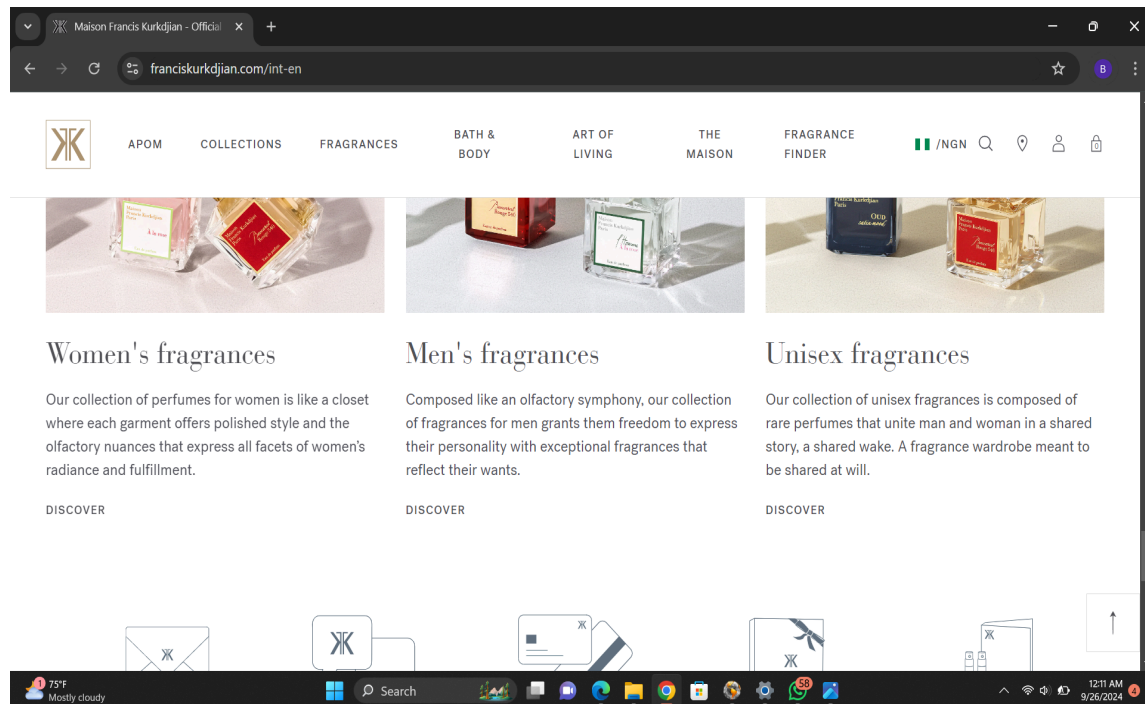


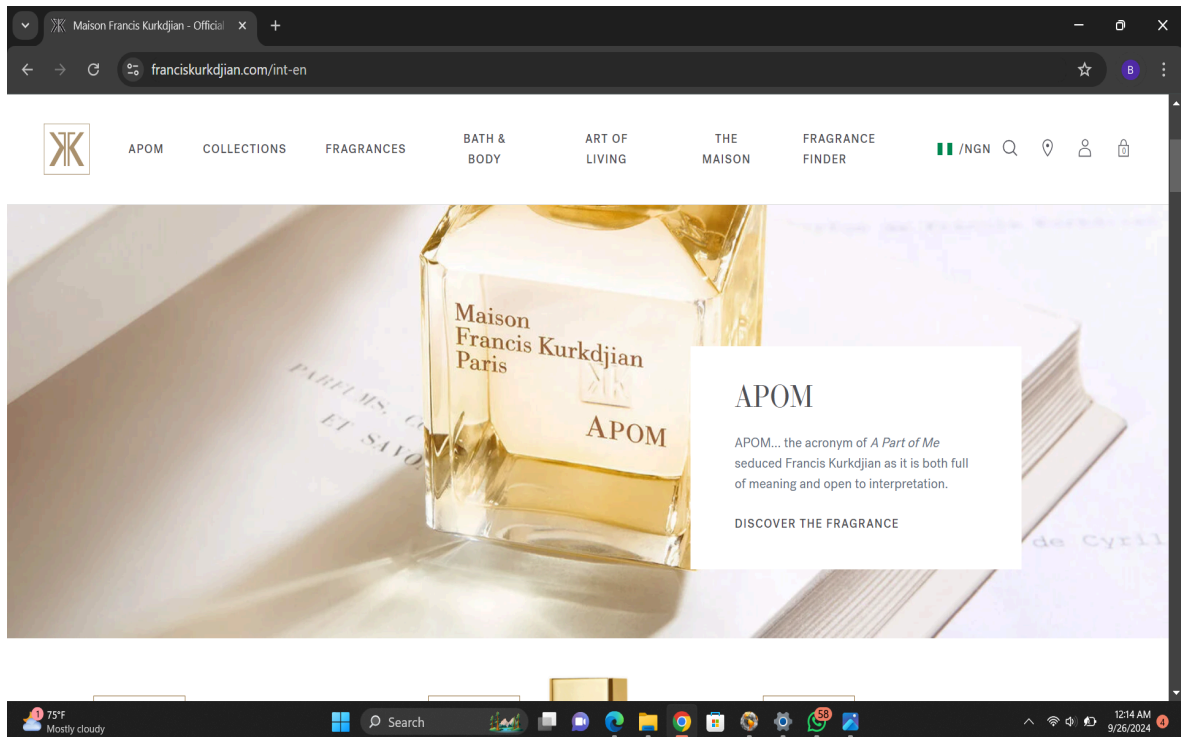
## EXAMPLES OF EACH

### 1st Mission

#### Active Attention

- Search for business that taregetting active attention
  - Look at how they stand out ( see which one catches your attention)
  - Write it/take a screenshot and say why you think its successful
- ☐ People with the highest recommended rate
  - ☐ Cool perfumes arranged in a certain way and certain background (background color matching the color of the perfume)..... white background
  - ☐ resonating /connecting more with the readers desire and pain
    - Showing or section and feeding different kind of human desires, at thesame time increasing a general desire

