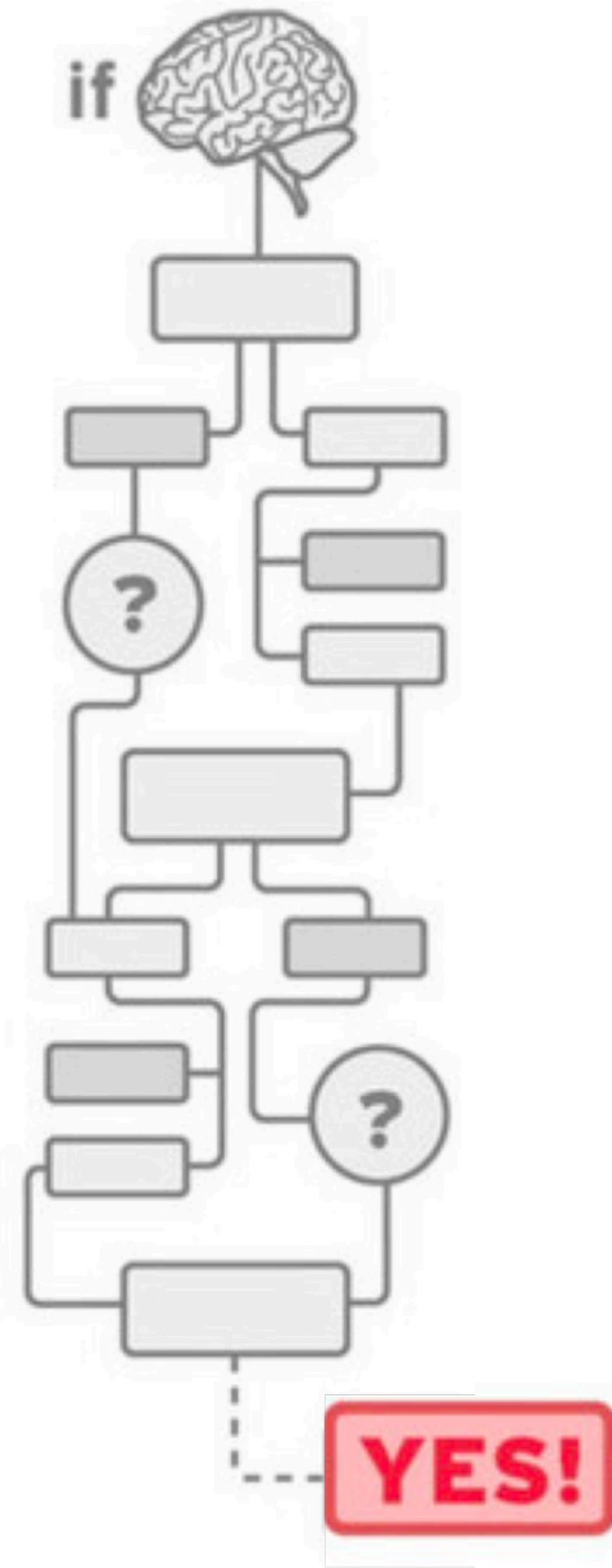
## Nutrition Facts

Serving Size: 1 Can	
Amount Per Serving	
Calories 140	
	% Daily Value
Total Fat 0g	0%
Sodium 45mg	2%
Total Carb. 39g	13%
Sugars 39g	
Protein 0g	
<small>Not a significant source of fat, sat. fat, trans fat, cholest., fiber, vitamin A, vitamin C, calcium and iron.</small>	
<small>*Percent Daily Values are based on a 2,000 calorie diet.</small>	



