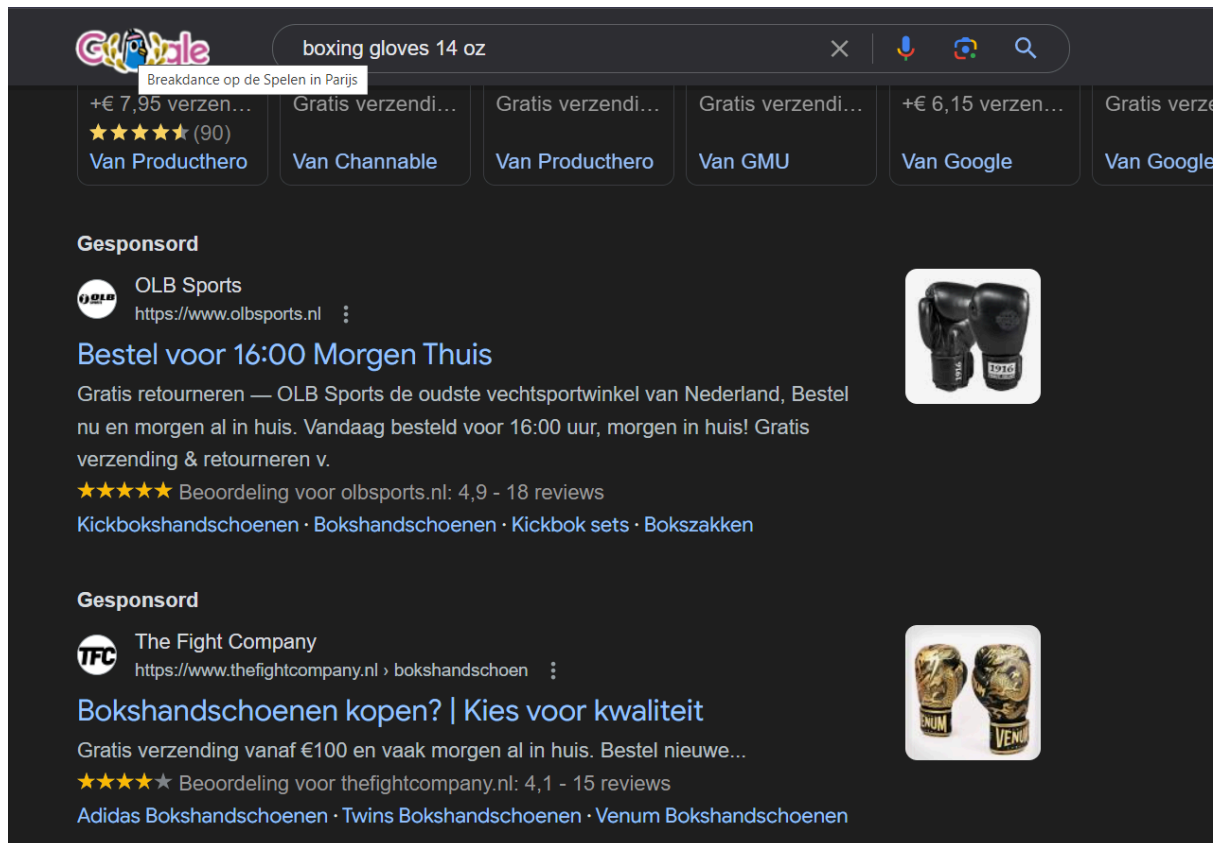


Copywriting mission - Marketing 101

Example of Active Attention:



I searched “boxing gloves 14 oz.” I need boxing gloves since I just started boxing.

And now you have at least 8 companies trying to sell me their boxing gloves.

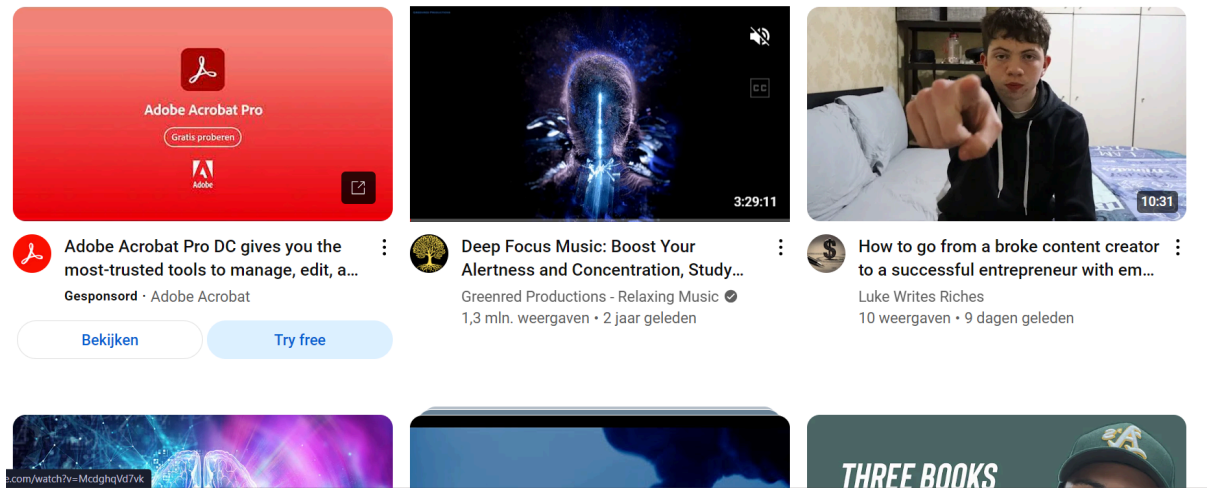
For example:

One says, “Order before 16:00, you’ll have them tomorrow.” Which is smart because I want my product fast.

Another says, “Buying boxing gloves? Choose quality!” “I don’t like the “choose quality” line. Feels to general.

So, I'd probably buy the first one.

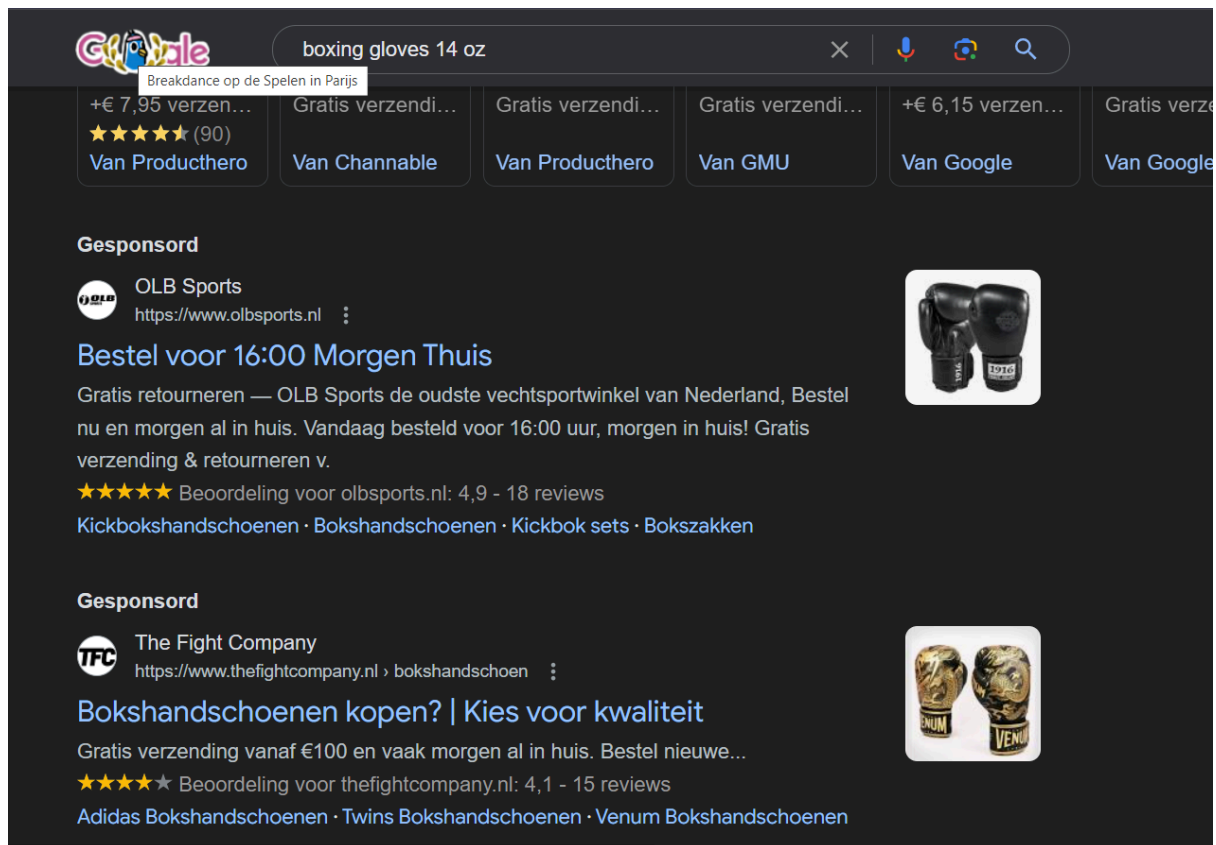
Example of Passive attention:



I opened my YouTube with the intent of watching a Tate podcast.
And I immediately get interrupted by Adobe.

