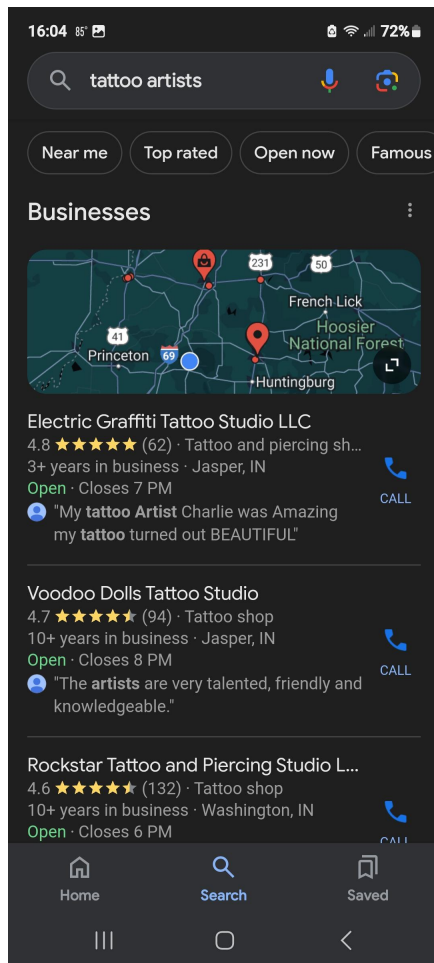


Lesson #1

Active & passive attention.

Active attention

Searched tattoo artist.



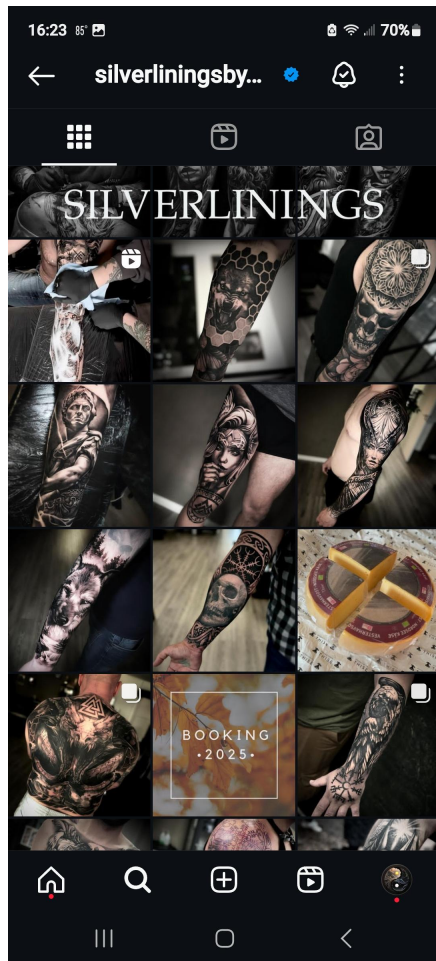
Searching for tattoo artist, here are 3 active examples of tattoo artist differing in star reviews in which to make a selection to purchase.

Passive attention.



While scrolling IG, a Danish tattoo artist tries to convince you that her ability to tattoo is better than others and shows video Example's of her work to persuade you to spend money with her over her competitors.

Increasing desire.



Here she is trying to increase desire by Showing many videos of finished tattoos that she has preformed of high quality.

Increasing belief



Here she is trying to increase belief in her ability to perform her service above other's by Showing a service product in different phases of production. (HER PREFORMING SERVICE).