

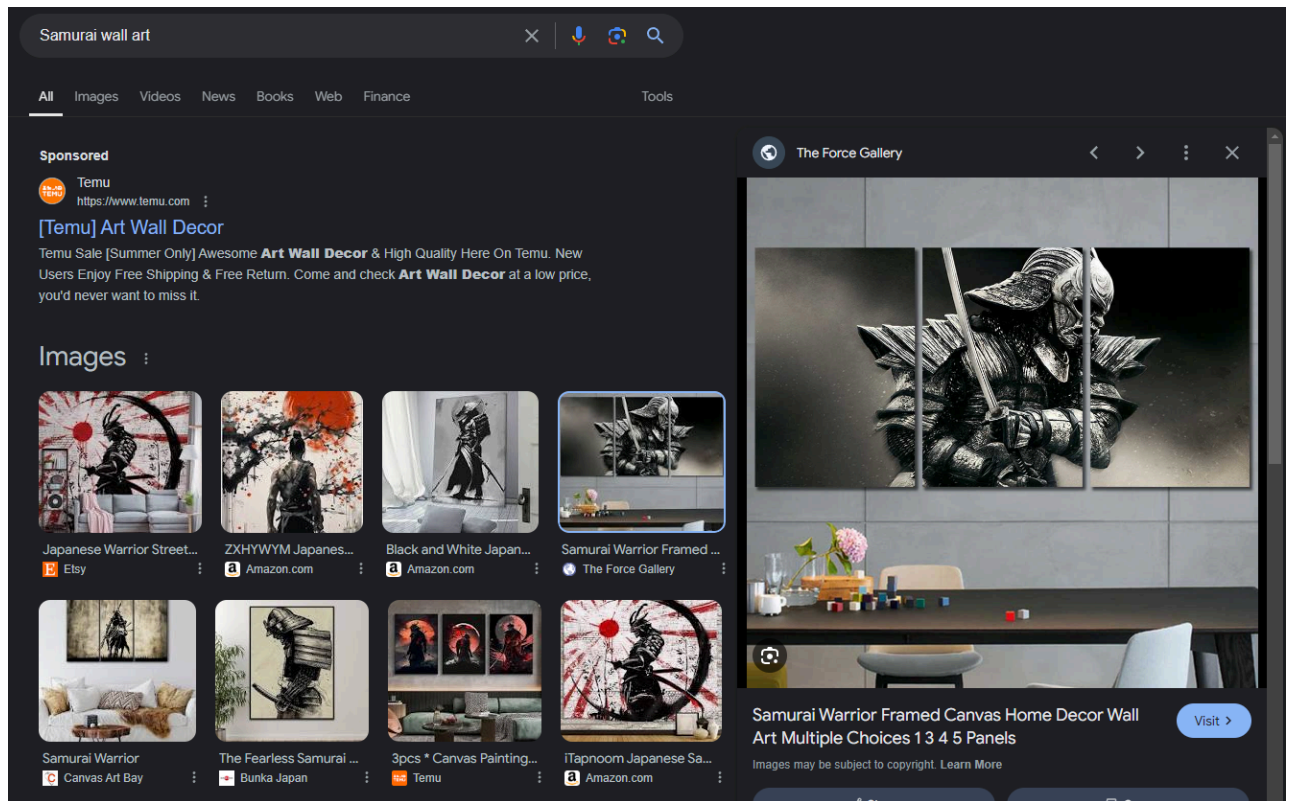
Copywriting course mission #1

MISSION

GO FIND EXAMPLES OF EACH OF THE FOLLOWING

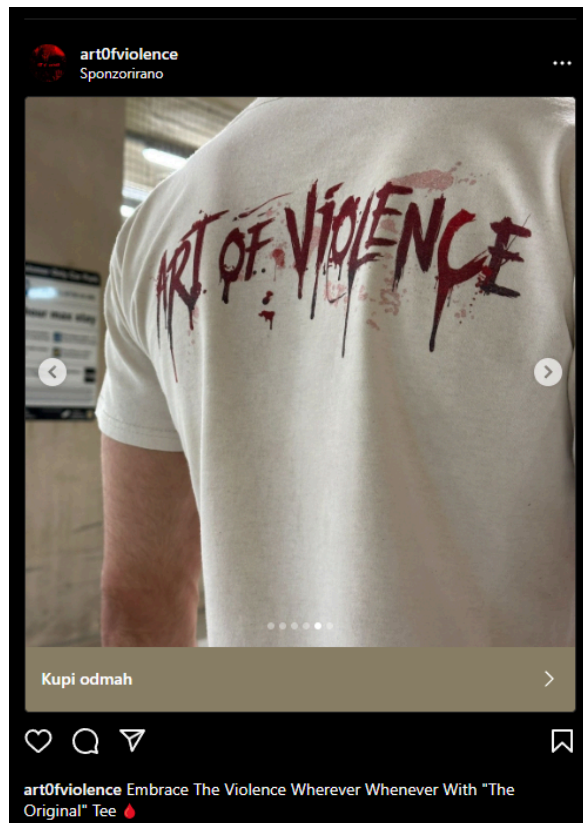
- GETTING ACTIVE ATTENTION
- GETTING PASSIVE ATTENTION
- INCREASING DESIRE
- INCREASING BELIEF IN IDEA
- INCREASING TRUST
- Then share screenshots and why you think they work in the #business-101 chat with high

- **Example of getting active attention**



My example of getting active attention is this google search for a samurai themed wall art, so I looked it up on Google and looked through a couple of these and found this design that immediately caught my attention. Which aligns with the mission **active attention** – I was looking for a solution to a specific problem (decorating a wall in this case) and this product I like should meet my desire.

- **Example of getting passive attention**



The example of getting passive attention I found in around 10-ish minutes of scrolling through Instagram and seeing different types of advertisements. This specific one caught my attention primarily because of the cool designs this product has so I stopped and looked through it, which by my understanding is the sole purpose of this task – to find a piece of marketing from a company that made me stop and pay attention to it.

- **Example of increasing desire**

Ready to level up your income and live your dream lifestyle? 🤓

You're running out of time:

⚠️ You only have 2 more days left to claim 20% off your complete Done-For-You offer and funnel system.

Hopefully, you're familiar with the low-ticket, high-ticket debate. 📊

High-ticket means the course or product costs more.

And that means you get more commission for every sale since the commission is based on a percentage.

✅ *You can make more money by selling fewer high-ticket offers than by struggling to sell many more low-ticket offers.*

The same principle applies to online businesses.

When you focus on crafting ONE award-winning and irresistible offer, you'll never have to create another offer again.

Think of the amount of time, energy, and money you'll save.