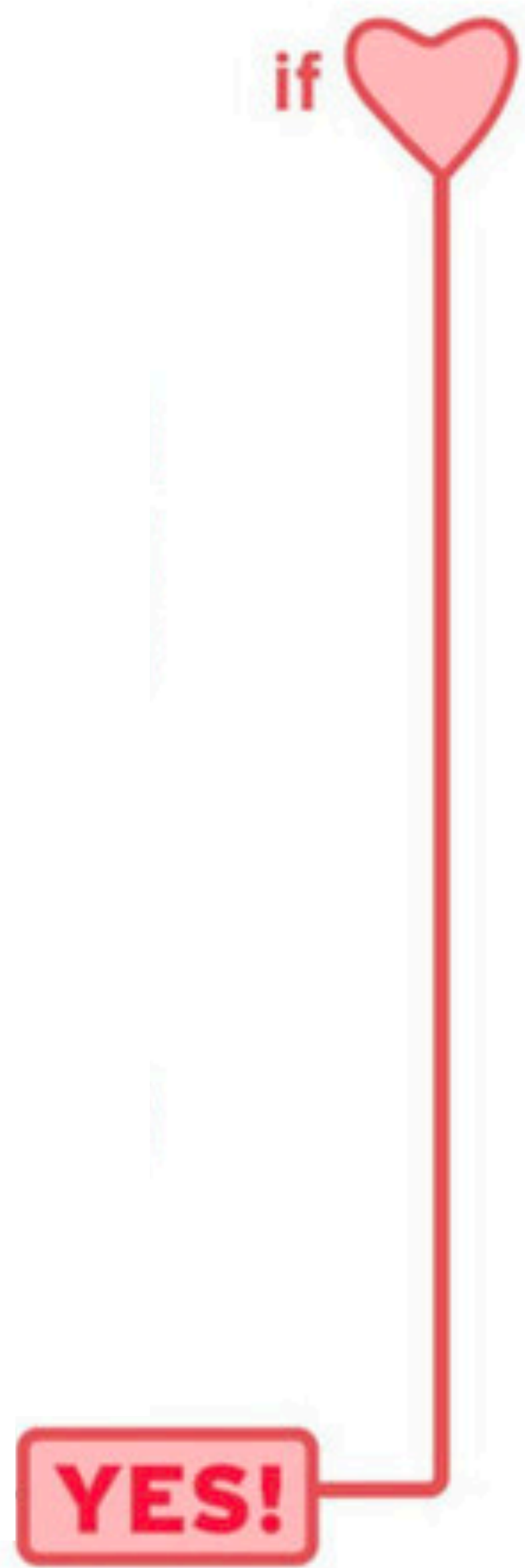






How we **think** people make decisions





How people **actually** make decisions





**Antonio Damasio**  
Professor of psychology and  
neuroscience

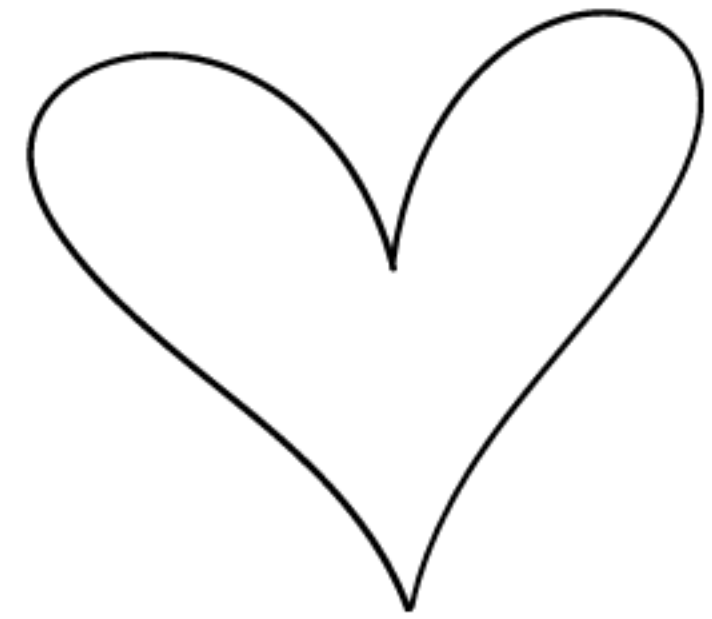




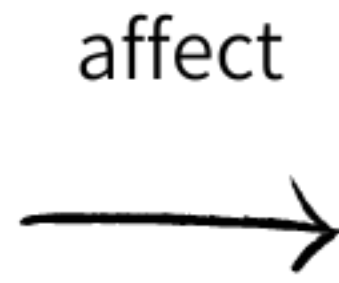








Emotions

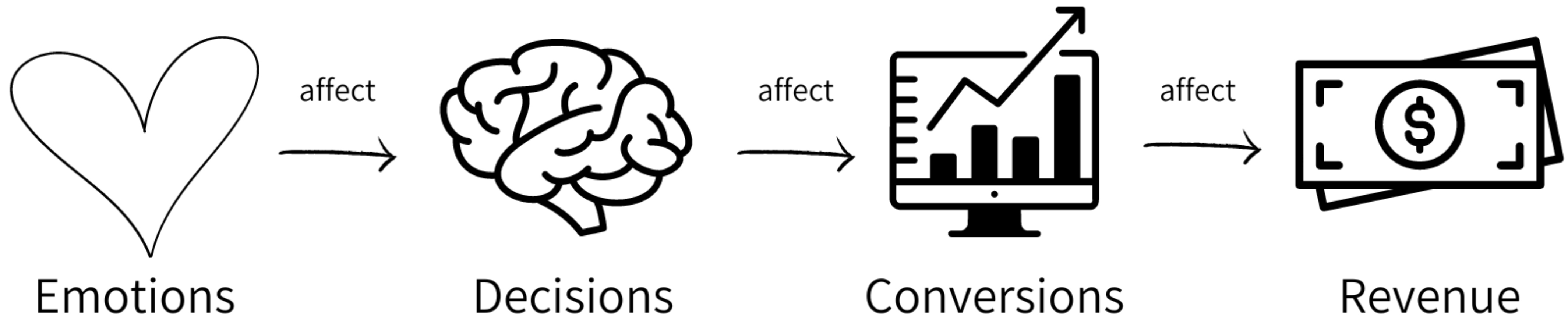


Decisions














**Even in B2B?  
YES.**





“B2B purchasers are almost 50% more likely to buy a product or service when they see **personal value in their business purchase decision.**

They are 8x more likely to pay a premium for comparable products and services when **personal value is present.**”

Think with Google





No matter what you're selling, what people really care about isn't the what,  
**It's the WHY.**

---



# The most common emotions that impact buying decisions

---



astonishment remorse scorn  
sentimentality **frustration**  
ecstasy bitterness uneasiness Torment outrage  
distress Alienation Dismay exhilaration  
zeal regret tenderness rage worry melancholy  
anguish wrath Alarm joy thrill annoyance contempt fright  
gaiety satisfaction spite surprise insecurity  
Contentment enjoyment  
revulsion sadness dejection grumpiness  
Amusement bliss **hope** Enthralment  
neglect insult joviality Depression  
Agony Pity lust woe euphoria  
grouchiness Pity Disgust  
fear irritation **shame** liking fury  
Enthusiasm Arousal Envy loathing horror **rapture** misery  
nervousness dislike terror panic ferocity  
grief Anger **jealousy** despair  
infatuation hurt **attraction**  
elation love hopelessness  
apprehension cheerfulness resentment  
isolation hysteria loneliness jubilation Eagerness  
displeasure



Cluster #1

# Self Image

---

How people want to feel about themselves after finding a solution.

thrilled  
confident     *valuable*     **hopeful**  
**successful**     Important  
**Proud**     lovable  
effective     meaningful  
**happy**     smart     **loyal**



Cluster #2

# Social Image

---

How people want others to feel and think about them after finding a solution.

valued  
appreciated  
*admired*  
**envied**  
**looked up to**  
important  
**revered**  
loved  
effective  
meaningful  
**loyal**  
**passionate**  
smart  
the go-to



# How to leverage emotions to increase conversions.

---



Step #1

**Make it about the customer.**

---



Make it about the customer

**The insights  
you have to  
uncover  
about your  
customers.**

**01**

What pain does my customer feel before finding a solution?



Make it about the customer

**The insights  
you have to  
uncover  
about your  
customers.**

**01**

What pain does my customer feel before finding a solution?

**02**

What are the emotional triggers that drive their decision-making?



Make it about the customer

# The insights you have to uncover about your customers.

01

What pain does my customer feel before finding a solution?

