

# “SUCK LESS ON FACEBOOK”

WELCOME TO YOUR BRAINWASH

Hello, jeg er  
Danish





The background image shows a large, modern, multi-story building with a central atrium. The building features many balconies with glass railings and large windows. The architecture is contemporary, with white and grey tones. The central atrium is a large, open space with a high ceiling and a large glass wall. People are walking on the ground floor and on the balconies. The overall atmosphere is bright and modern.

Anders Colding-Jørgensen

M.Sc. in Psychology.

External lecturer, ITU

Mindhouse.dk











## Når det handler om kommunikation, er det ikke altid den klogeste der vinder

### Lad os nu tage dig selv som eksempel

Du er jo et intelligent menneske, som bekymrer sig om vores planet og om de svageste i samfundet, ikke? Alligevel ender du påfaldende tit med at klikke ind på en billedserie om katte der ligner Adolf Hitler eller den sidste nye latterliggørende fotomanipulation af Trump, i stedet for at læse artikler om mere komplekse emner.

Og du er ikke alene

Hvis du lukker et hvilket som helst nyhedsfeed op, vil du se at **dygtigt formidlet dumhed** **slår dårligt formidlet visdom**, i kampen om opmærksomheden. Hver gang.

Jeg ved godt at det kan virke lidt deprimerende

### Seneste på bloggen!



Den fortabte søn vender hjem  
– men hvordan?

18. april 2017 – 11:34

### Psst... hentede du e-bogen?





facebook

facebook









A silver laptop is open on a white desk. The screen is a solid teal color and displays the number '9' in a large, dark font, followed by the text 'EXCLUSIVE CASE STUDIES' in white, and 'Social Media Marketing for Small Business' in a smaller dark font. The background is a blurred office space with a wall of framed pictures on the left and a lamp and flowers on the right.

9

EXCLUSIVE  
CASE STUDIES

Social Media Marketing  
for Small Business



## Best Times to Post on Social Media



Tuesdays, 10am-11am



Wednesdays, 1pm-2pm



Thursdays, 9am-12pm



Fridays, 2pm-3pm









# SOCIAL



```
graph LR; Social[SOCIAL] --- Business[Business]; Social --- Selling[Selling]; Social --- Strategy[Strategy]; Social --- Ads[Ads]; Social --- Content[Content];
```

Business

Selling

Strategy

Ads

Content



“Social content”



Status



Photo / Video



Offer, Event +



What have you been up to?



Boost Post ▼

Post







Status



Photo / Video



Offer, Event +



What have you been up to?