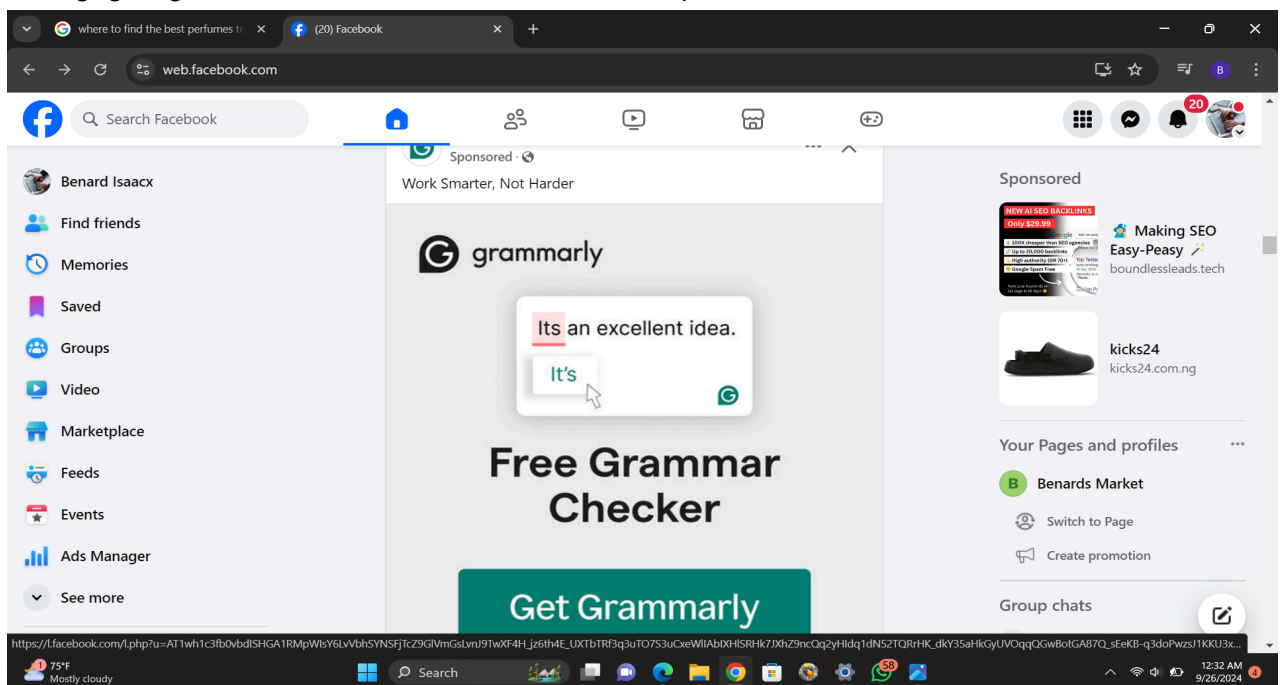




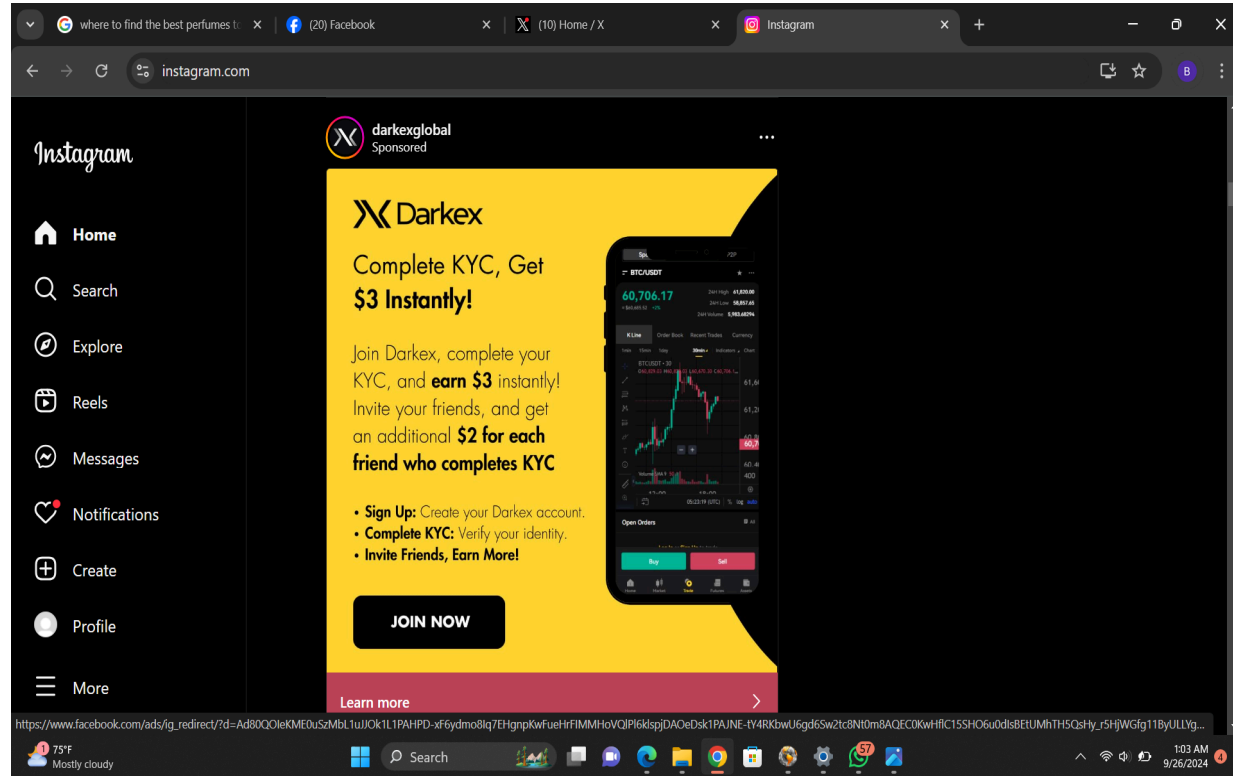
## Passive attention

- Find business that are good with passive attention
- Paid ads o organic content
- Share it and why it got your attention (why did i stop and pay attention to this)

