15 SIMPLE PSYCHOLOGY PRINCIPLES I'M USING TO MAKE BETTER CONTENT

# THE SHORT-FORM PSYCHOLOGY CHEAT SHEET

## 15 REASONS PEOPLE STOP, WATCH, REMEMBER + RESPOND TO CONTENT

*The cheat sheet I'm using while learning how to make better short-form content.*

I made this for myself while learning how to become a better content creator. I'm sharing it because you might find it useful too.

# THE ONE THING I LEARNED FIRST

Good content isn't just about giving people information.

YOU HAVE TO GIVE THEIR BRAIN A REASON TO:

**STOP → CARE → KEEP WATCHING → REMEMBER → RESPOND**

This cheat sheet is my working list of the psychology principles I'm learning and testing as I build my own content.

I'm not a psychologist. I'm a business owner learning how to communicate better online.

**Here's what I'm testing.**

# 01 CURIOSITY GAP

**What it does:** Makes someone want the missing information.

INSTEAD OF:

"3 things I learned about content."

TRY:

**"I took three content courses and they completely disagree about this."**

**Ask yourself:** What question does my hook make someone NEED answered?

# 02 PATTERN INTERRUPT

**What it does:** Breaks what the viewer expects.

INSTEAD OF:

"Here's how to build your personal brand."

TRY:

**"I think trying to build a personal brand was stopping me from building one."**

**Ask yourself:** What could I say that makes someone think, *Wait... what?*

# 03 SELF-RELEVANCE

**What it does:** Makes the viewer think: **That's me.**

EXAMPLE:

“If you're great at your actual job but feel like an idiot trying to make content...”

**Ask yourself:** Who should immediately recognize themselves in this?

# AND REPEAT FOR:

OPEN LOOPS

SPECIFICITY

CONTRAST

STORY TENSION

COGNITIVE DISSONANCE

EMOTIONAL RESONANCE

NOVELTY

SOCIAL PROOF

ANTICIPATION

LOSS AVERSION

RECIPROCITY

FAMILIARITY

THIS PAGE IS IMPORTANT.

# THE VIDEO STRUCTURE I'M TESTING

**HOOK** — Why should I care?

↓

**WHO AM I?** — Why am I relevant to this story?

↓

**TENSION** — What's unresolved?

↓

**SHIFT** — What changed?

↓

**PAYOFF** — What did I learn?

↓

**LOOP CLOSE** — Finish what the hook started.

DON'T START WITH:

"Hey guys, I'm Lisa..."

TRY:

**Hook first. Identity second.**

EXAMPLE:

"I've taken three content courses and somehow I'm more confused than when I started."

THEN:

"I'm Lisa. I run two businesses, and I'm currently trying to teach myself how to become an actual content creator."

*Then continue the story.*

**That page alone could be one of the most useful parts of the giveaway.**

# DON'T USE ALL 15.

**Pick the few that naturally strengthen the idea.**

A GOOD VIDEO MIGHT ONLY USE:

**Curiosity + Specificity + Contrast**

or

**Identity + Story Tension + Open Loop**

The goal isn't to psychologically engineer every sentence.

**The goal is to make a good idea easier for someone to care about.**

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THEN YOUR SOFT CTA:

**I'm learning this in real time too.**

*Follow along while I test what actually works.*

# AND THIS IS ALREADY CONTENT

**Your launch video almost writes itself:**

**Hook:** “I just spent way too much time researching why certain videos make you keep watching… so I made myself a cheat sheet.”

**Identity:** “I'm Lisa. I run two businesses, and for some reason I've now decided I'm also going to learn how to become a content creator.”

**Story:** “I kept hearing things like open loops, pattern interrupts, curiosity gaps, Zeigarnik effect… and I realized I knew the words, but I didn't actually know how to use any of them.”

**Shift:** “So I broke them down into normal-person language and started writing examples I would actually use.”

**Payoff:** “Now I have 15 psychology principles I can run a script through before I post it.”

**CTA:** “If you want the cheat sheet I made for myself, I'll give it to you.”

**That's content + your learn-with-me positioning + psychology + your first natural giveaway all in one.**