

Who are we talking to?

- Gamers
- 18-30 year olds
- From certain countries in Europe
- Men (mostly)

Where are they currently?

- Solution aware/Problem aware...
 - The market knows boosting is something that has helped people before, but is still debating if this solution is actually **viable**, **reliable** and maybe even the **best...**
 - They are aware of boosting being a thing, but not entirely sure if this truly is the solution to their problem. They are still debating this.
- Higher intent, active/passive
 - High intent/medium intent (passive) On social media, open for the best solution to cross their path.
 - High intent (active) On Google, weighing various different solutions to come out with the best.
- Cost - Pain & Desire = Mediocre...
- Belief - Current belief, Mediocre...
- Trust - Current trust = Mediocre...

Mentally :

- Embarrassed because they feel like they're not where they're supposed to be
- Mad because they always carry their teammates
- Mad because they can't play with their friends because of their shitty rank
- Mad at the ranking system
- Every time they play is a frustrating mess because of recurring problems
- Believing it's out of their own influence
- Believing everybody else is at fault
- Hating cockiness & toxic players (because this is what they currently experience all the time...thus really begun to hate this

Where do we need to take them?

- Instill awareness of their problem, amplify their pain & desire
- Introduce the company as being the absolute best option out there
- Decrease the perceived effort by :
 - Amplifying pain/desire
 - Shrinking perceived effort/time/sacrifice
- Increase belief in idea working
 - Social proofing
 - Guaranteeing
 - Decreasing perceived cost
- Increasing Trust
 - Social proofing
 - Decreasing perceived cost
 - Authority

What are the steps needed to get them from where they are currently to where they need to go?

DIC model.

Disrupt :

- Disruptive image including a female character, bold lettering...
- Increasing pain with qualifying question...
- Social proofing...

Intrigue :

- Guaranteeing
- Social proofing
- Decreasing time/effort/sacrifice
- Establishing authority

Click :

- Amplify desire
- Scarcity/urgency



Skills of a diamond player...but still goofing around in silver carrying your teammates like a dummy? 😂

LOL-BOOSTS quick' n easy BOOSTING SERVICES will have you FLY to your deserved rank in no time...🚀

Our non-toxic & professional team has helped 5500+ gamers get out of the elo hell...

- ✓ Money-back policy
- ✓ GUARANTEED success
- ✓ Immediate order pick up

Start playing today with LOL-BOOSTS.

(Pshh....hurry up! The discount is limited time only!)

