

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO
System

Office Hours

mindset

methods

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Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

Hooked!

A Guide to Building Habit-Forming Products

by Nir Eyal

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The Key Performance Areas



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The Key Performance Areas



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A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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Levels of Performance

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



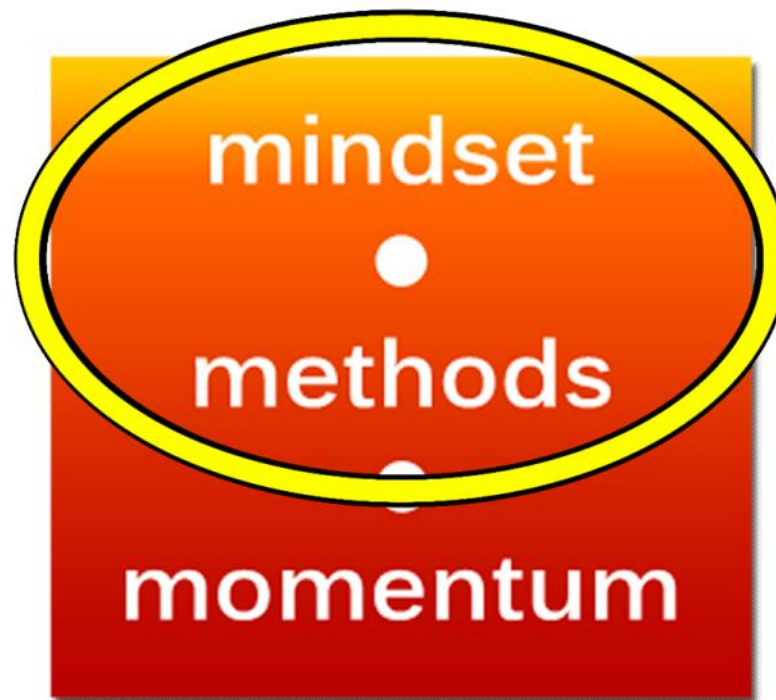
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The Awakened CEO System



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Agenda

- About the Author
- Brief introduction to Gamification
- Four Steps to The Hook Model
- The Ethics of Hooking
- The Bottom Line

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Background

- Stanford MBA
- Working on placing advertising into online social games
- There were no blueprints on forming habits, so he researched
- Began consulting with companies, and teaching at Stanford and other places



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The Gaming Industry

- Games of Chance - \$140B per year
- Video Games
 - \$24B per year
 - Movies are only \$10B per year
- Already mobile
- A lot are “freemium” – free to play with upsells to unlock features, avoid interruptions, gain superpowers, etc.



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Gamification

- The application of elements of game playing to other activities to modify behavior
- Points, badges, levels, and leaderboards
- Examples:
 - Sales contests
 - Fund raising campaigns
 - Referral contests



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Social Media Gamification

- Friends / Connections
- Likes / Endorsements
- Notifications

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Gamification Benefits

- Focus behaviors
- Build habits
- Achieve goals

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Why It Works

- We love to make progress!
- We love the feeling of accomplishment!
- We love to win!
- We love to compete against others, and we love to compete against ourselves
- The Law of Empowerment



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Why You Need to Understand It

- Know when you are being “gamed”
- Employ the techniques in your own business
- Increase customer loyalty
- Increase revenues and profits
- Increase pricing flexibility
- Increase team performance
- Increase sales



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The Hook Model

- Trigger
- Action
- Variable Reward
- Investment

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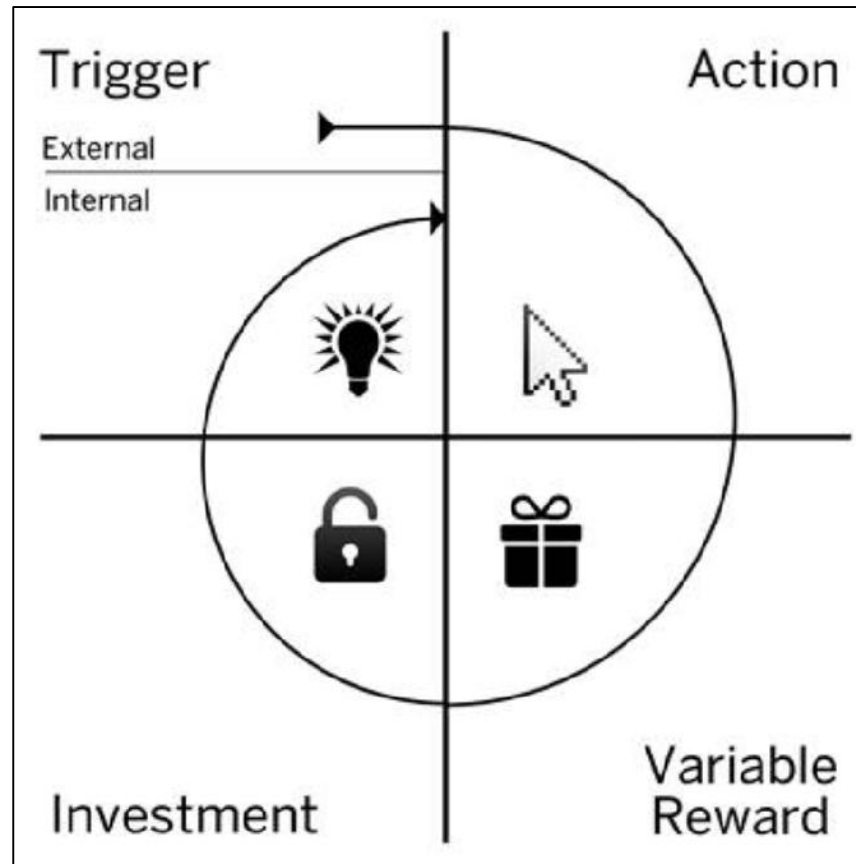
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The Hook Model