☐ Solving/ giving a solution or even better solution to a problem/roadblock



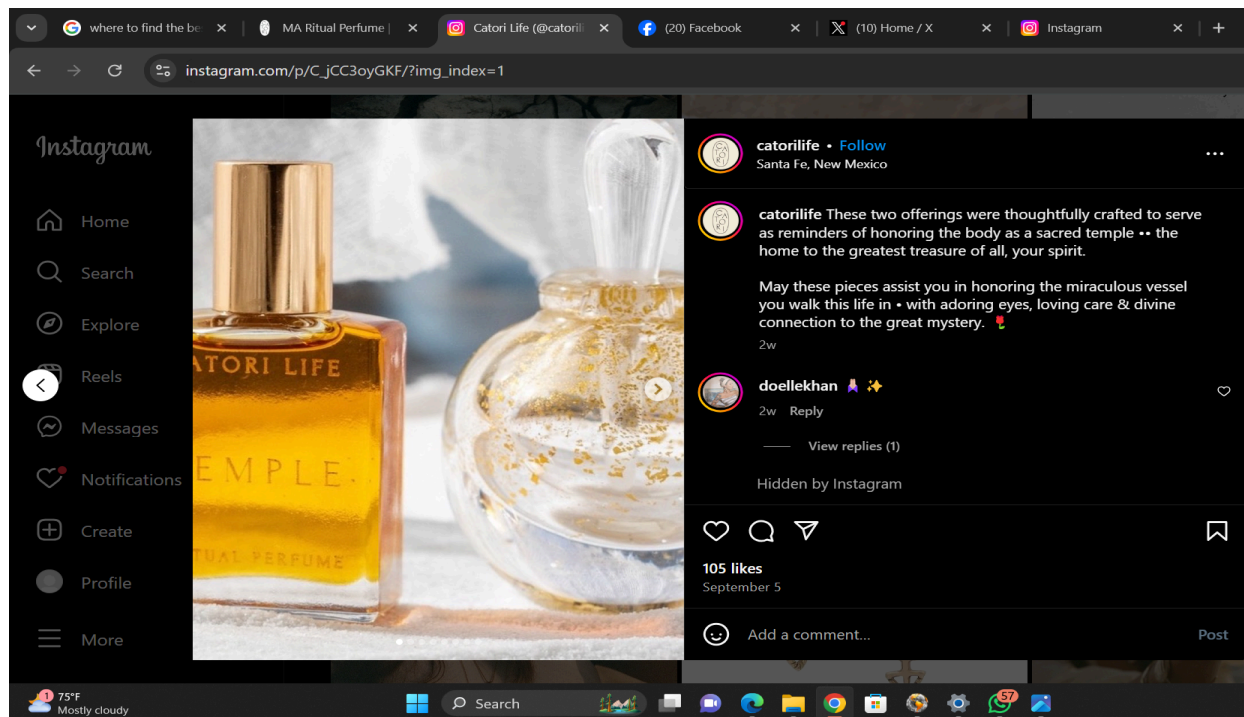
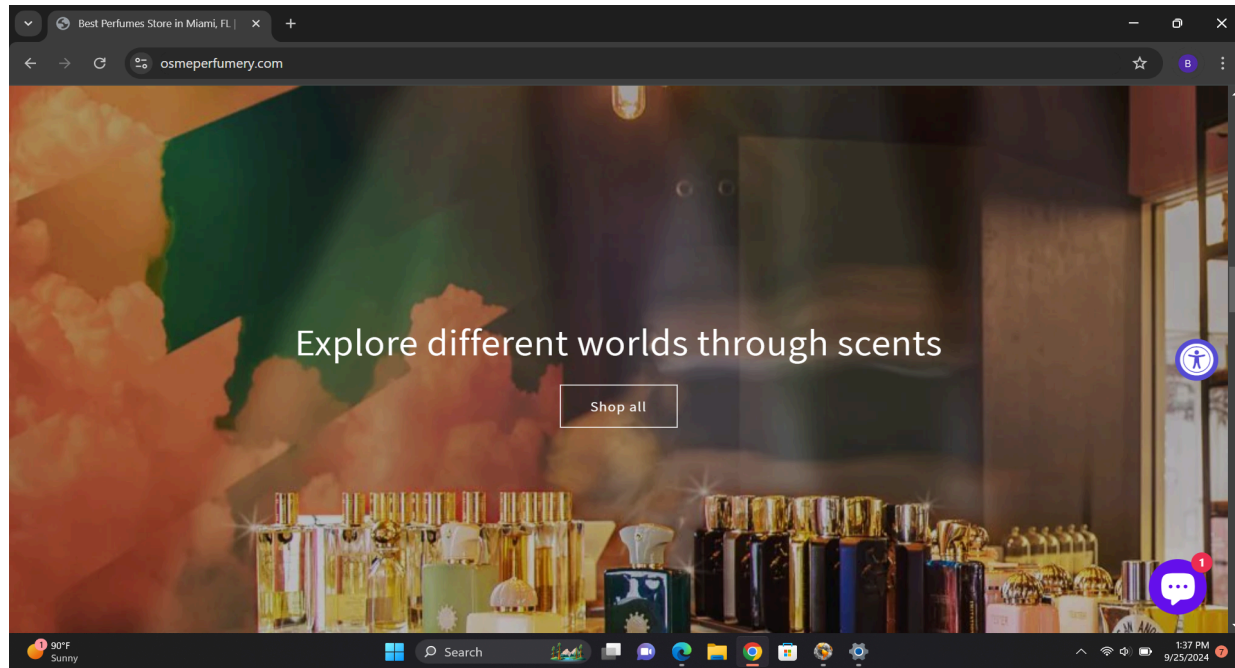
- ☐ Movement ( someone falling/ something moving)
- ☐ Mixing up something valuable with movement( reel)
- ☐ People paying attention to something ( people in the reel)
- ☐ Bright yellow colour (with an opportunity to profit and earn more much easier)



