

# Outreach Psychology Cheat Sheet

## How to Manipulate People (But Make It Charming)

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### 1. The Reciprocity Reflex

Tactic: Give value before you ask for anything.

Examples:

- Offer a free SEO tip.
- Mention a broken link they didn't know about.
- Share a relevant resource "just in case it helps."

Why it works: Humans are biologically wired to feel guilty when they don't return favors. Exploit that. Nicely.

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### 2. Perceived Value Inflation

Tactic: Make your offer sound irreplaceable.

Examples:

- Use stats or success examples.
- Frame your tool as a shortcut to "results."
- Mention how it helps them, not you.

Why it works: People don't care how good it is—they care how good it sounds for them.

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### 3. Personalization (That Isn't Creepy)

Tactic: Use just enough info to look like you care.

Examples:

- Reference a blog post they wrote.
- Mention a recent tweet or product launch.
- Compliment their site (without overdoing it).

Why it works: People like attention. Especially when it feels like flattery and homework.

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### 4. The “Micro-Yes” Strategy

Tactic: Make the CTA small and painless.

Examples:

- “Can I send you a few ideas?”
- “Mind if I share a quick suggestion?”
- “Open to chatting next week?”

Why it works: Big asks trigger fear. Tiny asks sneak past defenses.

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### 5. The “Friendly Human” Illusion

Tactic: Use casual language, skip the pitch voice.

Examples:

- “Just saw this and thought of you.”
- “Hope this helps—either way, no pressure.”
- Sign off with your name, not your job title.

Why it works: People respond to humans. Not brochures in Gmail form.

<https://www.websearchoptimisation.com/>