Beginner Live Call #2

Getting Active Attention:



- Emergency Dentist in San Diego
 - People are actively searching for a solution
 - They already want to use this service

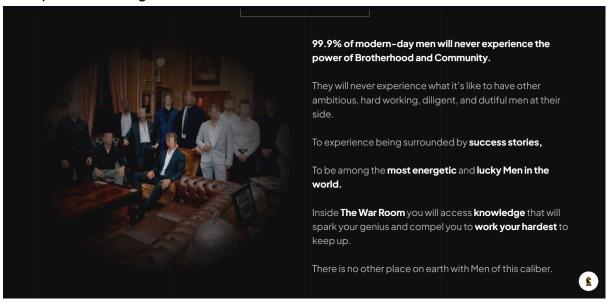
Getting Passive Attention:



Some "bs course"

- people are scrolling through IG, not actively searching for a solution (for a side hustle)
- They did not know about the service before
- Something is dangled inside the user's face
 - faceless content → make it sound unique

Example-Increasing Desire



- War Room
 - o connect a feeling of power, brotherhood to the service,
 - amplifies the reader's desire to join (to feel the power of the community himself)
 - promises the dream of being one of the powerful men in the community

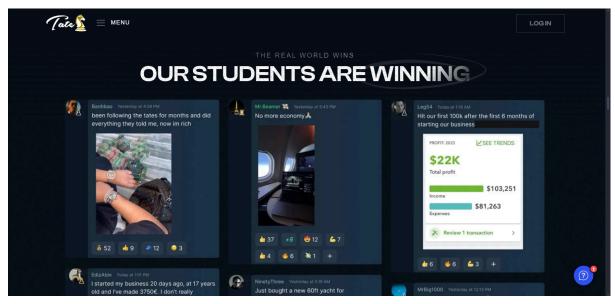
Increasing Belief in Idea:



Blog at a dentistry's page

○ By mentioning the writer of the blog "Dr Benjamin Green" and
"American Academy of Cosmetic Dentistry" → amplifies the credibility, increases the belief in the idea

Increasing trust in the company:



- The Real World
 - o Showing Social Proof by displaying the huge amount of financial wins