02

What are the emotional triggers that drive their decision-making?

03

What are their hesitations and concerns?



Make it about the customer

# The insights you have to uncover about your customers.

01

What pain does my customer feel before finding a solution?

02

What are the emotional triggers that drive their decision-making?

03

What are their hesitations and concerns?

04

How do they want to feel after finding a solution?



Make it about the customer

# How to uncover these insights

**01**

Customer & visitor surveys

**02**

Customer interviews

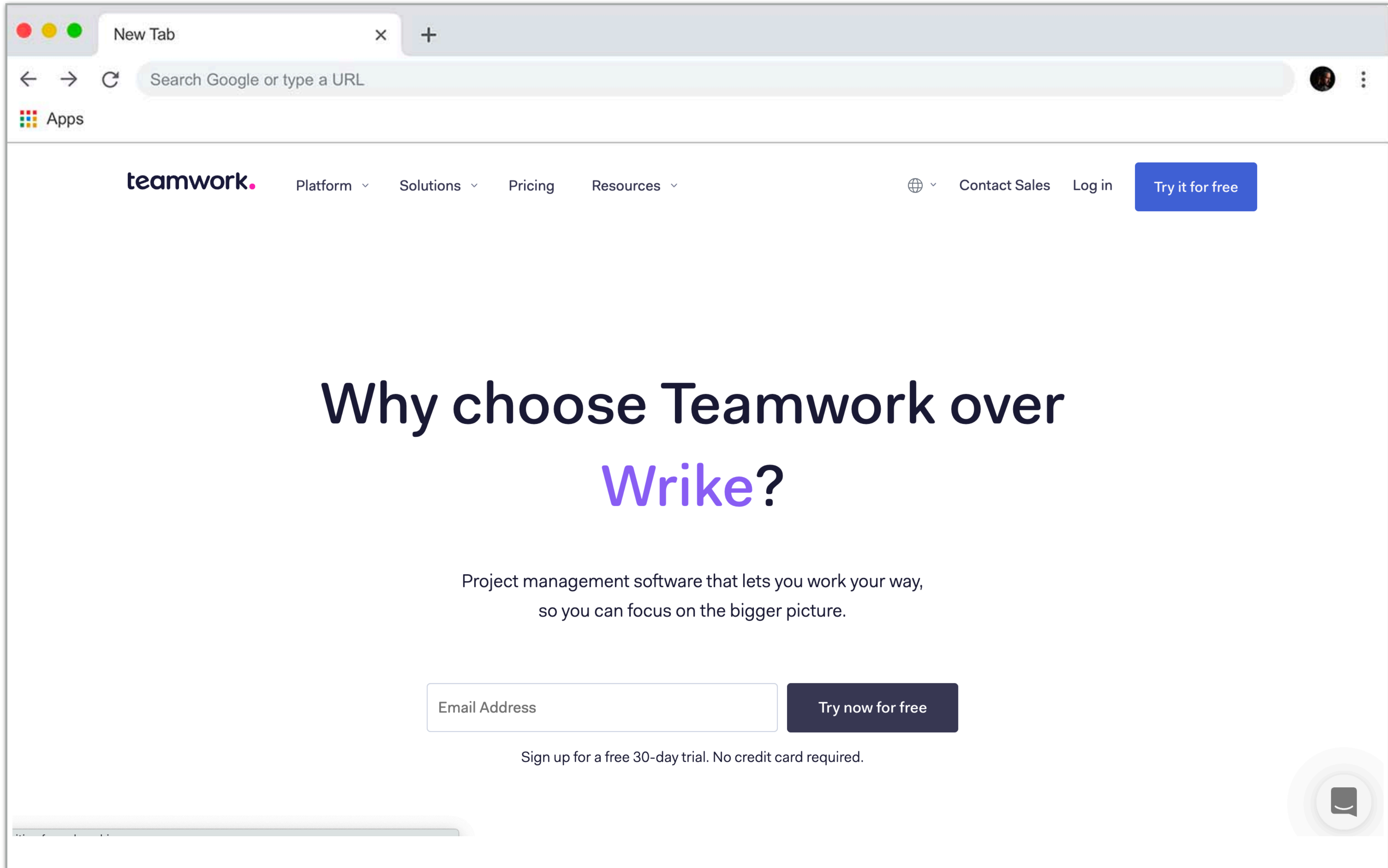
**03**

Social listening

**04**

Emotional competitor analysis







Step 1

# Research types

---

01

Identify stage of awareness



Step 1

# Research types

---

01

Identify stage of awareness

02

Conduct surveys (customers and visitors)



Step 1

# Research types

---

01

Identify stage of awareness

02

Conduct surveys (customers and visitors)

03

Run interviews



Step 1

# Research types

---

01

Identify stage of awareness

02

Conduct surveys (customers and visitors)

03

Run interviews

04

Social listening



Step 1

# Research types

---

01

Identify stage of awareness

02

Conduct surveys (customers and visitors)

03

Run interviews

04

Social listening

05

Review mining



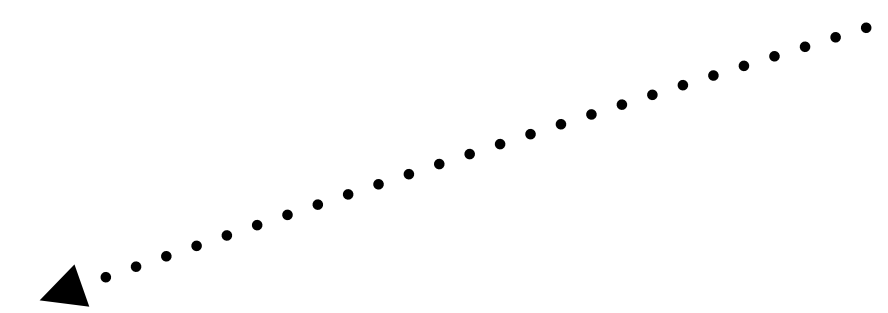
# Meaningful customer interviews example

---

**What made you choose Teamwork over <competitor>?**

- I. We needed a project management solution that could do it all
- II. We were looking to switch to a new PM system
- III. Pricing
- IV. It had the features we needed

Where most interviews end





# Meaningful customer interviews example

---

When you keep asking  
WHY...