Boost Post ▼

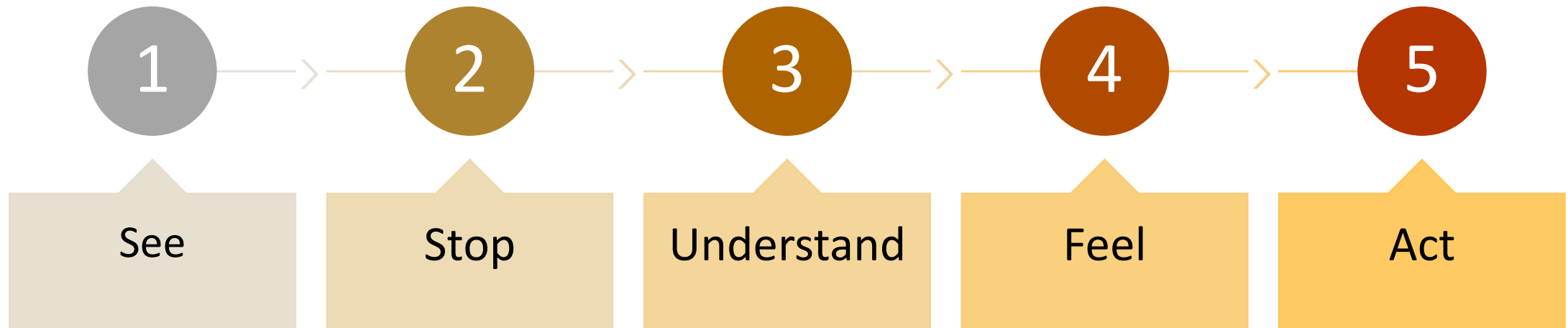
Post





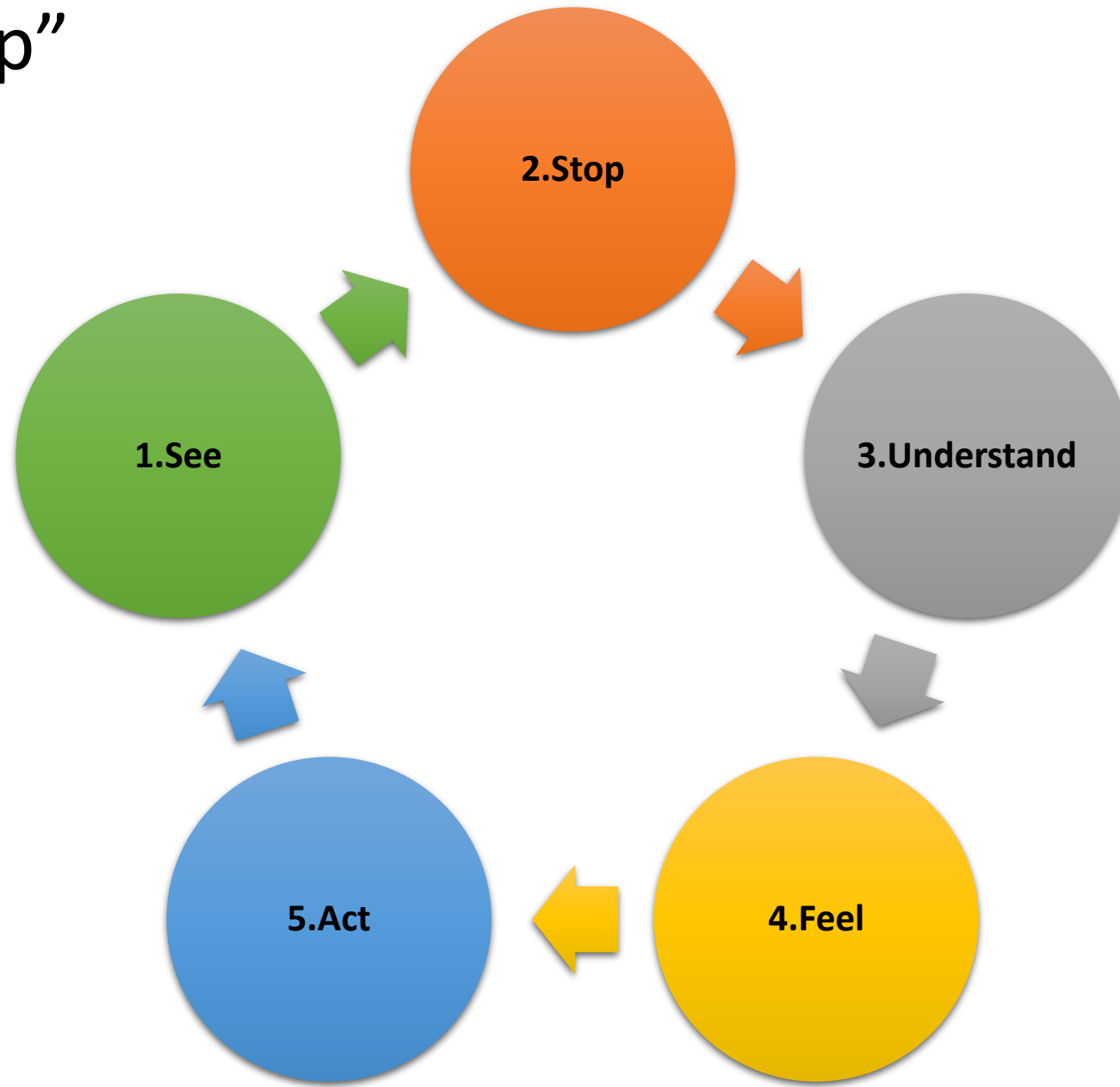
# The first 3 seconds

after a post appears on the screen

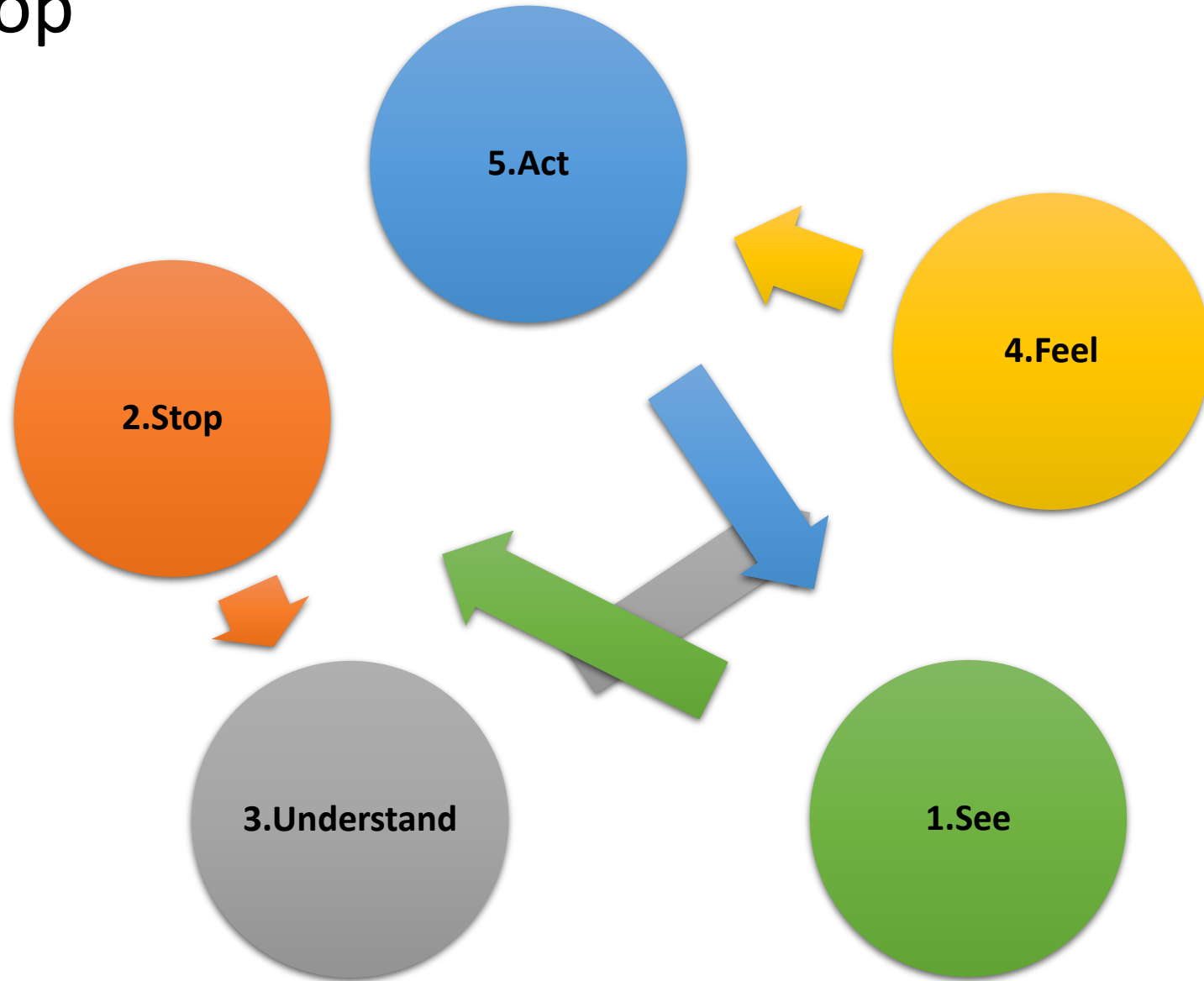




# "Viral loop"

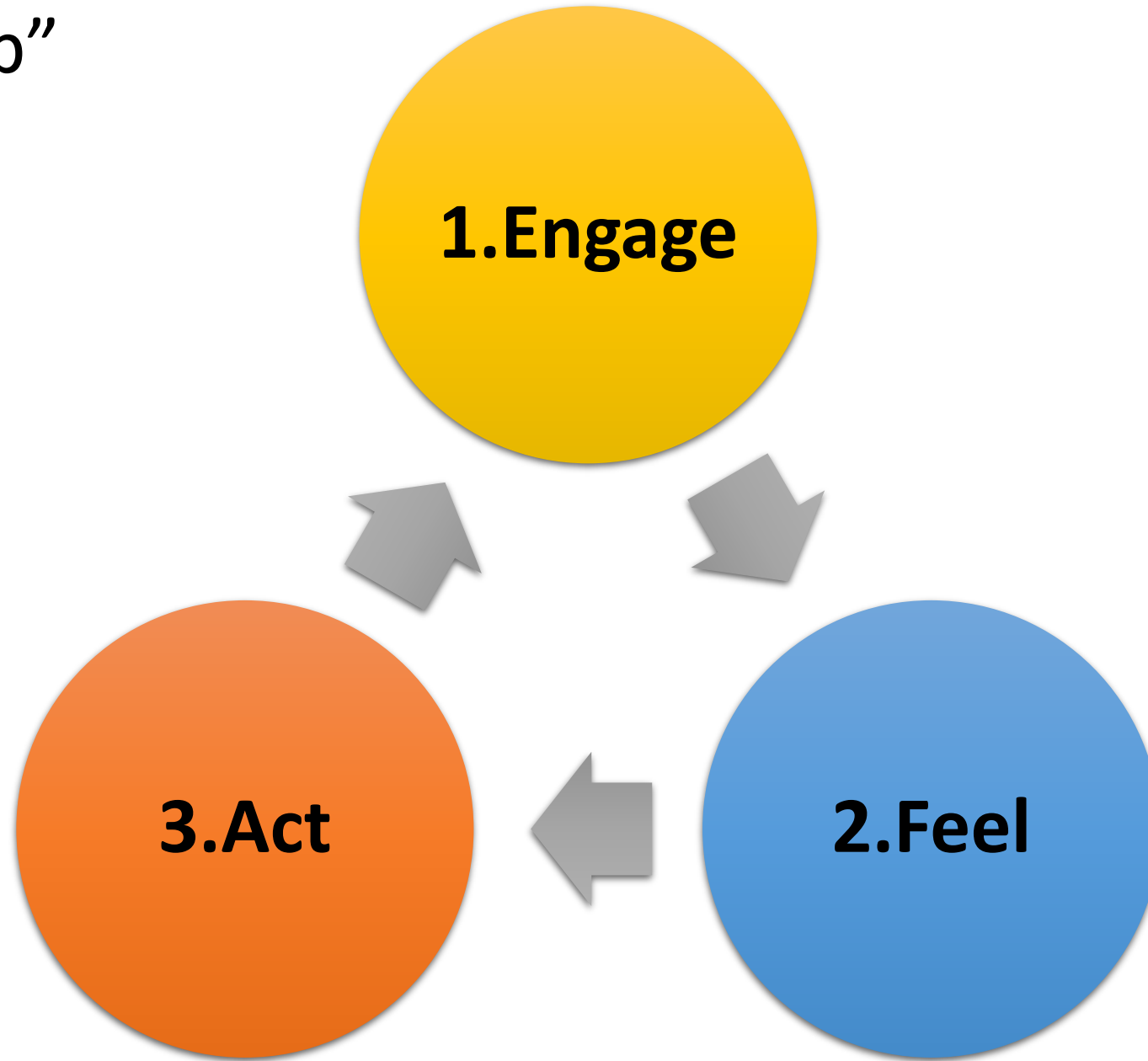


# "Viral loop"





“Viral loop”





**1. Engage**

A large yellow circle with a subtle drop shadow, containing the text "1.Engage".

**1.Engage**

**GOAL:**

Make your post **harder to ignore** and **easier to understand**



The brain is

**LAZY**



**COST: \$1,10**





**COST: \$1,05**



**COST: \$0,05**



**1,10 minus 1,-**



$$x = \$1,10 - (x + \$1)$$







## Vil du have en urimelig fordel på Facebook?

Så lær basal Facebook-psykologi og gør dine Facebook opslag **sværere at ignorere** og *lettere at forstå*