### Increasing desire

- What things they do when to increase the desire when reading and deciding /what they do to get them excited about achieving a goal or amplifying the frustration they feel about a problem
- Find sentences/ images
  - ☐ Offering the product as the fastest and easiest way to the dream state
  - ☐ “Symbol of power and wisdom, God of Fire is an exquisite fragrance where fresh and exotic notes hide an outstanding warm character.Xiuh-tecuhtli, God of fire’s incredible strength, leads him to rule the volcanos, his Oud heart burns intensely like a shamanic experience, leaving you regenerated and full of confidence” ( a desire to feel a certain way and an identity of who/what the reader desires)

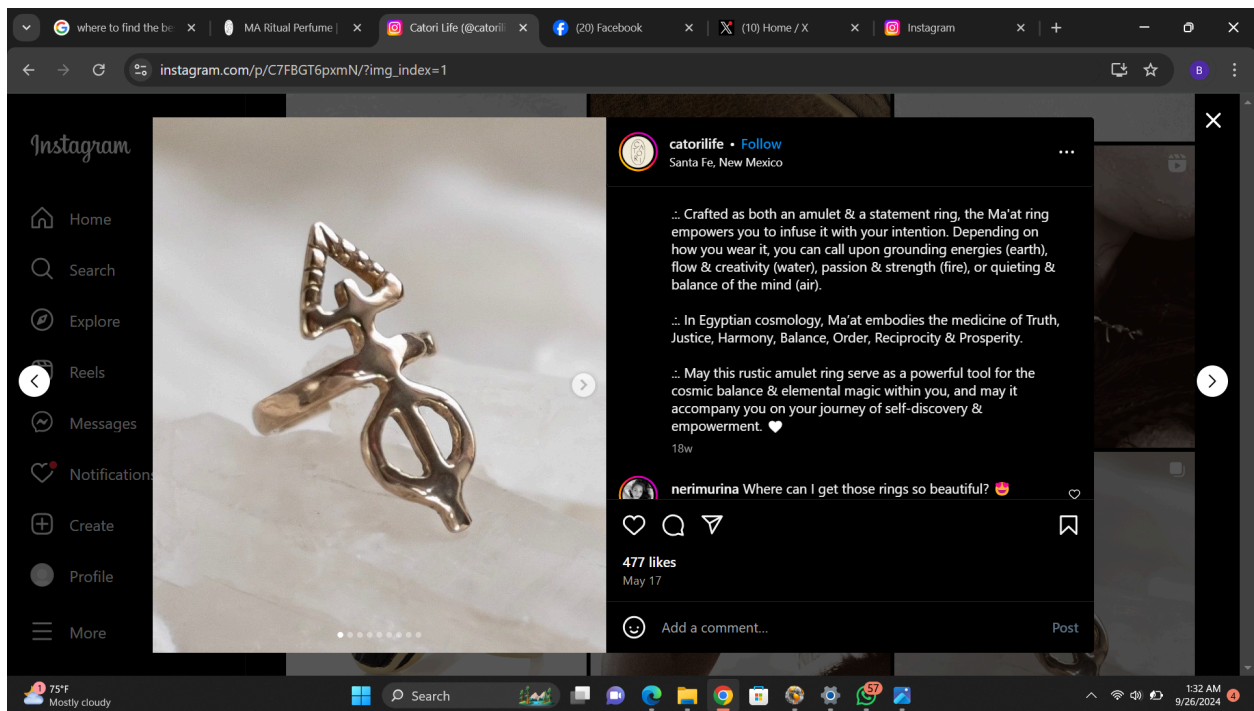
- ☐ “Unlock new worlds of wonder through saint”



## Increasing belief

- Examples of how business increase a belief in their idea
  - ☐ Showing expertise and knowledge (consistent valuable content)

- ☐ In Egyptian cosmology, Ma'at embodies the medicine of Truth, Justice, Harmony, Balance, Order, Reciprocity & Prosperity.



## Increasing trust

- Examples of business increasing trust
  - ☐ Social proof
  - ☐ Consistent value
  - ☐ Honest communication
  - ☐ Showing some behind the scene
  - ☐ Showing the progress of the business s time goes on (taking pictures of workers/ showing how hard and dedicated they are to help the reader to achieve their dream state)