

# **EIGHT CLICKBAIT TRAPS AND HOW THEY FOOL YOU EVERY TIME!**

## **1. YOU WILL NEVER GUESS WHY!**

This draws you in by challenging your intelligence. You want to click on this headline because you want to prove how smart you are.

## **2. WHAT WE FOUND WAS SHOCKING!**

Humans are naturally curious and we will willingly click on a headline if we think that we can learn something potentially unbelievable or bizarre. This is precisely the psychology that was utilized by franchises like Ripley's Believe It or Not! and America's Got Talent.

## **3. 11 THINGS THAT YOU PROBABLY DID NOT KNOW ABOUT YOUR FAVORITE CELEBRITY**

This item combines two strategies together: lists and celebrities. There is just something utterly compelling about a numbered list. Did you notice that I lured you in with the promise of eight clickbait traps? Also, humans seem to be hungry for information about the lives of celebrities. Just take a look at the tabloid magazines in any grocery checkout lane.

## **4. BEST NEW TECH TOOLS! NUMBER 4 IS MY FAVORITE!**

This is another twist on the numbered list, but it compels you to keep reading until you get to the number that has been identified even if you have already grown tired of reading and clicking.

## **5. WHAT EVERY SUCCESSFUL PERSON MUST KNOW**

Clickbait like this promises to offer some sage advice or wisdom to those willing to click. By not clicking this headline, you are saying that you do not want to be successful.

## **6. FEEL BETTER ABOUT YOURSELF BY DOING THIS**

There is often the promise of some type of health or psychological benefit by doing something that is very simple.

## **7. LOSE WEIGHT NOW BY EATING THESE FOODS**

A large number of clickbait headlines target those who are looking to easily lose weight without any real effort

## **8. HOW TO SAVE \$\$\$ ON YOUR NEXT PURCHASE**

Who does not want to save money? Also, related to this would be anything related to quickly earning money with little or no work.

**#FightingFakeNews**

