

HONEST SCALES



```
<div id="countdown">  
</head></head>  
<body>
```

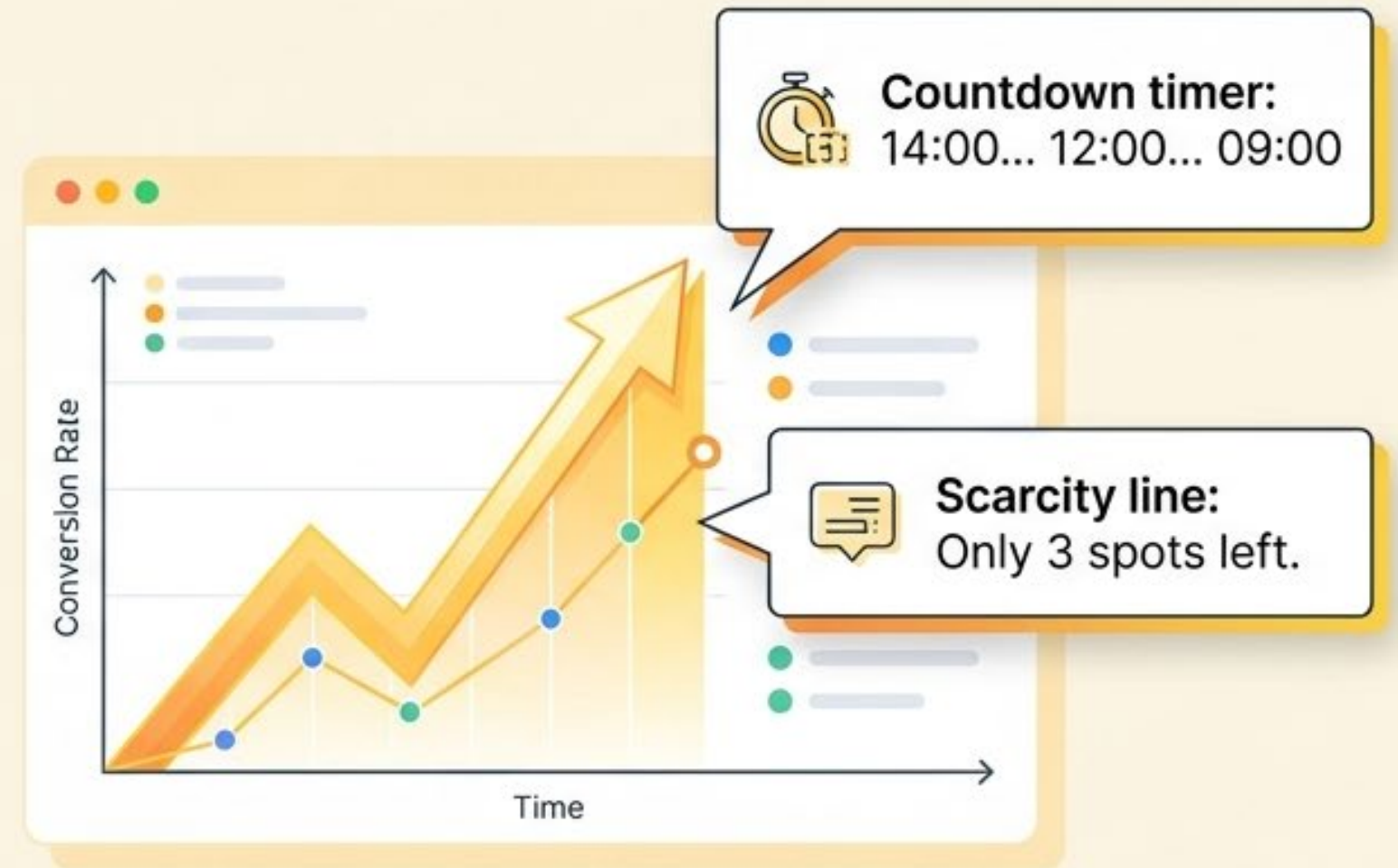
```
var deadline = new Date("2022-07-11 10:30:00");  
function initializeClock(id, endtime) {  
    var endTime = new Date('Sun');  
    var endmin = endmin;  
    endTime.setHours(endmin);  
    system.getElementBrev(id);  
}
```

```
function initializeClock(id, endtime) {  
    document.getElementById('days').innerHTML = "days";  
    document.getElementById('days').innerHTML = "hour";  
    document.getElementById('days').innerHTML = seconds;
```

Persuasion, Truth, and
the Tyranny of the Metric.