By my understanding, I found increasing desire in the highlighted parts. This is a newsletter I subscribed to some time ago, and long story short they are offering to build an “award winning offer and funnel for you”. As for the increased desire part, by my understanding I would say that the parts that are highlighted are “in charge of” increasing desire – First part making the potential customer’s desire to live his dream life being increased (“I want to level up my income and live my dream lifestyle”). The second part creating the sense of urgency with “only 2 more days left to claim[offer]”. And the third highlighted part “pushing” the customer to buy the course with the idea of how much time energy and money he could save with accepting that particular offer.

- **Example of increasing belief in the idea**



Nordic Wooden Hanging Wall Lamp

€199,95  Free Shipping!

In Stock ★★★★★ (156)

COLOR Black

- 1 +



ADD TO CART!

100% Satisfaction Guaranteed




- Add contemporary Nordic features to any room in your house with these modern hanging wall lamps!
- Body of lantern made from iron and wood.

For the example of increasing belief in the idea that a product is going to function, I found this product, I would like to put focus on is the image on the left side, a customer will upon opening this product's page see the image of that lamp in function. There is also a lot of positive reviews on the product providing social proof making the customer more likely to believe in the idea of this product.

- **Example of increasing trust**

PRODUCT MACHINING SPECIALISTS

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OUR QUALITY

We will continue to fully maintain and support our ISO 9001:2015 certification by executing the policies and procedures defined in our Quality Management System which will allow us to exceed our customer's expectations while improving their position in their respective markets.

For this example I would add this company that sells machining and assembly services. As for increasing trust in the company, almost anyone that is a potential costumer for them probably knows about the ISO 9001 certification(marked with the yellow rectangle) that is granted to companies with the highest quality standards. Also in the second image we can see a brief explanation of what it means for the quality of their services thus improving the level of trust in the company for anyone that might be a potential costumer.