

You catch more customers only when you hook into their regular routines...

Start by asking yourself:

What are you doing to make your product or service one that your buyers use habitually (better than your competition)?

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STOP leaving your business success to chance by avoiding the power of habit-forming product design.

START using external and internal triggers to make your product an automatic behaviour by your customers

1. If you're going to tap into the success patterns used by the likes of Facebook, Instagram, Pinterest, Tesco, Airmiles, Credit Cards and many more you need to answer this question:

What are you doing to make your product or service one that your buyers use habitually (better than your competition)?

Where is the value in this question?

The value lies here...

...the degree to which your product or service connects with the habits of your buyers determines your business success.

Repeat use is made more likely if you help make using your product or service more of a habit.

Repeat purchase is made more likely if you help make buying more of a habit.

Repeat use and repeat purchase are a major foundation of your business success.

More importantly...

...there's a race, there's a battle, there's a fight going on. Whoever makes their product more habitual (you or your competitors) will most likely sell more and make more profit.

You gain a competitive advantage when you understand the science behind habit triggers – see section 2 below.

You beat your competition when you understand the ways and means to apply the 'Hooked' habit loop to your products and services.

Warning: The insights about habits are so obvious and such common sense it's easy to take them for granted or ignore them. Snapchat, Facebook and LinkedIn do not take them for granted because they are too valuable. If you're committed to growing your revenues and profits put the resources below to good use.

2. The science of habitual triggers – Understand the importance of triggers and how you put them to work for your products and services

Your goal is to have your buyers or users automatically (habitually) act in favour of your product, your service, your business.

Before anyone acts, a trigger prompts them to act. No trigger, no action.

External and internal triggers:

For example: You deal with emails either because an **external trigger** prompts you (your phone pings to tell you an email arrives).

Or you may deal with emails because your **internal trigger** prompts you to:

- master a game called 'emails' - your email inbox to show zero emails or less than 10
- or is it because if your email inbox has more than 10 emails you feel incompetent, disorganised?
- or is it because your internal FOMO (Fear Of Missing Out) trigger has driven you to act?
- or is it because you feel out of control when email inbox numbers get high?

Five personal habit triggers: setting; time; people; preceding action; emotional state: - All act as triggers. (All but emotional state are external triggers).

For example: brushing your teeth

- *Where* are you when you brush your teeth? Ensuite or family bathroom? Where's your toothbrush? In a cup next to the tap? Where's the toothpaste?
- *When* you brush your teeth what time is it? 7.00am or 10.45pm?
- *Who's* normally in the bathroom when you brush your teeth? Your spouse, nobody?
- *What* happens just before you brush your teeth? Shower, shave?
- *What emotional* state are you normally in when you brush your teeth? Drowsy, raring to go?

Can you see how all these triggers are happening every day which is one reason that brushing your teeth is such a well entrenched habit. For more on the 5 personal habit triggers check out what James Clear has to say about them - <http://jamesclear.com/habit-triggers>

To help people buy more, what do FMCG (fast moving consumer goods – soap, cereals, tea, wine) products do to influence 'setting' and set off a trigger for you to act/buy? Packaging, point-of-sale, sale stickers, these are all designed to trigger an action.

What can you do to make better use of the 5 personal habit triggers with your products and services?

FOUR HOOKED TRIGGERS

- a. **Paid triggers** – Can you name the chocolate bar that used one of the most successful paid-for triggers in advertising history? The ‘slogan’ tapped into three of the 5 triggers – ‘setting’ and ‘preceding action’ and ‘emotional state’. Finish the slogan if you can...

“Have break, have a.....”

*‘A **** a day helps you work rest and play’*

- b. **Earned triggers** – To trigger audiences to go see a film the actors and the film executives work hard to earn the exposure so that they are seen on chat shows and in other interviews. Earned triggers are about keeping your product in the limelight, in the press, being talked about.
- c. **Relationship triggers** – For relationship triggers to work for you and your business you need to establish an enthusiastic and engaged fan base. It’s as old as the hills, but getting people to tell other people about your product is one of the most powerful triggers available to you.
- d. **Owned triggers** – You own the apps on your phone and these apps act as triggers for your behaviour. You’re more likely to say yes to push notifications in your ‘tripadvisor’ or ‘facebook’ app which makes the owned trigger even more powerful as an external trigger.

Making best use of external triggers to build an internal habitual trigger is your goal

“Emotions, particularly negative ones, are powerful internal triggers and greatly influence our daily routines.” – Nir Eyal

Obsessing about triggers will pay off as you see greater use and greater sales of your products and services.

Please get yourself a copy of Eyal’s book and get obsessed with triggers.

What more can you do to use external triggers to build internal triggers about your product or service?

3. Make doing easier than thinking – Examples that show you how to make action easier than thinking.

If your customers, buyers or users fail to act then all is lost.

**To get people to act you must...
...make doing easier than thinking.**

Tesco make scanning their club card easier than thinking by providing their club card as a keyring. If you prefer a credit card version you have that too.



Now see how Instagram 'make doing easier than thinking'...

...making the 'Reset Password' button so obvious, so blatant, so easy Instagram make the action stage of the 'Hooked' model work well.

