

System 1 Audit

Fillable worksheet. Type your answers. Save the file.

Audit one page. Score the seven Cialdini principles. Name the friction the page creates and the lever it misses.

01 PAGE BEING AUDITED

URL, or one-line description of the screen.

02 SEVEN CIALDINI PRINCIPLES

For each: tick if present, write one line of evidence.

PRINCIPLE	PRESENT	EVIDENCE
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Reciprocity		
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Commitment		
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Social proof		
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Authority		
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Liking		
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Scarcity		
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Unity		
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03 ONE SYSTEM 1 FRICTION THE PAGE CREATES

Where does the page slow the brain down without paying off?

04 ONE SYSTEM 1 LEVER THE PAGE MISSES

Which cue or pattern would the brain reward, that the page omits?