

Long From Copy Mission on the Neurohacker Pill:

Headline: Headline is pretty good, uses authority by saying “scientifically-balanced”. Inflicts big curiosity due to saying “inspiration out of a bottle” which can not quite be figured out when reading it the first time and makes you wanna dig in deeper to find out about the mechanism behind it.

Lead: The lead instantly connects with the reader by stating a relatable quote. Once again they use authority to make the reader feel like it's a safe thing. One problem / misconception is listed up. It is explained / teased how the problem can be solved.

Body: Their story is explained, beliefs are shifted and new ones are explained. The problem solving process is getting broken down into understandable steps.

Close: It is explained how the product will solve the problems that were described sooner. 100% cash back is guaranteed, this makes the brand feel confident.