

HOW TO CONTROL HUMAN ATTENTION

These are the power sources you need to plug in your offer. These are the things that humans' brains pay attention to. If you can connect your offer to helping them avoid threats or get better resources or mate or high status. This will make them pull the credit card and make them purchase

If you can make sure that the text that you use matches and connects to the 4 desires and if you balance in the market awareness and market sophistications stuff, you can grab and keep attention. And if you can mix in the clues with the words, the size and the color of the text, the beauty and the objective quality... You can create your copy, content, web page and everything in such a way that it will become irresistible to the mind of your reader. It's easy to grab attention and to keep it but if you know these ingredients.

Your copy and your writing has to be the best source of dopamine for them right now. Provide a higher ROI than tik tok.

You gonna create a draft and when you read it you will pay attention when you are bored and if your bored you need to inject something, something new or give the content you wrote to your mom and watch her and pay attention to where her eyes move, and ask her where it gets boring and you will fix it there.

Step 1 - Identify if you are dealing with a passive or active form of attention

Active & passive

Step 2 - Identify which biological urges/factors most relate to your offer

Resource - eat the best foods that our country has to offer and have a great time seeing the beauty of our country. Learning about the culture and the history can be a recourse, knowing things is a resource.

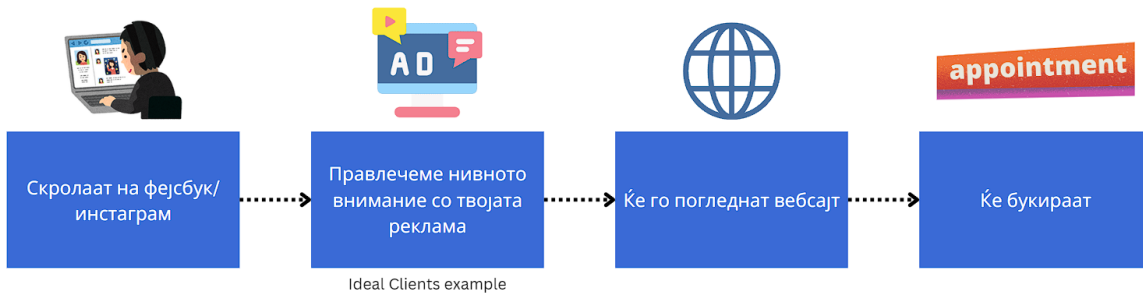
Mating - If they spend great time with their partner they will love each other more

Tribal - They will tell stories to their children or grandchildren (gain status in the tribe)

Threat - Sleeping in an apartment room because they are bored & they will have conflict with their partner because they didn't spend their time wisely in their summer vacation.

Step 3 - Combine a few of the style elements that trigger desire along with the primal content into the beginning of your marketing asset

Marketing Funnel



Draft for catching their attention

Creative

- Keeping attention

- For galicica tour
 - Show the beautiful view to the lake from galicica and show a bbq, beautiful table with traditional food (**Resource**) and a dutch couple enjoying it. And talking and making eye contact while they eat (**Mating**).
- For galicica tour
 - Show the beautiful view of the lake from Galicica or a different place and show a bbq, beautiful table with traditional food (**Resource**) and a dutch couple enjoying it. And talking and making eye contact while they eat (**Mating**).
- For kajce tour
 - Boat driving on a sunset (**Objective beauty**) and a couple at the front of the boat holding hands or making eye contact/expressions of some kind of emotion. (**Mating**).

- Dutch group of people on a boat speaking and laughing (tribal)

● Grabbing attention

- Movement
 - Moving the camera angle from the beautiful view to the table with food and showing a beautiful food on skara and showing a couple cheering (ziveli) and enjoying the meal and the view.
- Shiny/bold
 - Shiny sunset
- Extreme size
 - Huge fish
 - Huge table
 - Huge lake
- Unexplainable
 - Video edited colors of the sun shine
- Objective beauty
 - Beautiful food
 - Good looking sunset
 - Good looking couple
 - Beautiful view
- Matches previous experience with importance
 - Vik experience logo
 - Viktor on the clip

Body copy

If you want to hike and see the best view points in Ohrid, taste the best foods that our cousin has to offer then pick a specific date so we can help you do that and if we don't then the trip is on us!

Headline

See The Best Viewpoints In Macedonia

Offer

Walk & Dine at sunset

Draft for persuading them (sales page)