



AUDIENCE MAGNET™

QUICK GUIDE

32 Psychological Triggers That Attract Real Followers

What Are Audience Magnets?

Audience Magnets are psychological triggers people naturally follow like money, status, or curiosity. This list was reverse-engineered by identifying the patterns behind what consistently attracts attention, clicks, and trust across content, platforms, and human behavior.

The 32 Audience Magnets

Results & Aspiration

- Money
- Results
- Success
- Rewards
- Health
- Change
- Inspiration

Social & Identity

- Crowds
- Status
- Beauty
- Ego Boost
- Social Proof
- Authority
- Confidence
- Relatability

Trust & Security

- Security
- Control
- Control
- Community
- Familiarity
- Convenience

Emotional

- Love
- Drama
- Relief
- Hope
- Fun
- Belonging



Pro Tip: Combine different magnets to maximize your pull.





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The 32 Audience Magnets (cont.)



Information

- Answers
- Mystery
- Data
- Questions
- Insight
- Stories
- New/Novelty



How to Use This Blueprint

Use this list to write blogs, posts, headlines, CTAs, and even use it to direct visuals. Choose 1 or more magnet to guide your content. Combine different magnets to build stronger attraction. **Check out these example headlines:**

Example 1: “*Most People Never Do This; That’s Why They Stay Broke*” uses **Money** + **Curiosity** + **Status**.

Example 2: “*Instantly Stop An Anxiety Attack with this One Breathing Technique*” uses **Relief** + **Security** + **Novelty**.

Example 3: “*Here’s What 20 Years of Marriage Taught Me About Love*” uses **Love** + **Authority** + **Story**.



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