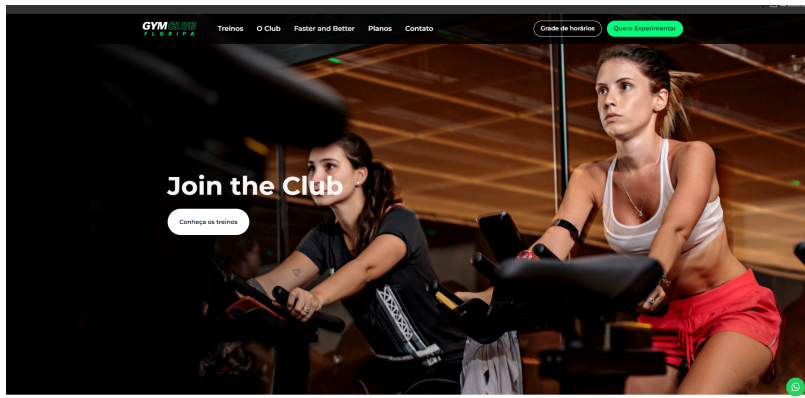


Active attention:

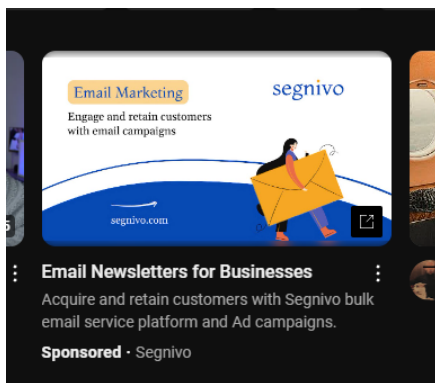


Searched for: gyms near me, and this one stood out from the others, mainly because of its infrastructure and features, that their competitors do not have, for example:

-In their website they show all the value you'll get after joining...(pictures of the gym, Personal training, Spa, Yoga, Pilates, Beach Tennis, Vip area, valet parking, a lot more...)
(Desire) 👉

Therefore increasing the value they'll get for the cost of the gym monthly, in other words increasing desire.

Passive attention:



Popped up on my YT initial page.

After clicking it the first thing that appears is: list of features and what i'll get if I buy it.
(building belief in idea, also just saying what it is and what i'll get)

Scrolling a bit more there are 3 testimonials of people who used it, and it worked for them, and just down from that there are some frequently asked questions being asked.

(building trust [and more belief] on the company/service they provide, also eliminating any confusion about the product, therefore they're more likely to buy) - a confused mind does not buy.

