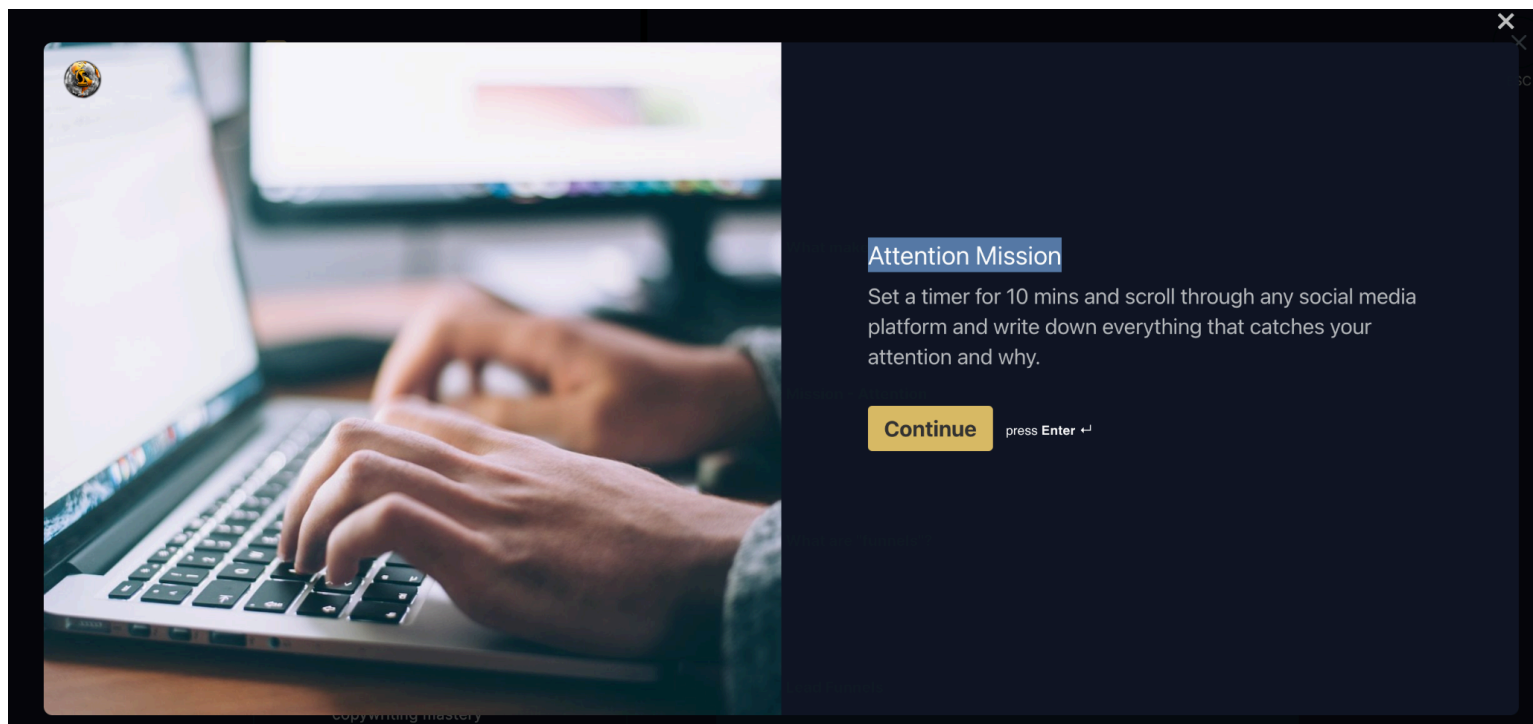


## Mission 2

### Attention Mission



I'll do 3.5 mins on twitter, 3.5 mins on IG, 3.5 mins on tiktok

#### Twitter:

- guy creates an AMAZING looking actual comic book about andrew tate. Andrew himself responds with : Dm me.

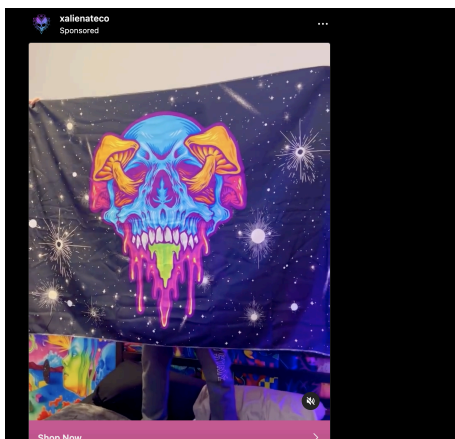
**Why did it catch my attention?** Well first of all the comic looks amazing, second of all, a big public high status figure - andrew tate acknowledged it, and not only that is obviously curious about it and showing interest in it - also another reason as to why it captured my attention - it's a great showing of a passionate artist/freelancer doing an amazing job of getting attention, not just attention but attention from the top g himself. Who knows what awaits the comic book creator probably a series of comic books that will make him a millionaire writer/artist in the future.