Version B is winning by 34%.

You are halfway through the results slide. The client is going to love the number. Your landing page is crushing the control.

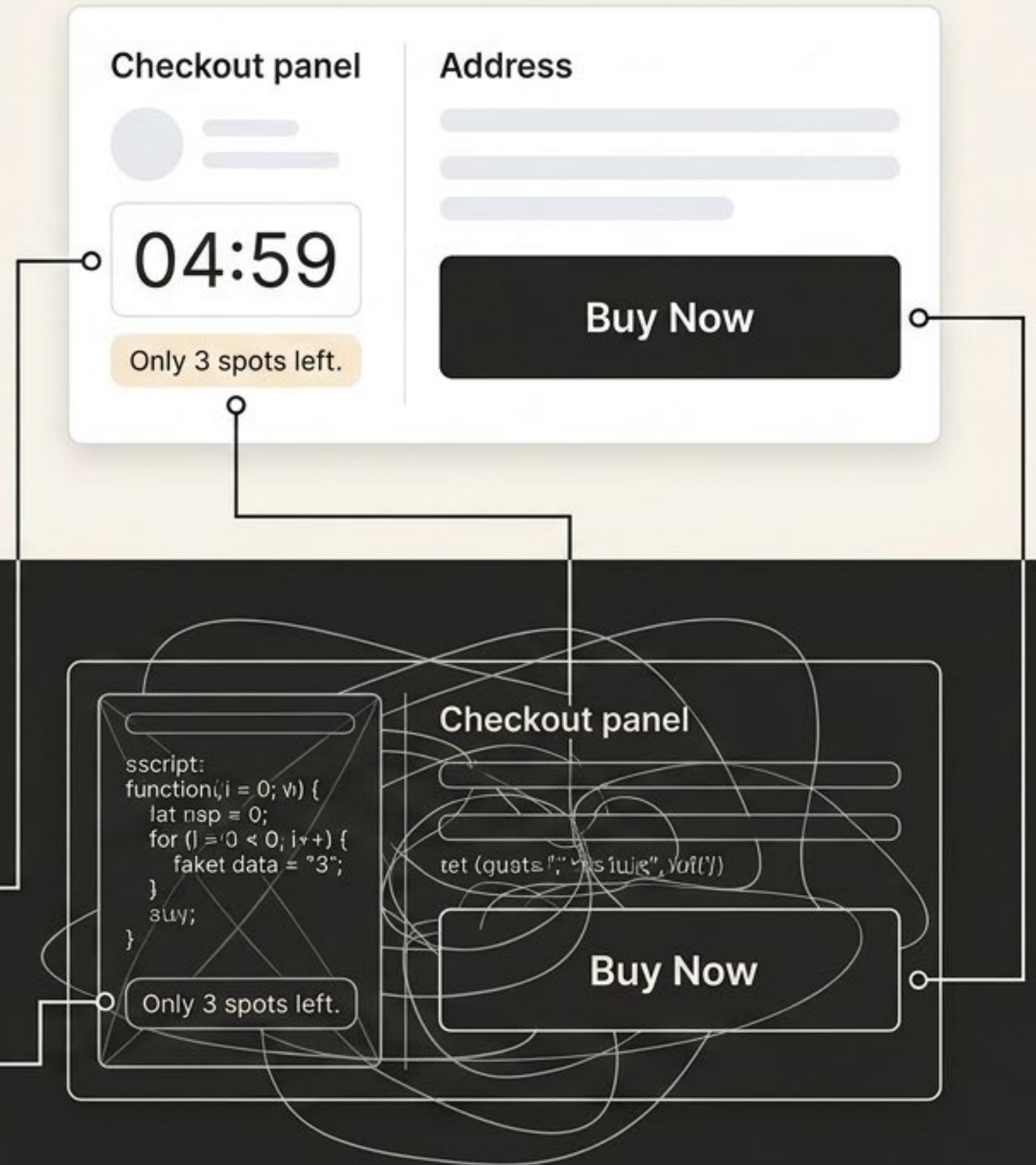


Is any of that true?

