



8 Neuromarketing Principles + AI Prompts to Supercharge Your Marketing

Good marketers apply creativity.

Great marketers apply creativity + science + AI.

Let's break this down





1

Cognitive Fluency

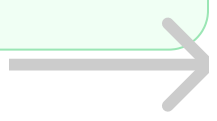
People prefer things that are easy to understand. If it feels easy, it feels more true.

BAD

"Our patented, AI-driven multi-touch attribution engine synergistically integrates with your martech stack."

GOOD

"Track exactly which channel drives your sales — no guesswork."





1

AI Prompt

"Rewrite this headline so it's easy to understand at a Grade 7 reading level and keep it benefit-focused."



2

Loss Aversion

People are more motivated to avoid loss than to gain something.

BAD

"Sign up to get 10% off."

GOOD

"You're about to miss your 10% discount — offer ends at midnight."



A background network diagram consisting of numerous grey circular nodes connected by thin grey lines, forming a complex web. The nodes are distributed across the upper and right portions of the slide. On the far left edge, there is a vertical bar with a color gradient from blue at the top to red at the bottom.

2

AI Prompt

"Reframe this product benefit to emphasize what the customer loses if they don't act."



3

The Decoy Effect

Adding an unattractive option can make another option more appealing.

BAD

Small popcorn: \$3 | Large popcorn: \$7

GOOD

Small: \$3 | Medium: \$6.50 | Large: \$7

(Medium is the decoy — making Large the obvious choice)



A background network diagram consisting of numerous grey circular nodes connected by thin grey lines, forming a complex web of connections. The nodes are distributed across the upper and right portions of the slide.

3

AI Prompt

"Create a 3-tier pricing table with one decoy option that nudges customers toward the middle tier."



A background network diagram consisting of numerous grey circular nodes connected by thin grey lines, creating a complex web-like structure. The nodes are distributed across the upper and right portions of the slide.

4

Anchoring

The first number people see shapes their perception of value.

BAD

"Our software is just \$29/month."

GOOD

"Most businesses spend \$200+ per month. Our plan starts at just \$29."



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4

AI Prompt

"Rewrite my pricing section so the highest price appears first to create a strong anchor."



5

Mirror Neurons & Empathy

People emotionally respond when they see someone else experiencing something relatable.

BAD

Product page full of tech specs and abstract icons.

GOOD

Image of a parent smiling while using your app to plan meals with their child.





5

AI Prompt

"Generate an image of [target customer] enjoying [product] in a realistic, emotional scene."



6

Scarcity & Urgency

People value things more when they appear limited or time-sensitive.

BAD

"Buy now!"

GOOD

"Only 2 spots left — book before midnight."





6

AI Prompt

"Write 3 urgency-based headlines for this offer, using specific numbers or time limits."



7

Social Proof

We look to others' behavior to guide our own.

BAD

"We're the #1 platform."

GOOD

"Trusted by 12,000+ HR leaders at HubSpot, Shopify, and Slack."





7

AI Prompt

"From these reviews, extract the top 5 quotes that build the most trust."



8

The Peak-End Rule

People remember experiences based on the most intense moment (peak) and the ending.

BAD

Generic "Order confirmed" page with no follow-up.

GOOD

Surprise bonus after purchase + delightful thank-you email with a personal touch.





8

AI Prompt

"Suggest 5 creative 'wow moments' we can add at purchase completion to leave a strong lasting impression."





Key Takeaway

Great marketing isn't just creativity — it's creativity backed by how the brain works.

AI helps you apply both at scale.





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