- “We have used platforms in the past and a lot of them are not designed for professional services like we are. **We had trouble finding technology that understood the way that we worked**”
- “...I had previously worked with <competitors>... but nothing that I thought was a perfect fit for the agency.”
- “**I saw people <like us> using it** and talking about it. It gave me a higher level of confidence that current users are satisfied.”
- “[competitor]’s too rigid, [I just know] **I’m going to have to buy other packages** and it’s going to start getting expensive.”



Step 2

# Audit

---



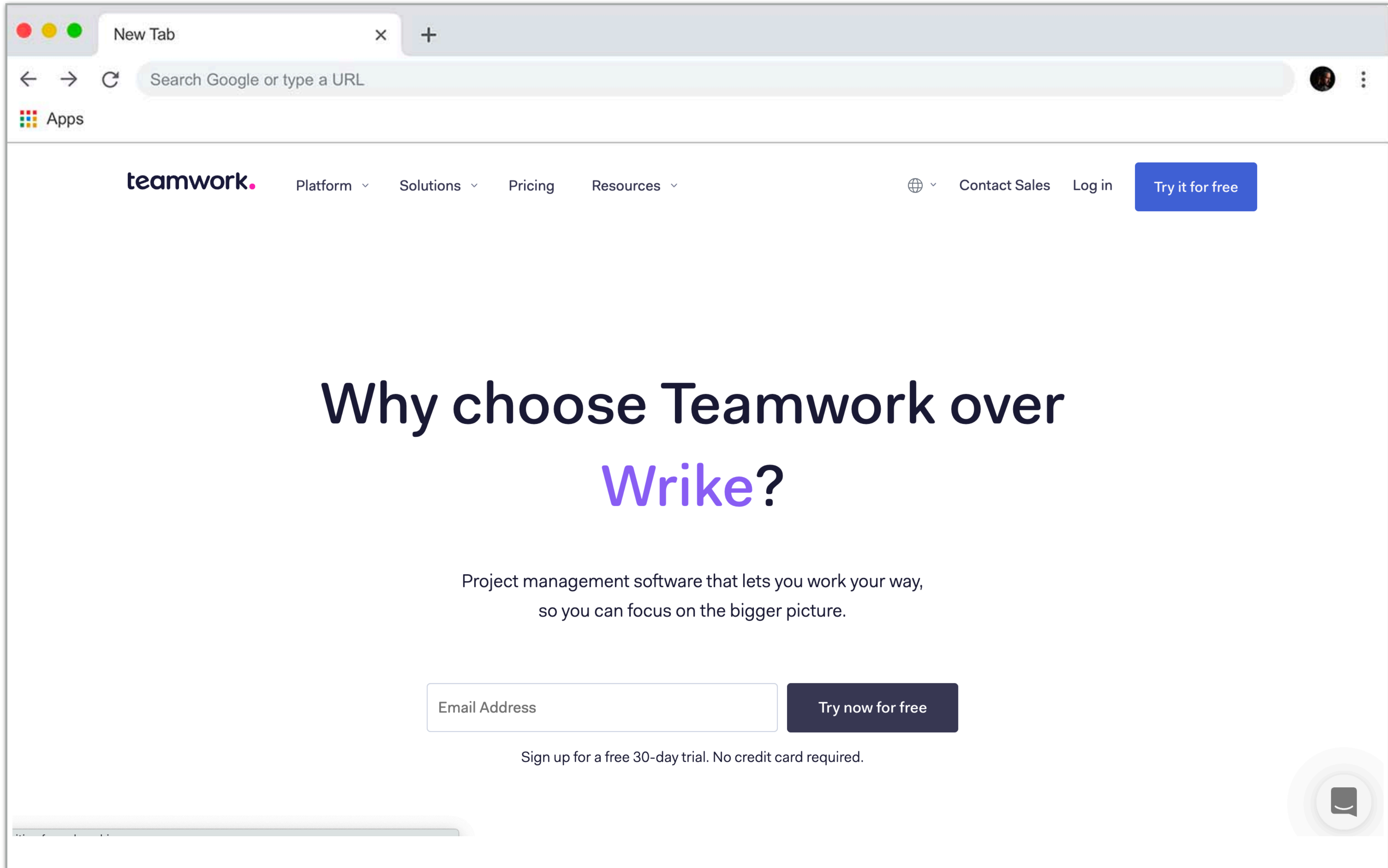
Leverage your new insights to

# Review your funnel

---

- Are you making it about yourself or the prospect?
- Are you describing their real challenges and obstacles?
- Can people immediately see the WHY?
- Are you using the words and descriptions prospects relate to?
- What aren't you saying that people need to see & read?
- Are you including the social proof people care about?







Step 3

# Add emotion to your copy

---



# Add emotion to your copy

---

- Copy always comes first.
- Leverage copywriting formulas to insert the information people care about to your page.
- Don't be afraid to write long-form copy and tell the full story.



Add emotion to your copy:

# Self image formula

---

Have a / become a / Be a [most desirable self image]

- Healthy chocolate snacks: Have a guilt-free snacking habit (keep the pleasure, none of the guilt).
- Food travel coolers: Finally, have a stressless (and organized) day out with your family
- Skin products: Age like a pro with health products that keep you young and healthy.
- E-bikes: Happier employees = healthier and smarter business.



Add emotion to your copy:

# Social image formula

---

The only way to [most desirable social-image]

- Online parenting program: The only online parenting program that will have people asking “how does she do it all?”
- WTF Notebooks: Ordinary is overrated. The only notebooks that make you and your designs stand out.
- Minimalist furniture: Insta-worthy home made easy. The only furniture that gives you and your followers the best look inside your home.