The Code:

Timer: Resets on every page load.
Cycles endlessly. Never hits zero.

Inventory: No backend tracking exists.
“3” was chosen because “2 sounds like a lie.”



The Second Set of Weights

**“The LORD detests dishonest scales, but
accurate weights find favor with him.”**

— Proverbs 11:1

The Ancient Market

Good weights on the counter for passersby.
A second set of heavy weights hidden under
the counter for a trusting customer.



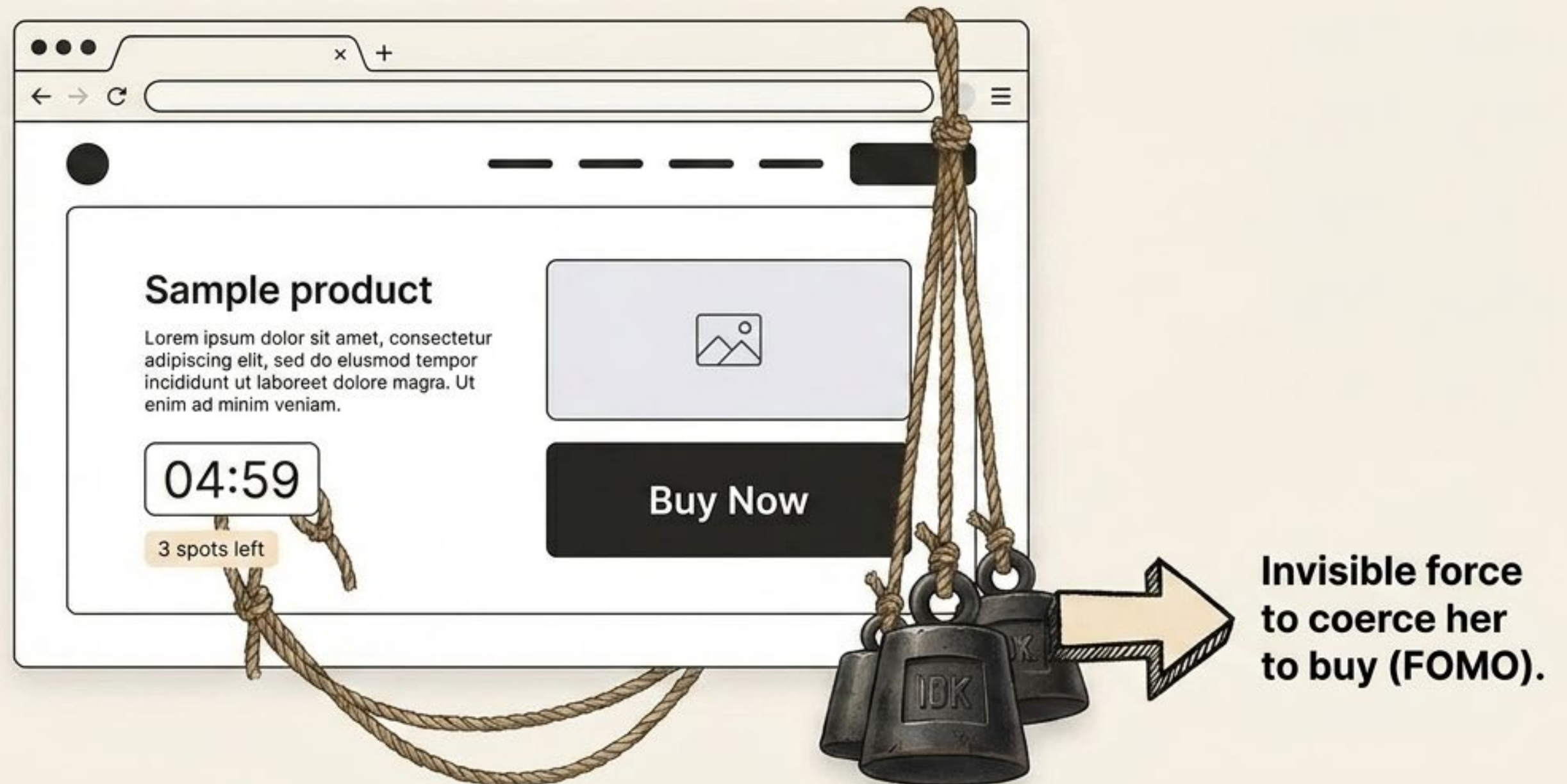
The Modern Dashboard

Legitimate product benefits on the screen.
A false countdown timer rewriting the
hidden weights in code.



