

Neuromarketing & Consumer Psychology — Workbook

This workbook translates each course module into hands-on exercises, structured worksheets, and repeatable checklists you can apply to your own marketing immediately. Work through each section after completing the corresponding module, using your live campaigns and assets as the raw material. By the end, you will have a documented neuromarketing baseline and a prioritized improvement plan.

How the Brain Makes Buying Decisions

Apply dual-process theory and memory science to audit how well your current marketing communicates to System 1 before engaging System 2.

Exercise: The 3-Second System 1 Test

Select your highest-traffic landing page or ad. Show it to someone unfamiliar with your brand for exactly 3 seconds, then hide it and ask the questions below. Repeat with 3–5 different people. Record each response verbatim.

• What company or product did you just see? What do they do?

• What one feeling or impression do you have about the brand after those 3 seconds?

• Who do you think this product is for?

• What, if anything, would make you want to look at it longer?

Worksheet: Dual-Process Messaging Audit

Take your current homepage headline, your most-run ad headline, and your most-opened email subject line. Evaluate each against the dual-process criteria below.

Asset name or URL

Current headline / subject line (copy verbatim)

System 1 score (1–5): Does it trigger emotion or visual recognition instantly?

System 2 score (1–5): Does it provide a rational proof point?

Which brain system is the message primarily written for?

Rewritten version that leads with System 1 and follows with System 2

Planned A/B test date

Checklist: Memory Encoding Checklist

- Key message appears in the first 200px of the page or first 5 seconds of the video
- Value proposition is stated in 7 words or fewer (chunking principle)
- At least one emotionally charged word, story element, or image is present
- A visually distinctive element (color, shape, or image) creates contrast against the background
- Brand name or visual identity appears at both the beginning and end of the asset (primacy and recency)
- The number of distinct claims or features presented is 4 or fewer to avoid working memory overload
- A retrieval cue (consistent brand color, font, or sound) is present to prime future recall

Cognitive Biases as Marketing Levers

Map the cognitive biases currently active in your pricing and copy, identify gaps, and build a bias-deployment roadmap.

Exercise: Loss-Frame vs. Gain-Frame Copy Rewrite

Select three CTAs, subject lines, or offer descriptions from your current marketing. Write a gain-frame version and a loss-frame version of each. Then set up an A/B test for at least one pair using your email platform or landing page tool. Record the setup details and results below.

- What is the original copy? Is it currently framed as a gain or a loss?

- Write the gain-frame version: what does the customer get or achieve?

- Write the loss-frame version: what does the customer lose or miss if they do not act?

- Which version do you predict will win, and why? Record your prediction before running the test.

Worksheet: Pricing Architecture Decoy Analysis

Document your current pricing tiers (or a competitor's pricing page if you do not yet have tiered pricing). Evaluate the architecture against decoy effect and anchoring principles.

Plan name (Tier 1 / lowest price)

Tier 1 price and key features

Plan name (Tier 2 / mid price)

Tier 2 price and key features

Plan name (Tier 3 / highest price)

Tier 3 price and key features

Which tier is highlighted or marked as Most Popular?

Is the highest-tier plan presented first? (Yes / No)

Is there a decoy plan that makes another plan look like a bargain? Describe it

Recommended change to improve decoy architecture

Current % of customers choosing each tier (if known)

Checklist: Cialdini Principles Deployment Checklist

- Reciprocity: A free, genuinely valuable resource is offered before any purchase ask
- Commitment: A micro-conversion step (free trial, quiz, download) precedes the main CTA
- Social proof: Customer count, testimonials, or logos are visible above the fold
- Social proof is specific and credible (named customer, specific result, verifiable number)
- Authority: A credential, publication mention, or research citation is present
- Liking: The copy uses 'you' language and speaks to a specific audience identity
- Scarcity or urgency: A genuine, truthful constraint is communicated near the CTA
- Unity: The copy uses shared-identity language connecting brand and audience

Emotion, Storytelling, and Sensory Marketing

Define the emotional target for your brand and audit your creative assets against that target using PAD model and narrative structure frameworks.

Exercise: PAD Model Emotional Target Setting

For each of your active campaigns (or campaign types), define the intended emotional state using the PAD model. Then review the actual creative and rate how well it achieves the intended state.

- Campaign name and goal (awareness / consideration / decision / retention):

- Target PAD state: What Pleasure level (1=negative, 5=positive), Arousal level (1=calm, 5=excited), and Dominance level (1=submissive, 5=dominant) do you want the customer to feel?