Step 3: Add emotion to your copy

# Emotion-centered copy formula

---

Feature + desired outcome = Emotional-centric copy

Profitability report	+	Know immediately what projects are performing and which aren't	=	Be profitable. Always. See which projects are performing and make data-driven decisions that grow the profit margin.
----------------------	---	--	---	--

One platform to do it all in	+	Solve every client management and operations challenge holding you back	=	Never wonder 'Do we have the resources to handle this?', 'Who's responsible for delivering that?' or 'Is this project profitable?' again. All the answers will be in Teamwork.com. Always.
------------------------------	---	---	---	--



## Teamwork: The Wrike alternative specifically designed for client work

- ✓ Complete overview of everything and everyone in one place.
- ✓ All the features you need to manage your team and client work.
- ✓ No constant upsells or gating the key features you need to thrive.

Email address \* [Try now for free](#)

Sign up for a free 30-day trial. No credit card required.

**Bri E**  
Senior Project Manager  
Small-Business(50 or fewer emp.)

**Teamwork is our lifeline and single source of truth!**



I love that Teamwork makes my job easier. From communicating with large teams, linking files, adjusting schedules, and problem solving major timeline shifts, the platform allows us to do it all.

**54% increase in free trials from organic traffic**

...nt service businesses manage projects in one place since 2007

Files*	Original Due Date	Current Due Date	Difference From Original Date
Files*	Nov 24th	Nov 24th	1 day ahead
Files*	Nov 25th	Nov 25th	2 days ahead

### See the full financial picture

✗ Wrike

Wrike was built for internal teams at large enterprises. Most of those teams don't need to track billable hours, create complex budgets, or forecast in their project software. That's why Wrike only offers a limited version of this in their premium Pinnacle plan.

✓ Teamwork

Teamwork was built for client work.



# Google Ads and banners: Before

Ad · <https://www.teamwork.com/> ▼

**Run projects efficiently | Simple to use, powerful when you need it...**

Teamwork has all of the advanced features that basic tools lack so you won't outgrow it as you scale.

Ad · <https://www.teamwork.com/> ▼

**Manage multiple complex projects with ease | All in one solution ...**

Gantt charts, board view, portfolio management, time tracking, reporting dashboards, workload management and so much more

Ad · <https://www.teamwork.com/> ▼

**PM software that works for you | Scale easily | All in one platform**

Manage your team's priorities, track your progress and hit deadlines all in one place.

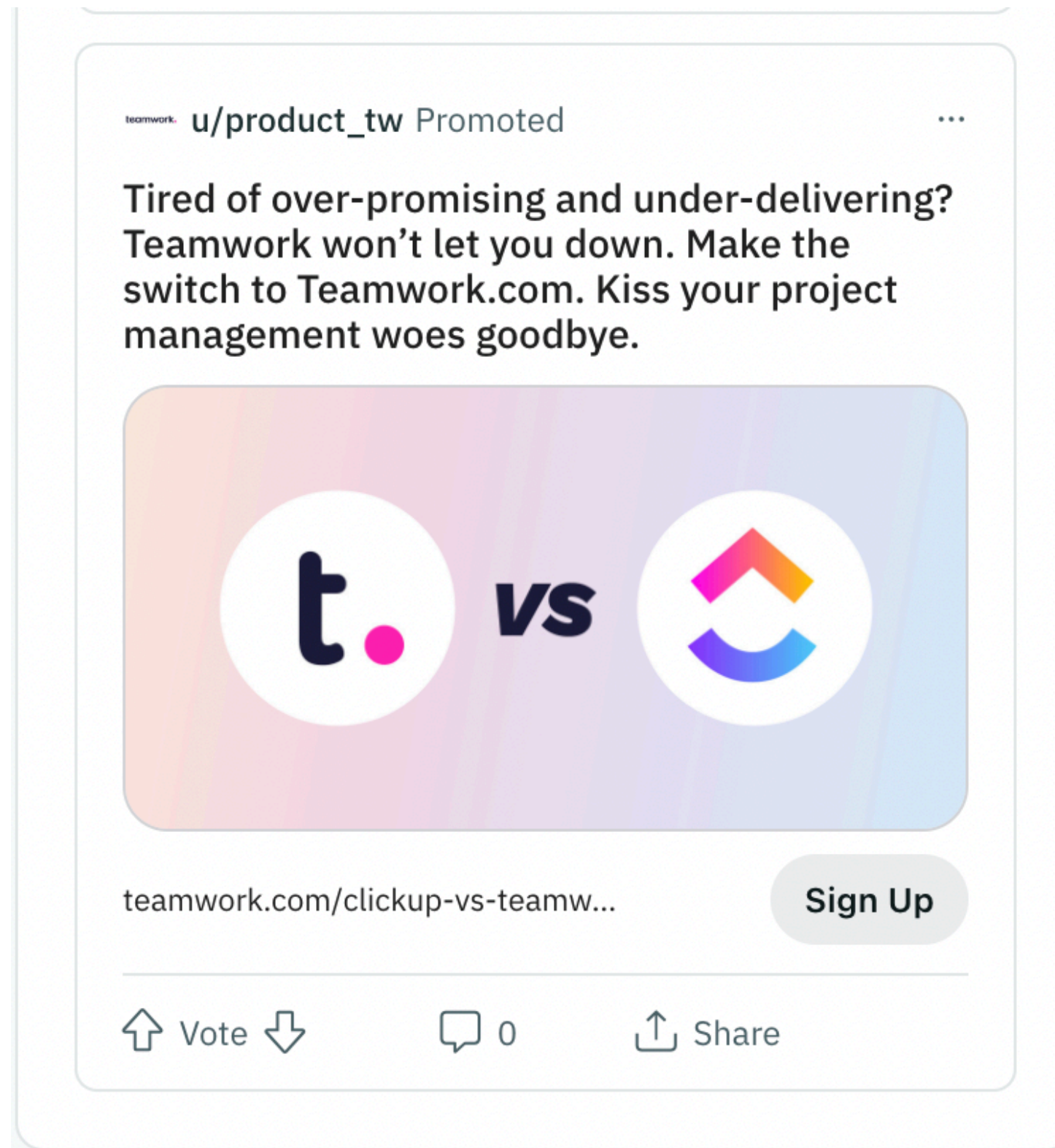
Ad · <https://www.teamwork.com/> ▼

**The #1 PM software | All in one platform | Most intuitive platform**

Teamwork offers flexibility, structure, and clarity so you can scale your work, no matter what size your team grows to.