Et Facebook-opslags skæbne afgøres på få sekunder. Er opslaget for svært at afkode eller er blikfanget i stykker, scroller din modtager skånselsløst videre.

Er dit Facebook-opslag til gengæld skarpt og fængende, skal din modtager nærmest *anstreng sig for ikke at læse det*.

Denne e-bog giver en lang række konkrete råd, *du kan bruge med det samme*

Du skal ikke hente den fordi den er gratis, men fordi den rent faktisk kan hjælpe de fleste med at lave bedre Facebook-opslag

Det giver dig naturligvis en helt urimelig fordel i forhold til dem som ikke forstår modtagerens psykologi. Men sådan er livet jo så uretfærdigt 🤔

Hent e-bogen her og få en masse helt do's and dont's og noget let teori oven i købet

Download a free (Danish) e-book with all 10 checklist points  
and lots of examples and do's and don't's

[mindhouse.dk/ebog](https://mindhouse.dk/ebog)

## #1: IS IT CRYSTAL CLEAR, WHO I AM?





## Local Massage Salon

23 minutes ago · 🌐

We are closed for the Christmas holidays

---

👍 Like

💬 Comment

➦ Share

Den Lokale Avis

## The Local Newspaper

23 minutes ago · 🌐

We are closed for the Christmas holidays

---

👍 Like

💬 Comment

➦ Share



## Jenna & Jenna

23 minutes ago · 🌐

We are closed for the Christmas holidays

---

👍 Like

💬 Comment

➦ Share

**#1: IS IT CRYSTAL CLEAR, WHO I AM?**

**#2: DOES MY POST CONTAIN SOMETHING FAMILIAR?**



**Jenna & Jenna**

23 minutes ago · 🌐

NEW WORKSHOP: How to design iPhone apps



👍 Like

💬 Comment

➦ Share





**Jenna & Jenna**

23 minutter siden · 🌐

NEW WORKSHOP: How to design iPhone apps.