- This guy Craig - the “Etsy King” has been popping out on my feed everyday, i mean i follow the guy because he’s interesting and shares alot of knowledge, valuable information regarding etsy dropshipping, me myself coming from the ecommerce field i cannot help but to feel intrigued.

One of the main reasons I was forced to quit ecommerce was because of my facebook ban - I was no longer able to advertise.

The way he, the Etsy King talks about esty, is a whole new revolutionized way of advertising, and motorization funnels with ecommerce, which just serves as dumbing gasoline to the fire to my intrigue. The idea of ad cost being cheaper, product fulfillment being so easy and effortless and him sharing his success - the amount of money he keeps making always acquires my attention. I realise i almost never get ads popping up on my twitter feed, and have realized it is more of a platform for organic disruption. ALL the best guys that are the most interesting like Alex Hormozi, Tate, Trump, talk about the EXACT THINGS THEIR AUDIENCE

WANT TO HEAR/TALK ABOUT.



## INSTAGRAM:

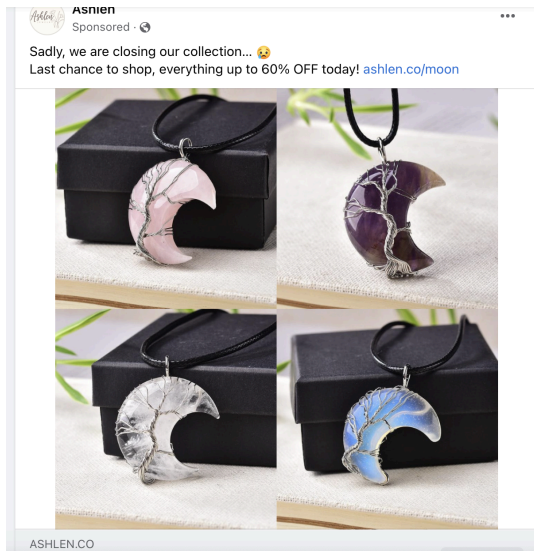
I've been seeing these tapestries time and time again, probably almost every week for more then 6 monts. Me as an ecommerce guy i cannot help my self but analyze it.

Obviously there is a reason the same creative has been running for so long - it fucking works.

Why it catches attention? UGC style format - the tiktok style video completely took over the world, match that with a fire music sound and vibrating collors - you got yourself a winner. - 16 million fucking views. wow.

Facebook:

-First thing that catches my attention has to be this ad:



Why? - well I've seen it before, also i ran an ecommerce store with very similar products. so - i KNOW it's doing well, also it has 63k likes.

I cannot help myself but stop, for a second and think about the thought process of the company running this ad.

A simple Photo creative showing of the product and the headline says: **Sadly, we are closing our collection...**



**Last chance to shop, everything up to 60% OFF today!**

-what an amazing way to employ urgency - they are closing their collection, and giving the customer a last chance to buy. by simply having it there it points the customer to them and let's human beings push

themselves over the edge so as not to miss out - a simple human psychology trick at it's finest.

-the second thing that catches my attention on facebook is an advertisement for a watch company. But not for the reasons you maybe thinking of. Remember Professor Andrew talking about his omega watch? how A LOT of brands don't "really solve any actual problems" - the "MAIN" thing they do is sell an IDENTITY. - well this brand did exactly the opposite, and A LOT OF OTHER THINGS wrong - so I couldn't help myself but to take a few minutes to just analyze their funnels because i saw so much things done wrong: example: a 10% discount - I STAND BEHIND THIS: ALWAYS OFFER BONUSES RATHER THEN DISCOUNTS - GIVING AWAY DISCOUNTS TELLS YOUR AUDIENCE, YOUR CUSTOMERS THE PRICE IS NEGOTIABLE - WHICH WE DO NOT WANT. ALSO, the fuckin watch is priced at 129.\$ - I'd bet this business barely makes enough monthly to scrape by. - they are in a vicious cycle of price meaning they price their products based on the competitors on the market which only ends up hurting them - this way they are stuck, they are price anchored by commoditization.

The goal is to de-commoditize the offer, by doing so: more leads, more sales, higher prices, profit. The goal is to have an offer so good, it is distinguished in a category of one.

High price= High Value - PRICE IN AND OF ITSELF IS A COMMODITIZATION OF VALUE!

-meaning people LITERALLY perceive more value from the same product because - the price was higher. so that means: CHARGING HIGHER PRICES ALSO MAKES YOUR PRODUCT BETTER.

**GOAL: Be some much more expensive that a customer must pause and think” this cannot be the same category of solution thereby making you A CATEGORY OF ONE.**

**increasing the qualify of your prospect, increases the quality of your product.**