## Google Ads and banners: After



Ad · <https://www.teamwork.com/nb-digi> ▼

**Tame the creative chaos | Trusted by 20,000+ companies | Built f...**

Boost profitability for every creative project and deliver on time and on budget. Every project management essential you need to deliver exceptional client work.

Ad · <https://www.teamwork.com/nb-digi> ▼

**Complete project visibility | Made for client work | Be in control of...**

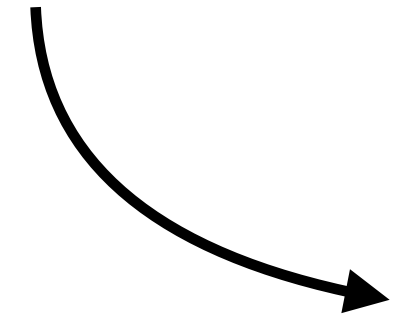
Every project management essential you need to deliver exceptional client work. All of the must-have advanced features and reporting for complex creative projects

Ad · <https://www.teamwork.com/nb-digi> ▼

**Built for digital agencies | Reduce team burnout | Trusted by...**

Every project management essential you need to deliver exceptional client work. All of the must-have advanced features and reporting for complex creative projects

What everyone is saying

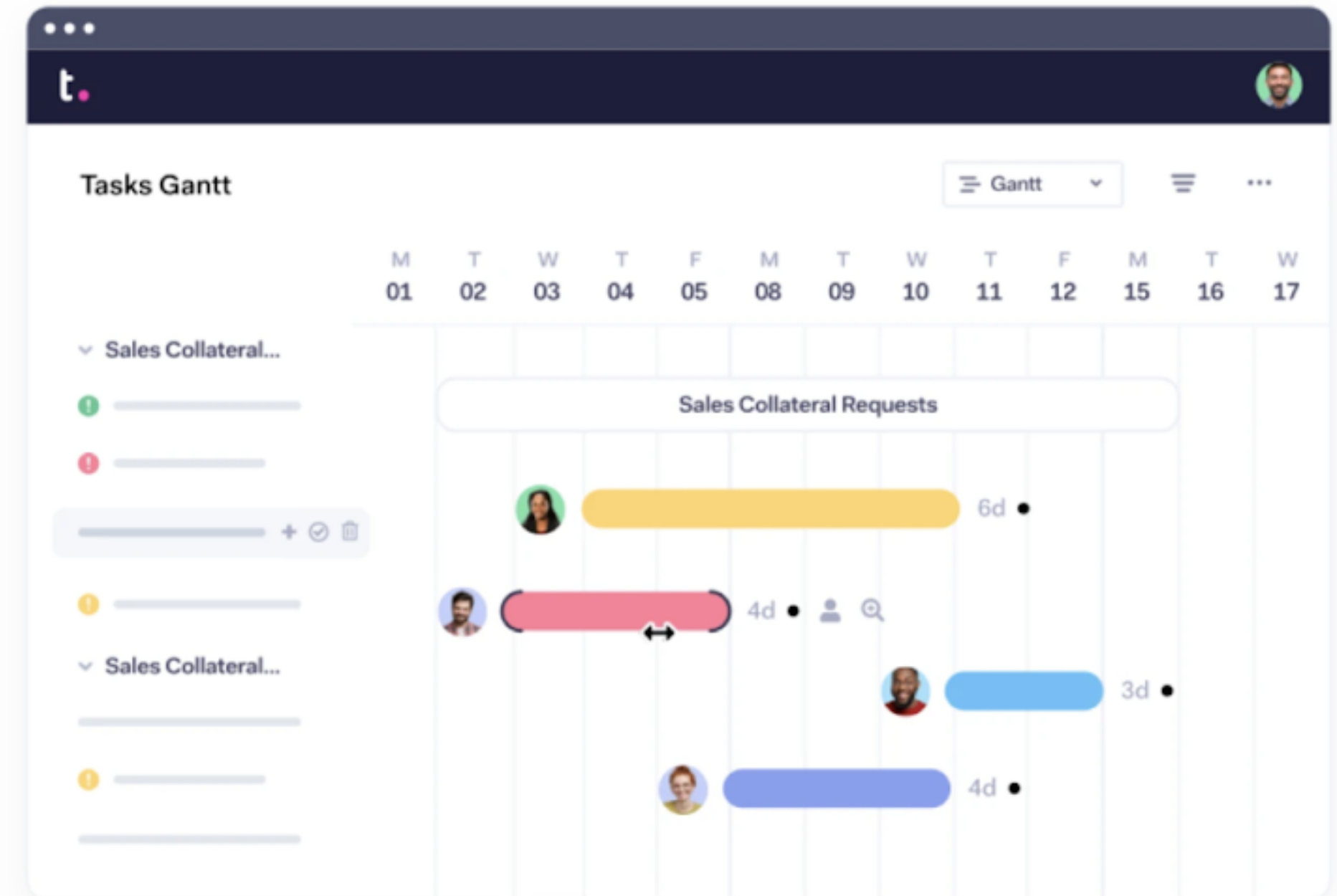


# At last, easy-to-use project management software you won't outgrow

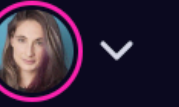
- ✔ Simple to use, powerful when you need it
- ✔ Manage multiple complex projects with ease
- ✔ Scales into a full platform

[Try Teamwork for free](#)

No credit card required







# Run your client work in the only platform that's actually built for it

7X increase in free trials

so you can effortlessly manage your team, projects, clients and freelancers.



Get all the advanced features you need — from time tracking to budgeting to resource allocation — to run effectively.



Grow when you're ready by seamlessly adding CRM, Desk, Chat, or Spaces to your PM set-up.

[Start Your Free Trial](#)

No credit card required

[Or, Book a demo](#)



Adsum

TIMEX



Know the time without seeing you have 1,249 unanswered emails.

AMAR

2532



Step 4

# Add emotion to your design

---



#4 Amplify your copy

# Add emotion to your design

---

- Use images that support and enhance your message
- Ensure emotion is consistent throughout the ENTIRE page and customer journey
- Don't blindly follow design trends or copy competitors
- Leverage design & UX to show people where they need to go and WHAT actions they need to take to get their desired outcomes.