The Architecture of an Information Gap.

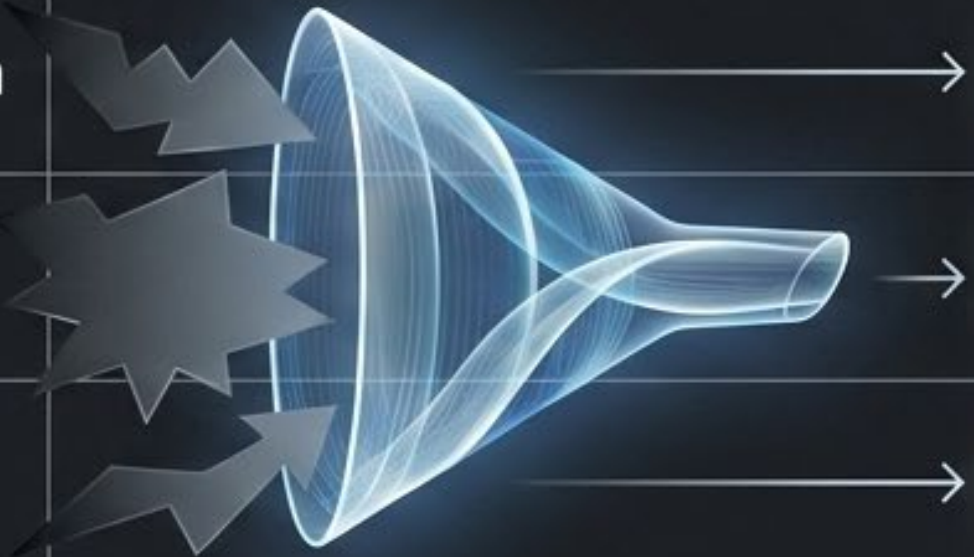
The entire business model of the hidden weight relies on a gap the customer cannot close. She takes your word for it, and your word isn't good.



Everyone does it. (Borrowed Permission)

A practice that would be indefensible if you invented it becomes acceptable because it's industry standard.

The Industry Translation Matrix

The Reality	The Translation	The Jargon
False Inventory Claim		 Urgency
Invented Conditions		 Optimization
Rigged Scales		 Growth Hacking

Persuasion vs. Manipulation.

	Persuasion	Manipulation
The Core Mechanism	Uses real benefits and actual calendar deadlines.	Invents the condition.
The Information Gap	Transparent and checkable.	Profits from the neighbor's inability to look under the counter.
The Beneficiary	Fights for a win-win equitability.	Extracts value at the true expense of another.
The Customer's Status	Treats the customer as a neighbor.	Optimizes her out of her money as a mark.

Technically True ≠ Honest.

- A scale can be rigged with statements that clear the legal department but fail the neighbor.
 - Example: A price shown without mandatory fees.
 - Example: An “up to” figure pulled from a rare best-case scenario almost nobody sees.



**The question isn't what you can defend.
It's what a reasonable customer believes before she buys.**

Christ never deceived anyone into the kingdom.
He never overstated the benefit or understated the cost.
He told the unflattering truth about sin and bore its
judgment at the cross.



The marketer who already shipped the false timer has not run out
of grace. Through the gospel, the Spirit hands out forgiveness.

Secure people can lose 34% in their sleep.

If your standing rides on the number, you can never afford to take the timer out. But you are forgiven, and your standing is secure.

Grace holds while you correct the weights—and it holds on the morning the corrected version underperforms.

Action Plan I: The Decision.

Delete.



The timer and scarcity line come out tonight. Don't soften it. Delete.

Replace.



