

Mission Establishing belief

A. List out important beliefs your reader must have to take the action you want.

1. Wedding anniversary gifts beliefs in:

- Belief in regarding keeping a healthy relationship with their life partner
- Building loving and familial relationships with their wife/husband // Keeping and building trust, respect (especially for the man).
- Building the belief of keeping the current mother / father of their kids (amplify desire for reproduction/ offspring as well).
- Belief in the way that both the wife and husband try their 100% in the marriage life and the gift pack can provide a leverage to increasing these beliefs.

2. Tilley's soap/ body lotion, natural cream, diffusers, scent candles etc.

- Believe in the concept of basic/ proper hygiene in all aspects of their body.
- Believe that skin care products do actually help in maintaining body odor, keeping away bad bacteria and that's why other ppl use it as well.
- Belief in the Australian Soap brand/ patriotism to Australia bc the soap brand is heavily implicit on their authenticity/ "Made in Australia"
- Believe that skin care products follow a skin care routine and giving ppl skin care products as gifts is beneficial.
- Belief in soaps that are made from natural products.

B. List out all the claims you make and how you can back them up.

1. Wedding anniversary gifts claims in:

- Claims that can back building those beliefs such as growing their relationship and selling products that can make the wedding anniversary memorable. (Backed up by tone of certainty and some type of metaphor)
- Claims such as making their partners more respected towards them due to the thoughtfulness of the gifts. (tailoring the product by niching down/ making it more specific.)

2. Tilley's soap/ body lotion, natural cream, diffusers, scent candles etc.

- Claims such as e.g. how natural goat's milk can give you glowing and clear skin due to the antioxidant and minerals present in them (backed by scientific study)
- Claims such as glowing skin and hygienic body with balanced body pH and balanced mycobacterial levels on the skin within 1-2 months of use. (again backed by scientific study)
- Claims such as perfect gift for teens and ppl with unmaintainable body hygiene. (backed up by quantity and quality of reviews // social proof)