---

👍 Like

💬 Comment

➦ Share



**Jenna & Jenna**

23 minutes ago · 🌐

NEW WORKSHOP: How to design iPhone apps



👍 Like    💬 Comment    ➦ Share



**Jenna & Jenna**

23 minutter siden · 🌐

NEW WORKSHOP: How to design iPhone apps.



👍 Like    💬 Comment    ➦ Share



**Jenna & Jenna**

23 minutes ago · 🌐

NEW: We now offer a selection of delicious Belgian beer



👍 Like

💬 Comment

➦ Share



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23 minutes ago · 🌐

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👍 Like

💬 Comment

➦ Share





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23 minutes ago - ₪

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👍 Like    💬 Comment    ➦ Share



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23 minutes ago - ₪

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👍 Like    💬 Comment    ➦ Share

**#1: IS IT CRYSTAL CLEAR, WHO I AM?**

**#2: DOES MY POST CONTAIN SOMETHING FAMILIAR?**

**#3: IS MY POST “CLOSE” TO MY FOLLOWER?**



**Jenna & Jenna**

23 minutes ago · 🌐

On Friday, Omar Olsson gave a talk about the joy of paying taxes.



---

👍 Like

💬 Comment

➦ Share



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23 minutes ago · 🌐

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👍 Like    💬 Comment    ➦ Share

**#1: IS IT CRYSTAL CLEAR, WHO I AM?**

**#2: DOES MY POST CONTAIN SOMETHING FAMILIAR?**

**#3: IS MY POST “CLOSE” TO MY FOLLOWER?**

**#4: DOES MY POST HAVE A “NARRATIVE HOOK”?**



**Jenna & Jenna**

23 minutes ago · 🌐

Our gizmo will help you attract more ducks and help you keep more of the ducks you already have

---

👍 Like

💬 Comment

➦ Share





**Jenna & Jenna**

23 minutes ago · 🌐

Earlier today, a young girl called me and asked what on earth this gizmo of ours, was good for?

I told her that *our gizmo will help you attract more ducks and help you keep more of the ducks you already have*

---

👍 Like

💬 Comment

➦ Share



**Jenna & Jenna**

23 minutes ago · 🌐

We now have fresh and tastful oisters for sale – only 10 kroner each

---

👍 Like

💬 Comment

➦ Share



**Jenna & Jenna**

23 minutes ago · 🌐

This morning, John went to the fish market, to search for the finest and freshest oysters he could possible find.

We now have fresh and tastful oysters for sale – only 10 kroner each

---

👍 Like

💬 Comment

➦ Share

- #1: IS IT CRYSTAL CLEAR, WHO I AM?**
- #2: DOES MY POST CONTAIN SOMETHING FAMILIAR?**
- #3: IS MY POST “CLOSE” TO MY FOLLOWER?**
- #4: DOES MY POST HAVE A “NARRATIVE HOOK”?**
- #5: AM I “SPEAKING” IN A NATURAL LANGUAGE?**
- #6: IS THE BEGINNING OF MY TEXT SMOOTH AND EASY TO GET IN TO?**
- #7: IS MY POST FREE FROM NUMBERS AND CALCULATIONS?**
- #8: IS MY POST DESIGNED FOR SKIPPING AND “JUMPING”?**
- #9: IS MY POST ADDRESSING MY FOLLOER AS AN INDIVIDUAL?**
- #10: IS MY POST USING RELATIVE NUMBERS, RATHER THAN EXACT ONES?**





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**Put yourself in  
your follower's  
chair (or shoes)**





**FEEL**



# Meet your follower

1. She is surfing Facebook with her autopilot
2. She sees your post in *her* newsfeed
3. She doesn't know your post is coming
4. She doesn't know as much as you do
5. She is NEVER as interested as you are





I don't care about your Facebook posts!!

# QUESTIONS?

[mindhouse.dk](http://mindhouse.dk)