In the pdf version of this edition of Business Bitesize report you'll find the bright red button for these tools making it easy, obvious, blatant.

Instagram

Hi @shrimpers22,

We got a request to reset your Instagram password.

[Reset Password](#)

If you ignore this message, your password won't be changed.

If you didn't request a password reset, [let us know](#).

What are you doing to make action easier than thinking for your products, your services, your emails, your processes in your business?

4. Make doing easier than thinking post-it note exercise:

- A. **Simply identify the action you want a user to take** – for example, brush your teeth with toothpaste

YOUR ACTION: Choose an interaction between your business and your customer – let's call this a 'moment of truth'

- B. **With post-It notes, map out every small and singular step needed** for the action you require

To brush your teeth: Walk in bathroom – turn light on – walk to sink – grab tooth brush – grab tooth paste – unscrew toothpaste cap – put cap on sink – squeeze paste onto tooth brush – pick cap up – screw cap back on toothpaste tube – put toothpaste down – turn on tap – wet toothbrush – turn off tap (to save water) – put brush in mouth – start brushing

YOUR ACTION: Now take your chosen 'moment of truth' and map every little step with post-it notes

- C. **With your people review each step and work out how to remove steps or make steps quicker and easier for your customers**

Find easier than thinking actions: You can play a game with the brush your teeth example above and work out how to remove steps or make steps easier and/or faster. For example light coming on automatically as you walk into bathroom; a toothpaste dispenser that puts toothpaste on your brush when you remove it from the dispenser; no water required toothpaste...

YOUR ACTION: Now do the same for your chosen 'moment of truth' with your customer

5. The ‘Hooked On Success’ checklist exercise – You can be certain you are doing everything you can to habitualise your customers to your product or service when you use this checklist. Where you find a ‘No’ you have an opportunity to improve your product or service...

a. Your MAKE TRIGGERS WORK checklist:

External Triggers require you to stimulate action:

- Are you using enough **paid** triggers to stimulate action? YES / NO
- Are you using enough **earned** triggers to stimulate action? YES / NO
- Are you using enough **relationship** triggers to stimulate action? YES / NO
- Are you using enough owned triggers to stimulate action? YES / NO

Internal Triggers are like an itch that needs to be scratched:

- Does your product/service connect with a **negative** emotion trigger? YES / NO
- Does your product/service connect with a **positive** emotion trigger? YES / NO
- Does your product/service connect with an **established** thought? YES / NO
- Does your product/service connect with a **pre-existing** routine? YES / NO

Trigger questions to ask yourself – “...understanding why the user needs your product or service is critical.” – Nir Eyal

- What pain do these habits solve?
.....
- What’s your user feeling just before one of the actions you want?
.....
- What would your users want to achieve by using your product or service?
.....
- What emotions influence their use and will trigger them to action?
.....
- Where and when are they when they will use your product or service?
.....

b. MAKE ACTION EASY checklist – *“The more effort – either physical or mental – required to perform the desired action, the less likely it is to occur”* – Nir Eyal

- Does your product/service deliver enough **motivation** in one or more of three ways:
 - i. - Seek pleasure and avoid pain? YES / NO
 - ii. - Seek hope and avoid fear? YES / NO
 - iii. - Seek social acceptance and avoid rejection YES / NO
- Does your product/service require the minimum amount of **ability** and effort to do take the action you require? YES / NO
- What is the thing that is missing that would allow users to proceed to the next step?
.....
- Which of these elements can you change to make the action you seek easier, simpler and more likely to happen?
 - Use less time YES / NO
 - Use less money YES / NO
 - Use less physical effort YES / NO
 - Use less brain effort YES / NO
 - Be more socially acceptable YES / NO
 - Connect with existing routines YES / NO

c. MAKE REWARDS VARIABLE checklist – *“..variable rewards systems must satisfy users’ needs while leaving them wanting to re-engage”* – Nir Eyal

- Does your product/service deliver **rewards of the tribe** – social rewards fueled by connectedness – gratification from others? YES / NO
- Does your product/service deliver **rewards of the hunt** – the search for material resources and information – material goods, money or information? YES / NO
- Does your product/service deliver **rewards of the self** – the search for intrinsic rewards of mastery, competence or completion? YES / NO

d. **MAKE INVESTMENT WORK checklist** – “...an investment in the product serves as the string that pulls the user back.” – Nir Eyal

- Does your product/service require an investment from your user after the variable reward has been received? YES / NO
- Which of the following effort does the investment process require of your users?
 - Load the next trigger YES / NO
 - Share value as data, content, followers, reputation or skill YES / NO

6. The book and other powerful resources: ‘Hooked – How To Build Habit-Forming Products’ – Nir Eyal

If you’d like to watch a 13 minute video of the author sharing key insights from his research and his book go here - https://www.youtube.com/watch?v=11dYx_rW_Ks

This book can radically change your thinking and when applied, radically improve business performance. Start by improving your knowledge, insight and skills about habit forming products by getting the book.

We strongly urge you to read this book from cover to cover and start applying the habit insights to your business. You can get the book here - <https://www.amazon.co.uk/Hooked-Guide-Building-Habit-Forming-Products/dp/1494277530>