They have a cool sponsored ad and they want me to subscribe to the
“Adobe Acrobat Pro plan”

Example of “Increasing the Desire”:



Both sponsored companies include pictures of their boxing gloves.

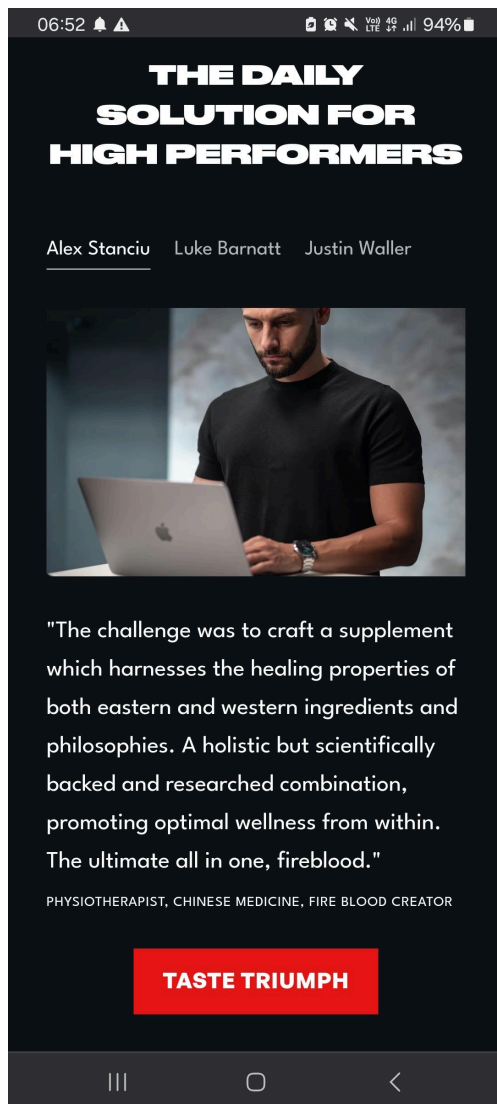
This increases the desire. Because now I want the first one even more. I like the black boxing gloves.

The design is simple and it looks clean. Now, I want to buy it.

This also works the other way. Because of the picture, I don't want the venom ones. The design is ugly.

So, as a copywriter, I could ask myself: "What design does my avatar like?"

Example of "Increasing Belief in an Idea":



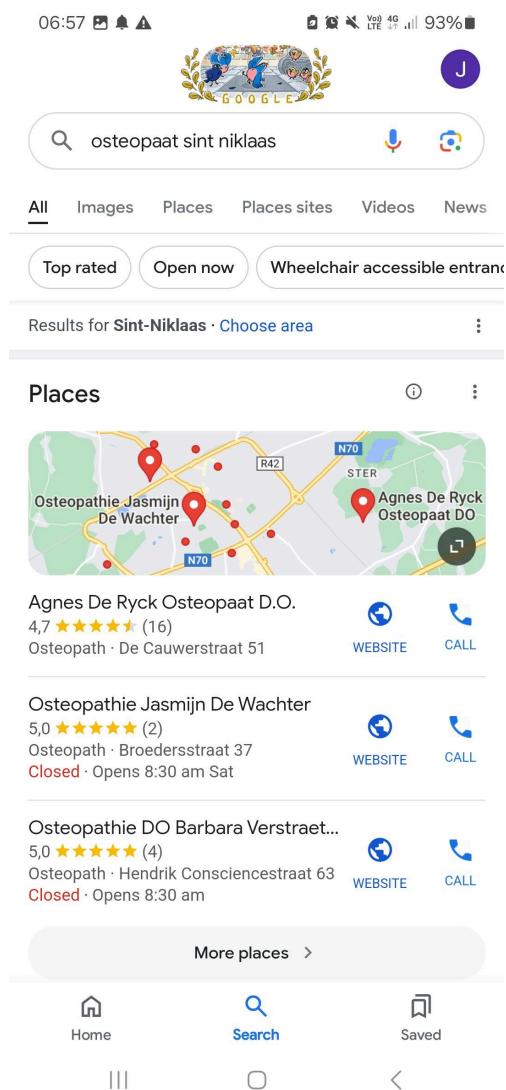
This is a picture of the “Fire Blood” sales page.

Since I am in TRW, I know Alex Stanciu. He is the fitness professor.

I listen to his daily lectures and to me he is a credible source.

So, when I see that Alex helped create it, I confidently know that the product will only contain what’s good for the body. No bullshit.

Example of “Increasing Trust”:



The first one has 16 reviews. That's 12 more than the competitors.

So, the more reviews, the more I gain trust.

Also, the star count is 4.7. Compared to the competitor's 5.0.

This makes it more believable as well. It's a good service, but not perfect.

And I want that. Because perfect might just be too good to be true.