Find the urgency that is already there—a real enrollment deadline or scheduled price change.

Report.



Put the 34% win in the deck. Do not hide the true finding. Put it next to your reasons for killing it. Make the client informed.

The Inner Person.

Discomfort proves nothing.

A conscience can be poorly informed or trained into silence by three semesters of watching everyone else do it.

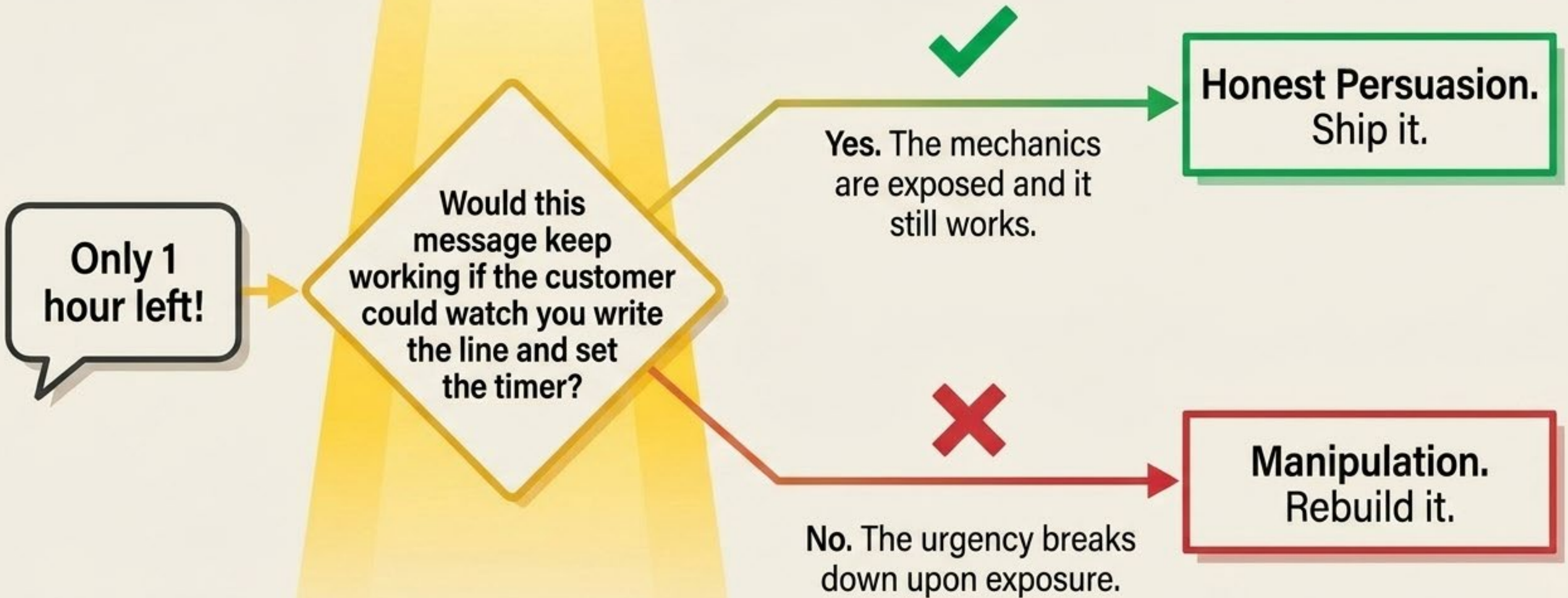
The Anchor.

Test the tactic against God's Word and facts, not moods.

“A wise man is one who guides himself by God's word and works. A fool one who presumptuously guides himself by his own mind...” — Luther.

ACTION: Confess the deception.
Do not hide behind the team.

Action Plan III: The Sunlight Test.



Three Anchors for the Market.

1

Commerce requires trust. Take away truthful measures or a neighbor's trust, and you are no longer doing business—you are extracting.

2

Persuasion is checkable. Persuasion gives true reasons; manipulation profits from a falsehood the customer cannot see.

3

The gospel brings freedom. The truthful gospel of Christ frees marketers to walk away from deceptive gains.

Which tactic in your work...

...would stop working the moment
a customer saw how it was built?

Start there.