



THE WHEEL OF  
**PERSUASION**  
by BART SCHUTZ

# Complete Master Course

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Into Persuasive Psychology & Experience Design



**Brochure**



# Complete Master Course

## Into Persuasive Psychology & Experience Design

### Architecture your users' digital experiences!

Customers are brains. In this full course on digital persuasion & experience design, you'll acquire a truly deep understanding of the psychology behind your users' behavior, decisions and experiences.

The course combines all courses available by The Wheel of Persuasion (by Bart Schutz). It provides you with all major models & theories from behavioral science, as well as dozens of practical psychological tactics. Moreover, you'll learn how to apply these insights to boost your digital persuasiveness and your users' digital experience.

**Persuade all customers and provide profound experiences**

### What you'll get:

- ✓ **18:30 hours** of short video lectures
- ✓ **20 frameworks** from behavioral science
- ✓ **92 psychological tactics**
- ✓ **50 A/B-test** examples

But also:

- ✓ **A full course book**
- ✓ 8 sheets with **Key Takeaways**

Moreover you'll get:

- ✓ **Live Q&A sessions**
- ✓ **Master Certificate!** (type based on exam)

### Course content

This Complete Master Course dives deep into the influence on persuasiveness and experience using behavioral scientific insights on:

1. **Consciousness & ratio** (2:00 hrs)  
*Designing for awareness*
2. **Unconsciousness & emotions** (2:30 hrs)  
*Designing for unawareness & emotions*
3. **Attention & Perception** (1:45 hrs)  
*Stand out and control what is perceived*
4. **Needs & Motivation** (3:00 hrs)  
*Make people intrinsically motivated to buy*
5. **Self, Social & Situation** (2:30 hrs)  
*Exploit the power of others and the context*
6. **Value & Price Perception** (4:20 hrs)  
*Boost value and reduce the pain of paying*
7. **Memory & Learning** (2:30 hrs)  
*Design habits and create loving loyal customers*

You learn which persuasion & experience techniques control the functioning of our consciousness and ratio, and how and when you can apply them.

You learn about the influence of unconscious processes and emotions on your behavior. You will learn about examples of seduction techniques that are based on the functioning of our subconscious and how and when they can be applied.

**Read more & sign up:**  
[wheelofpersuasion.com/courses](http://wheelofpersuasion.com/courses)





# Complete Master Course

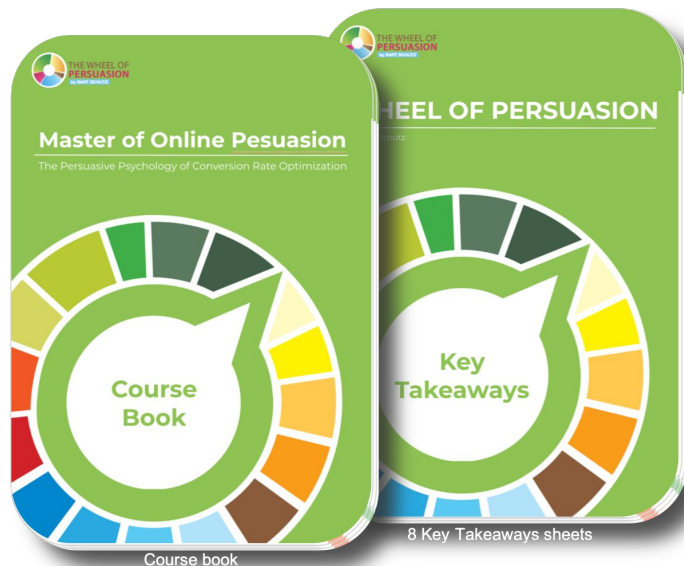
Into Persuasive Psychology & Experience Design

*"Boost sales, engagement, conversion, and retention"*

## Skills you'll learn

By the end of this full course, you'll be able to:

- ✓ Grab people's **attention**, control where they look and what they **perceive**
- ✓ Make people realize they **need** your products and **intrinsically motivate** them to buy
- ✓ Make them **focus and act** (buy)
- ✓ Create **deep & profound user experiences** that exceed expectations
- ✓ Stand out against competitors, also in **people's memory**



## Moreover, you'll learn to:

- ✓ Name and apply **92 psychological tactics** to boost persuasiveness & user experiences
- ✓ Realize when these tactics will be **effective**
- ✓ Predict & **prevent counter-effective use** of these tactics & principles
- ✓ **Justify design choices** made by you or your team, based on (scientific) evidence
- ✓ **Value trustworthy evidence** and data over people's intuitions and opinions

## And you can:

- ✓ **Optimize your digital strategy**, knowing the determinants people's behavior & experience
- ✓ Use your knowledge to **innovate products**
- ✓ Instantly **optimize all user journeys**
- ✓ Let **behavioral intelligence guide** your designs for campaigns, adds, landing pages, products, features, innovations, etc.
- ✓ **Boost the effectiveness of a/b-tests**, realizing more winners and higher uplifts (and counter-intuitive, yet winning challengers)

*"Simply mind-blowing"*

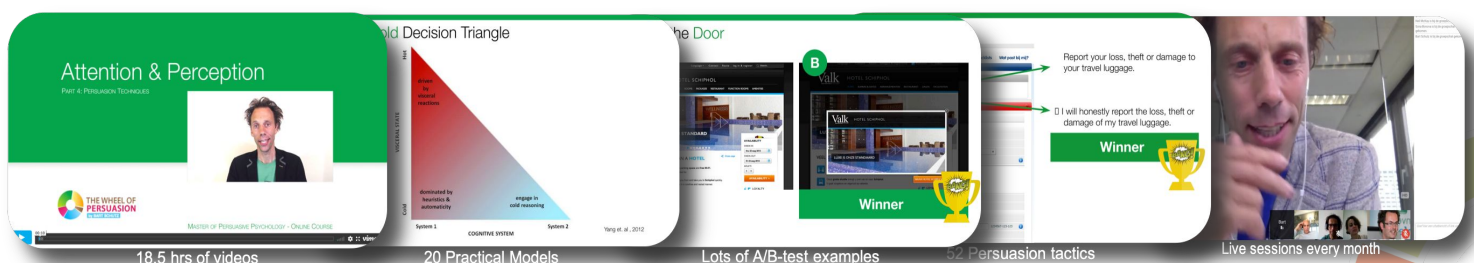
Neil McKay - CEO Endless Gain



## And finally you'll learn:

- ✓ How **unique & inspirational** humans really are
- ✓ That you'll still need to **experiment & validate** as much as you can
- ✓ To recognize the **real behavioral experts** and counter false claims about behavioral science
- ✓ Navigate on your **ethical compass** and embed ethics in your organization's DNA

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