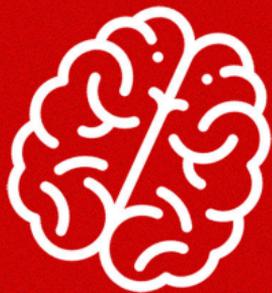


ANTIVIRUS FOR YOUR WALLET



ANTIVIRUS FOR YOUR WALLET

SOUND FAMILIAR?

Free shipping on orders over 50 —
need to add something to your cart

This season's
musthave!
Should I get it?

My favorite blogger wears it —
I want it too

Promo code expires
in two hours — hurry up!

**These aren't your thoughts!
They're the voice of marketing machines**

Those machines have a manual. Marketeers use predictable psychological tricks. Knowing these patterns will be your personal firewall



This isn't anti-shopping, it's conscious consumption field guide. Let's take a look at the four major marketing traps and learn how to spot them and keep control over your wallet

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THE HERD MENTALITY

Everyone bought it, so should I

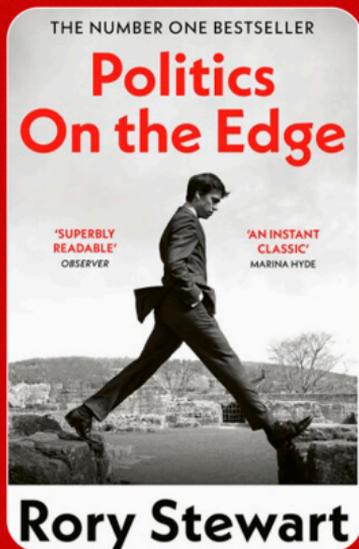
Our brains love easy choices:
if it's popular it must be good and safe.
Marketeers create the illusion of approval
to make us follow the crowd

How to spot:

- *Bestseller*
- *10k customers choice*
- *trending now*
- *347 sold today*

Reallife example:

- *Sneakers tagged 10K already purchased. Feels like a good choice right? Your defense: ask yourself would I buy it if nobody knew? Separate fitting in from actual need*



YOUR DEFENSE

Ask yourself would I buy it
if nobody knew?

Separate fitting in from actual need

SCARCITY SYNDROME

Hurry before it's gone!

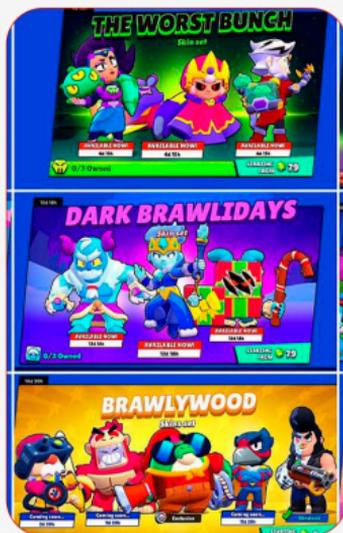
Fear of missing out (FOMO),
marketing's strongest engine.
Limited quantity or time makes
our brains perceive products as valuable

How to detect:

- Only 2 in stock
- Last chance
- Price jumps tomorrow
- Countdown timers

Reallife example:

- Game skin disappears in 3 hrs
urgent purchase required



YOUR DEFENSE

24hour rule, close tab,
if you still want it tomorrow buy it.
90 percent of urgent offers are fake

TRUST TRAP

My favorite creator recommends it

We trust people we know.
Marketeers pay influencers
to exploit that trust

How to identify:

- *Honest review*
- *Use daily*
- *Promo code in bio*
- *#partner, #collab*

Reallife example:

- *Favorite gamer praises new game, affiliate link in description*



YOUR DEFENSE

Separate content from ads,
ask do I like creator or need product?
Search for real user reviews

RECIPROCITY TRICK

Here's a gift! Now buy something

Ancient social rule — when we get free we feel obliged to give back.

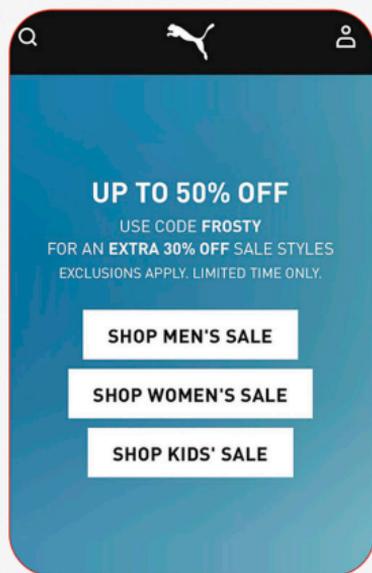
Marketeers offer discounts or freebies to trigger debt

How to identify:

- 15 percent off first order
- Free shipping over 50
- Special bonus for you

Reallife example:

- Website pop up claim gift requires email or purchase



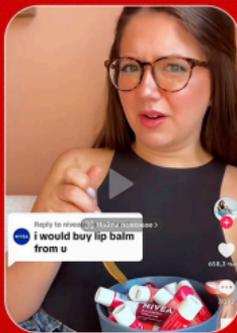
YOUR DEFENSE

Honesty check was I going
to buy before gift?
If not it's trigger not gift

PRACTICE

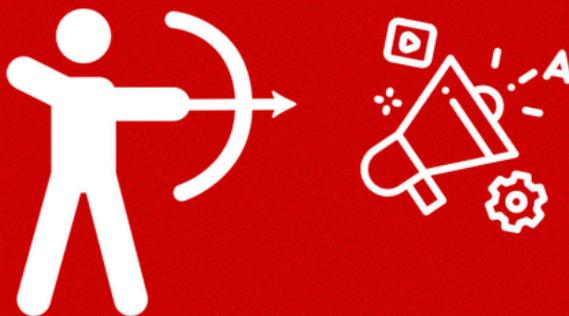
Quiz:

- Identify the trap in 4 real ad screenshots below



Field Mission:

- Become a marketing trap hunter for one week. Document every time you get caught



THIS GUIDE

This isn't just advice. It's the result of "The Persuasion Trap" research project — based on interviews and workshops with hundreds of Gen Zers.

We studied what actually works!



Want to shape the future
of this project?
Take our survey
at the link above

WHY



EXISTS

SPECIAL THANKS

• *Kapitsyna*
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• *Peshcherskaya*
Olga

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Snezhana

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