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Trigger

- External
 - Emails, notifications
 - Bells, lights
 - Marketing messages
 - Other external events
- Internal
 - Habits
 - Thoughts, feelings



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Action / Response

- Posting, playing
- Clicking, following
- Interacting with others
- Buying!
- Two primary factors:
 - Ease
 - Motivation

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Variable Reward

- Basic psychology: random reward is a more powerful reinforcement than consistent reward
- Creates a craving through
 - Unexpected responses
 - Surprises
 - Unfulfilled anticipation of reward

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Investment

- Comes in many forms:
 - Effort, time, data, social capital, money
- The more someone invests, the more likely they are to continue investing
 - To get a rewards
 - To prove themselves right

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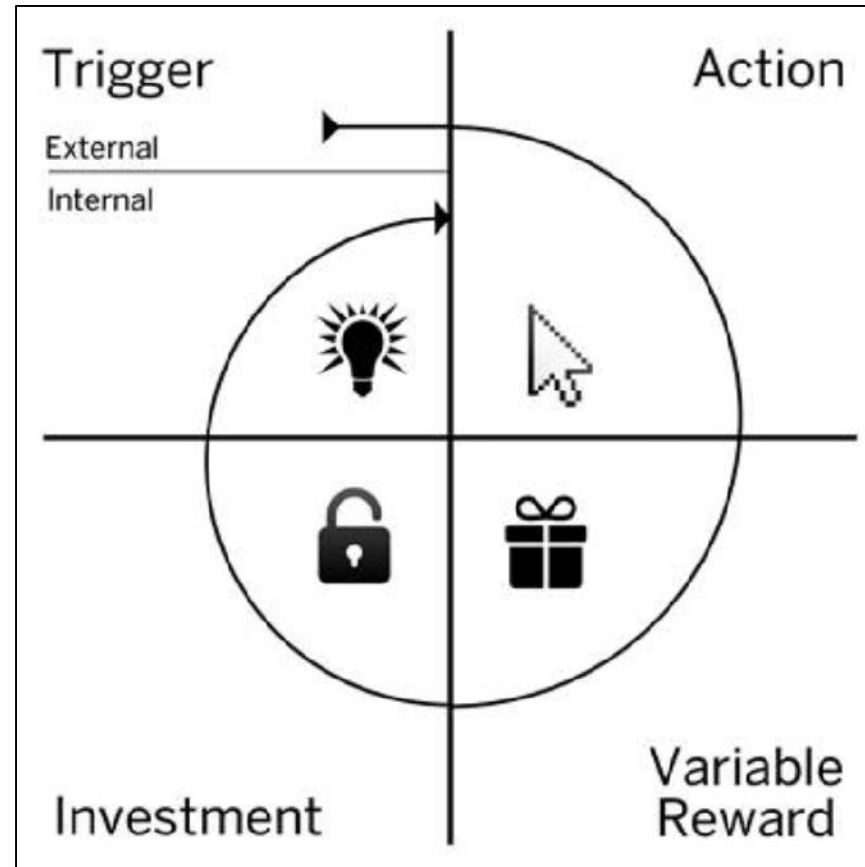
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The Hook Model



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The Ethics of Hooking

- Generally, that which is done with compassion and good intentions, truly wishing your clients well, and focused on long term win-win relationships is OK
- That which is done to manipulate, steal, punish, starve, or otherwise have a win-lose outcome, is not.
- You get to be your own ethics coach



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The Bottom Line

- Gamification is incredibly powerful and here to stay
- Knowing what hooks people helps you:
 - See when you are being hooked
 - Hook others

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Homework / Exercise

- Look for “hooking” techniques in your world
- Buy the book and study it
- Put some basic game mechanics into your products and marketing
- Get someone on your team who understands the principles and can help you implement them

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Related Office Hours

- 50 – Delivering Happiness
- 51 – Social Proof Marketing
- 57 – Made to Stick
- 65 – The Power of Habit
- 104 – How to Be Great at Marketing

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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: June 27th

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com



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