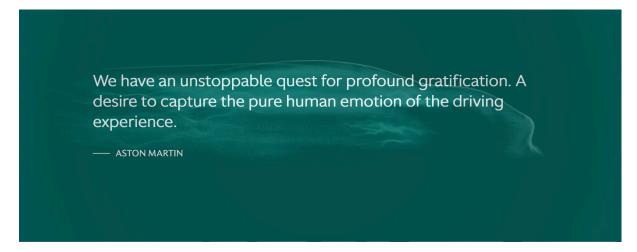
Go find examples of each of these following:

Active attention



I think this works because They are positioning themselves as a brand on a quest to create the ultimate driving experience, which inherently signals their dedication to quality and innovation. At the same time, by framing this pursuit as a "profound gratification" and "pure human emotion," they're subtly giving the reader a feeling of importance and status—suggesting that owning an Aston Martin is about joining a select group of individuals who appreciate and deserve this level of craftsmanship and emotional fulfillment.

Passive attention



...

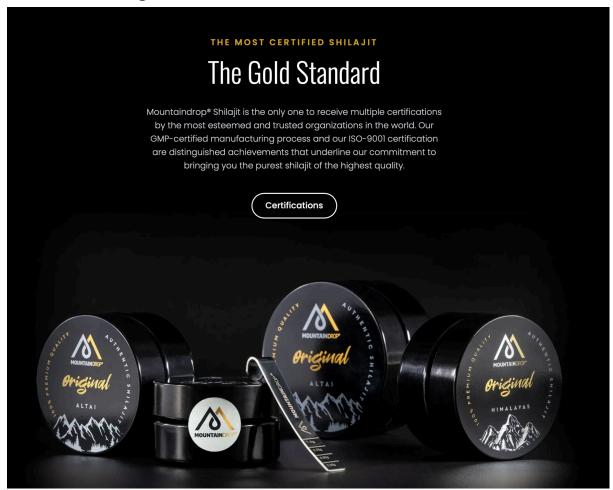
This could be you! Curl up with a good book and enjoy the comfort of a clean home when you leave the cleaning to us! To set up a free online estimate, visit: estimate.thecleaningauthority.com!

Happy #NationalBookLoversDay #AuthorityOnClean



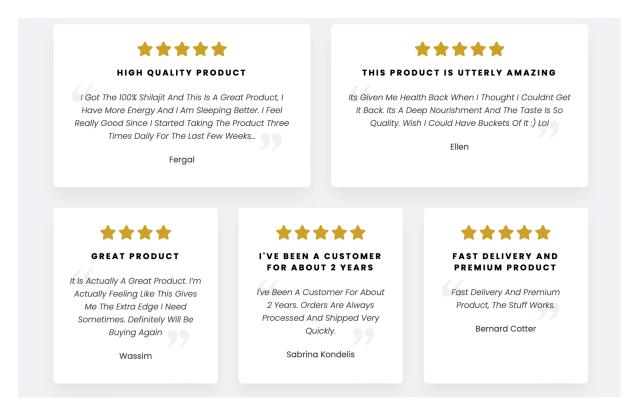
I think this works because The Cleaning Authority is trying to evoke a sense of *comfort and relaxation*. They are suggesting that by using their cleaning service, customers can free up time to enjoy peaceful moments at home, like curling up with a book, without worrying about chores. This positions their service as a way to improve quality of life by reducing stress and creating a clean, comfortable living environment.

Increasing belief



They increase belief by showcasing certifications, using phrases like "The Gold Standard" to imply exclusivity, and referencing trusted organizations. This positions the product as high-quality, safe, and endorsed by experts, building trust with the reader.

increase trust



They are increasing trust in the company/person by having testimonials from real people who have bought from this company.

Increasing desire

Greatness Elevated

Since entering the league at the age of 18, LeBron James' combination of speed and power has helped elevate him to the top of the game. Equipped with the LeBron 18, a silhouette fitted with a full-length Zoom Air unit to optimise his speed and a MAX Air unit in the heel to harness his power, he's poised to take his game higher than ever.

Shop Latest LeBron



game. This makes the shoe feel like a tool for achieving greatness, just like LeBron. (It also increases desire for the reader because Labron wears the shoes).