- List three specific creative elements (headline, image, color, music) that are intended to create that emotional state.

- After reviewing the creative: does it actually create the intended state, or does it feel emotionally neutral or misaligned? What would you change?

Worksheet: Brand Story Narrative Audit

Select one piece of long-form content — a case study, an About page, a video script, or an email sequence — and map it against a narrative structure framework.

Asset name and URL or file location

Narrative structure used (PAS / BAB / Hero's Journey / Star-Story-Solution / None identified)

Who is the hero in the story? (Should be the customer, not the brand)

What is the conflict or problem that creates tension?

What is the peak moment — the point of highest emotional intensity?

How does the story end — what is the specific, quantified outcome?

Does the story trigger oxytocin? (Does it maintain tension throughout, feature a relatable character, and

resolve with a satisfying outcome?)

Recommended structural change to strengthen emotional impact

Checklist: Sensory Brand Consistency Checklist

- Brand color palette is documented as hex codes and applied consistently across website, ads, email, and social
- Typography is limited to 2–3 typefaces and applied consistently
- A sonic identity exists (even a simple jingle or consistent background music style for videos)
- Video ads use music that matches the intended brand personality (energetic/calm/authoritative)
- Notification or UI sounds (for apps or software) have been intentionally designed or selected
- Brand voice (copy tone) is documented and consistently applied across all channels
- A/B tests exist or are planned to measure whether sensory elements match audience expectations

Behavioral Economics in Campaigns and Customer Journeys

Apply nudge theory and the Fogg Behavior Model to your customer journey, then build a structured neuromarketing testing and audit practice.

Exercise: Nudge Audit and Redesign

Walk through your entire signup or checkout flow as a new customer. At each step, identify whether a nudge is present, what type it is, and whether it is serving the customer or working against them. Redesign any missing or dark-pattern nudges.

- List every step in your signup or checkout flow (e.g., landing page, form, pricing selection, payment, confirmation).
- At each step: which nudge types are currently present? (Default, salience, social norm, implementation intention, framing, simplification, loss/gain, commitment)
- At each step: are there any dark patterns (hidden fees, pre-checked unwanted options, confusing cancellation)? List them honestly.
- Redesign one nudge at the step where you believe behavioral economics is most underused. Describe the specific change and the psychological mechanism it activates.

Worksheet: Psychological Journey Map

Complete this map for your primary customer journey. For each touchpoint, document the current psychological state, the trigger currently in use, and the optimal trigger based on course frameworks. Touchpoint name (e.g., Google Ad, Homepage, Pricing Page, Onboarding Email 1)

Journey stage (Awareness / Consideration / Decision / Onboarding / Retention / Advocacy)

Dominant customer psychological state at this touchpoint

Psychological trigger currently used (or None)

Optimal trigger based on course frameworks

Gap: high / medium / low priority to address

Specific change to implement and A/B test

Checklist: Neuromarketing Testing Culture Checklist

- Every A/B test hypothesis names the specific psychological mechanism being tested
- Sample size is calculated before the test begins using a statistical power calculator
- Test end date is set before launch and is not changed based on interim results
- Only one variable is changed per test to isolate the psychological mechanism
- Test results are documented with the mechanism name, not just the metric outcome
- A test backlog exists with at least 5 upcoming neuromarketing experiments queued
- Behavioral proxy metrics (scroll depth, time on page, rage clicks, replay-watch rate) are instrumented
- A quarterly neuromarketing audit is scheduled as a recurring calendar event

Your Action Plan

1. Run the 3-second System 1 test on your highest-traffic landing page with 5 real people this week — document every response verbatim
2. Complete the Dual-Process Messaging Audit for your homepage headline, top ad, and best-performing email subject line
3. Rewrite at least one CTA in loss-frame language and schedule an A/B test against the current gain-frame version
4. Audit your pricing page against the decoy effect framework — if you have fewer than 3 tiers, design a third option that functions as a decoy
5. Score your homepage against the Cialdini 7-Principle checklist and identify the 2 missing principles with the highest likely impact
6. Define PAD model emotional targets for each of your active campaign types and compare them to your current creative
7. Map your primary customer journey against the psychological trigger framework — identify the 3 touchpoints with the highest gap between current and optimal trigger use
8. Walk your entire signup or checkout flow as a new customer and document every nudge, missing nudge, and potential dark pattern
9. Instrument behavioral proxy metrics (scroll depth, time on page, session recordings) on your top 3 pages if not already in place
10. Schedule a quarterly neuromarketing audit as a recurring calendar event and share this workbook's audit checklist with your team