OVERVIEW

Product tour

Designed for your entire team

Integrations

Connect to your essential tools

Customers

See how teams leverage Teamwork

Comparisons

How Teamwork compares to the rest

FEATURES

 Resource Management

Manage your team's short term and long term resources

 Templates

Scale high-performance processes with templates

 Kanban boards

Automate your workflow and visualize project tasks

 Time Tracking

Deliver a more collaborative client experience

 Unlimited client users

Deliver a more collaborative client experience

 Profitability

Manage your budget and track profitability

SEE ALL FEATURES ›

PLATFORM ADD-ONS

 Desk

Helpdesk software

 Chat

Video Chat software

 CRM

Sales CRM software

 Spaces

Document management

SEE ALL PRODUCTS ›



Product Use cases Compare us Pricing Resources Login Book a demo Try it for free


Everything you need to know

- The A-Z product tour**  
The complete walk-through
- The full list of integrations**  
Connect your key tools
- Customer stories**  
How real teams use Teamwork

The features you need to run client work

- Templates**  
The simplest way to get started
- Resource management**  
Accurate forecasts made easy
- Reporting**  
Complete performance visibility

[See all features](#)

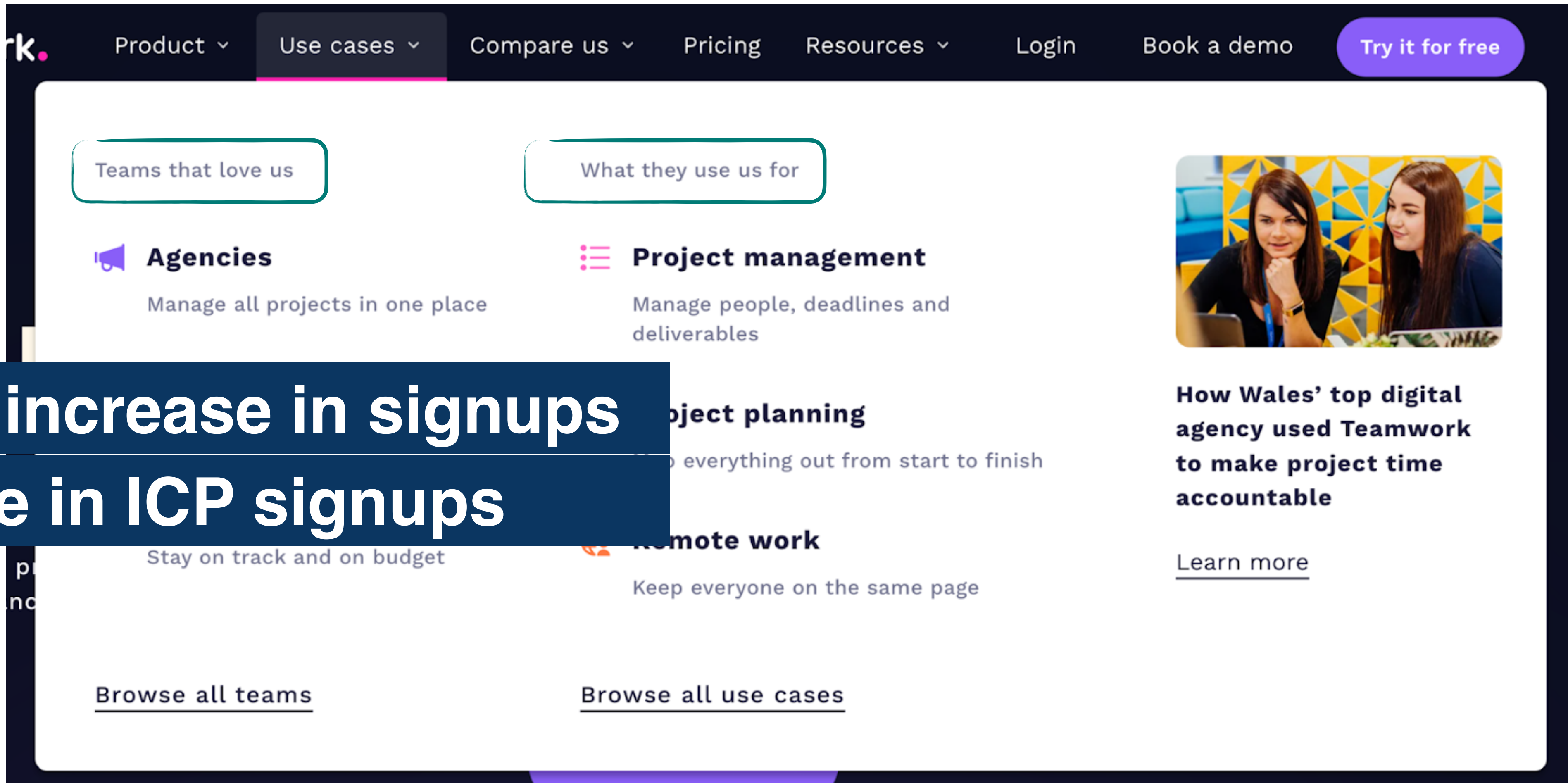


**How ThreeSixtyEight traded in pen and paper for seamless workflows**

[Learn more](#)

Start a Free Trial





**Overall 2% increase in signups**  
**6% increase in ICP signups**





WATCH SAMPLE VIDEO

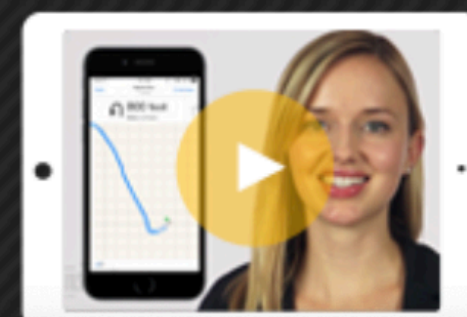
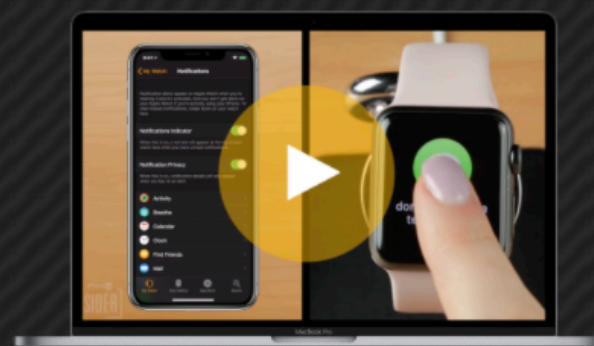
ONLINE HOW-TOS AND SUPPORT

# Master Your iPhone

Discover Hidden Features.  
Learn How to Use Your Device.  
Get Personal Expert Help.

