

BEGINNER LIVE TRAINING #2, my very first mission

- Passive Attention, Increasing Trust and Active Attention:

The first screenshot represents a content creator, whose niche is Cold Calling and closing deals.

(Passive) It was random chance that I stumbled upon this reel, especially considering I was looking for business ads on Instagram, not this kind of content, but the main thing that had me stay there was the caption in the center: "How to win over a suspicious client on a \$900,000 deal".

'Sounds too good to be true... Does he pull it off?' - is what I thought.

(Increasing Trust) And he did: he cold called this client and then skillfully and successfully convinced them to schedule a meeting. That already makes me believe in his competence as an individual and as a cold caller: this guy knows what he's doing, he's good.

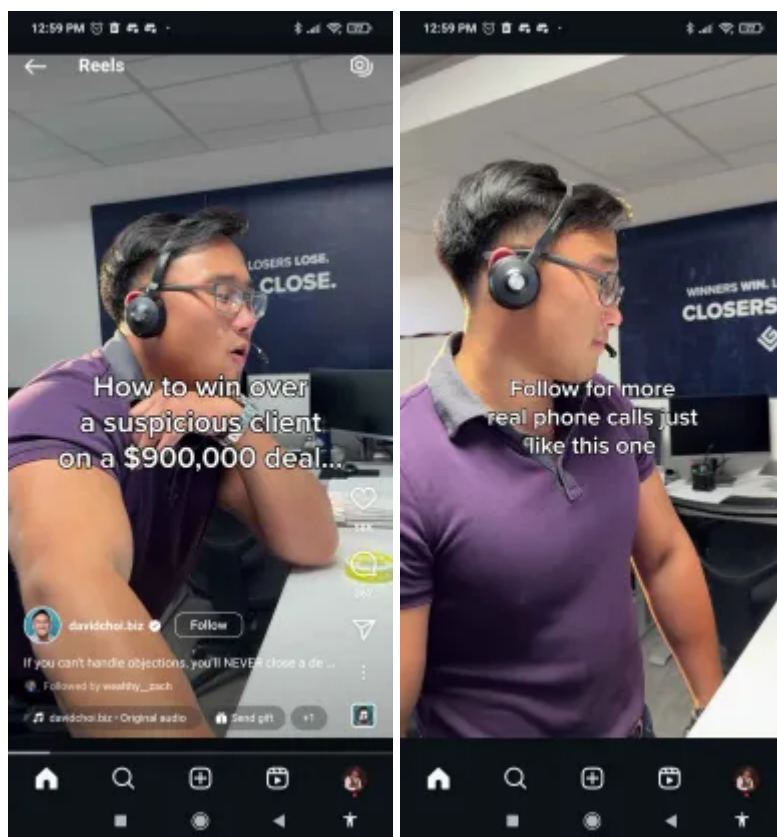
(Subtle switch to Active Attention) He ends the reel as you see in the second screenshot, inviting the user to follow for more content like this.

I don't know about you, but after randomly appearing on some random user's feed, showing them your competence and succeeding at closing such a high end deal, that invitation to follow would convince many.

This guy runs a mentorship program, so having other users follow is a great investment for both notoriety and sales.

- Increasing Desire and Belief in Idea: I decided to look for products online, specifically *Focus supplements*, the kind that enhances your focus and energy levels. This is the first product that popped up (3rd screenshot). The description makes this product look like a game changer, a key to getting actual superpowers, with entries like *"Elevate your Brain Power", "Unlock Your Neuro Potential", "Sharpen Your Focus", "boost energy levels, reduce fatigue, enhance cognitive function"* etc. Imagine you're the average 9/5 worker who's always burned out, tired and seeks a way out... You'd want nothing less than more concentration and energy. This could give you what you need.

(Belief in Idea) Scrolling down, there's also a short video showing a testimonial of a person using this supplement (4th screenshot) and stating its effects on her daily life. She uses words that resonate with the average buyer of such a product, such as *"brain fog, stress, racing mind, overwhelmed, zoning out, ability to recall details"*. This helps resonate with the buyer and help them believe that by purchasing this product, they have a chance to get away from the pain they are currently experiencing.



Roll over image to zoom in



About this item

- **Elevate Your Brain Power:** Vital Vitamins focus supplement with ginkgo biloba is formulated to help enhance focus, memory, clarity, & energy. Experience peak mental performance with our nootropic brain supplements for memory and focus.
- **Unlock Your Neuro Potential:** Vital Vitamins Brain Booster supplement is for men and women looking to boost energy levels, reduce fatigue, & enhance cognitive function without jitters or crashes.
- **Sharpen Your Focus:** Vital Vitamins nootropics brain support supplement helps support alertness, logical reasoning, & creativity in your everyday life. Eliminate brain fog & distractions. Perfect for students, seniors, & professionals.
- **Brain-Boosting Ingredients:** Our Brain Booster contains Vitamin B12, Ginkgo Biloba, & DMAE, along with other vitamins, to promote improved cognitive function. Unlike other energy pills, our product is a caffeine-free alternative for energy boost.
- **About Vital Vitamins:** We put our customers' health at the heart of everything we do. We specialize in creating responsibly sourced, high-quality products that help customers live their lives to the fullest.

"I can stay focused on high level tasks, and the afternoon fog: gone"

