



# Unconscious Marketing: 25 Cognitive Biases That Compel Your Customers To Buy (Without Them Knowing)

*By Sam Page*

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## **How Do People *Really* Make Decisions?**

We all like to believe that logic, facts, and common sense play a role in our decision-making processes. But that's rarely the case. More often than not, we use unconscious mental shortcuts to help us evaluate the choices that are laid out before us. Sometimes these shortcuts are based on prior information, and sometimes they're based on faulty assumptions we make about the data we're working with.

These mental shortcuts are called cognitive biases, or heuristics. None of us are immune to them. We all use them in our decision-making process, whether we're aware of it, or not.

Whatever product or service you're marketing, everything you do is about getting customers to make a choice – and cognitive biases affect every choice we make.

In reading this book, you'll come to discover how you can take advantage of these biases we're all predisposed with. How you can use them to acquire more customers, and multiply your sales. And all without them knowing what you're doing.

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