

Human Motivators Mission

Open up a blank Google Doc and write down as descriptively as possible everything you can about:

- What is painful about your personal Current State?

I have to work in order to sustain my incoming bills. I cannot get out of the difficult, argumentative relationship I have with my sister because we live together. I have no parental figure around to guide me in making smart and sensible choices, my mother died last year and I have no connection with my father. I am figuring out everything on my own, it is hard to discern what narrative's that I have learnt in the past are true and what is false. It is also hard to maintain a strong masculine persona, as I am still figuring out who I am. I have not learnt the discipline that I know I need in order to achieve my goals. Goals such as decreasing my asthma, improving my gut health, becoming physically fit and strong but also being stupidly rich.

- What is desirable about your personal Dream State?

It is complete and total freedom. Freedom to do what I want, when I want, whenever I want. To not have to worry about the price of something. To have a capable body that doesn't ache and twinge from occasional strange movement, that isn't limited by asthma. To have the means of growing my own food, keeping my own livestock, and feeding myself with nutrient rich food to maintain a healthy lifestyle.

I want to have no worry of the government taking control of my life, dictating what I do, what I can buy etc.

Attention Mission

Set a timer for 10 mins and scroll through any social media platform and write down everything that catches your attention and why.

Facebook

- New world sponsored ad, slowly changing picture on screen
- Warner Bros NZ ad for Dune 2 movie, I recognise the characters from the first movie
- The Oodie sale ad, mothers day sale and everyone likes sales
- Ancient Explorers suggested post, I'm interested in ancient cultures
- Missing dog post, I own a dog and I am empathetic

Twitter

- IlluminatiBot post, I have read his posts before and I like them, talking about money laundering in the US govt.
- Elon Musk post, I have read his posts before and I like them, using cgi to fake moon landing.
- KanekoaTheGreat post, I have read his posts before and I like them, Novak Djokovic talking about 1999 NATO bombing.

Funnel Mission

Go scroll through social media (responsibly)

Find an ad or a piece of content driving you to part of a funnel.

See if you can draw a simple diagram of the parts of their funnels you can see.



The Nakie Hammock

Careful wording all throughout the sales funnel. "Extremely comfortable" "hurry only while stock lasts" "makes the perfect gift" "ultimate mothers day gift".

Peaks readers interest by using "recycled materials" "set up in 60 seconds" "weight tested" "compact and lightweight".