SIGN UP NOW

## Your Subscription Includes





# Join Insider and master everything your iPhone can do.

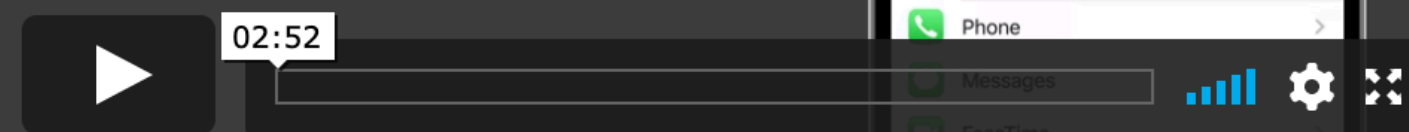
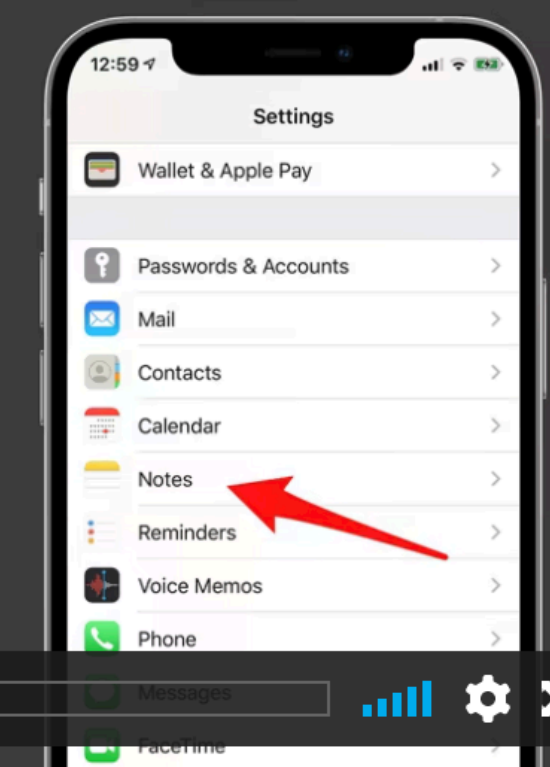
The tips, live classes and direct, virtual support you need to push your device to the limit. Scroll down for a taste of what




## 21.87% increase in sales

- ✓ **Daily 1-minute videos** that reveal hidden tricks and secret features. (Quick and easy to follow. Watch in less than 60 seconds and apply immediately.)
- ✓ **In-depth guides (38+)** that help you make the most out of your apps. Learn how to take stunning photos with our iPhone photography guide. Or boost your productivity with the Notes app guide.
- ✓ **Virtual classes** with live online instruction. Join our team (and your fellow students) for weekly classes and discussion sessions. (New classes offered every quarter.)

**WHAT YOU GET WHEN YOU BECOME AN INSIDER**








**Discover your iPhone's hidden features**

Join the only free email mini course that reveals every new feature, change, and update so you can master your iPhone in just 2 weeks!

Your email address

**SIGN ME UP**



**Learn how to work your iPhone faster.**  
One-minute tips that teach you something new every day.

Your email address


**SEND ME MY FIRST TIP**

iPhone in a Day  
Best Tips  
Right to Your

subscribers and  
iPhone & iPad

- Every day, we send a one-minute tip on how to get the most from your iPhone.
- Enter your email to get your first tip immediately!

**42% increase in signups**



**"These emails help me use my iPhone more effectively instead of researching for hours on my own." ~ Gabrielle**

Join 200,000 people already learning to master their iPhone in just one minute a day with our free daily email tutorial.

Enter your email here...


**SEND MY FIRST TIP**

**Discover iPhone features you didn't know existed**

The easiest way to learn something new every day and get more done.

Your email address

**SEND MY FIRST TIP**





Your next steps

# Optimizing your content with emotion



What to do next

# Getting started with emotion

---

- Conduct meaningful customer research
- Audit your content (e.g blog posts, landing pages, ads and pages)
- Optimize your copy with emotion using your insights and best practice copy formulas
- Amplify your message with emotion-based design and UX
- Test what you can.





**REALITY SUCKS.**



# Thank you



**Talia Wolf**

Founder & Chief Optimizer, GetUplift

 [linkedin.com/in/TaliaGW](https://www.linkedin.com/in/TaliaGW)

#MozCon

 Moz  
Con



#1

# Current pain vs. desired emotional outcome

Basecamp

How it works Got clients? Real results Pricing Learn Support Sign in **Try it FREE**

## We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? [Basecamp solves them.](#) Try Basecamp free for 30 days:

enter your email address

**Start a free 30 day trial**

Re:Re:Re: 90

HEY! NOBODY TOLD ME THAT!

BLAH BLAH

HOW WAS I SUPPOSED TO KNOW?

WHO HAS IT?

17

Basecamp

What's New? Features Sign in **Pricing + Sign up**

★★★★★ "REALLY GREAT"

SO MANY MEETINGS, EMAILS, AND CHATS, BUT IT'S HARD TO SEE WHERE OUR PROJECTS STAND.

BEEN THERE! YOU SHOULD CHECK OUT BASECAMP - IT CHANGED EVERYTHING FOR US.

## Where it all comes together.

Basecamp's the project management platform that **helps small teams move faster and make more progress** than they ever thought possible.

**Try it for free, enjoy work more**

Try it for free



#2

# Solution-focused vs. Customer-focused

Get Bitly's approval to share

