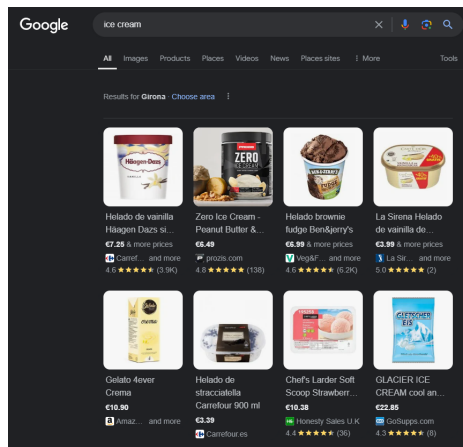


MISSION

GO FIND EXAMPLES OF EACH OF THE FOLLOWING

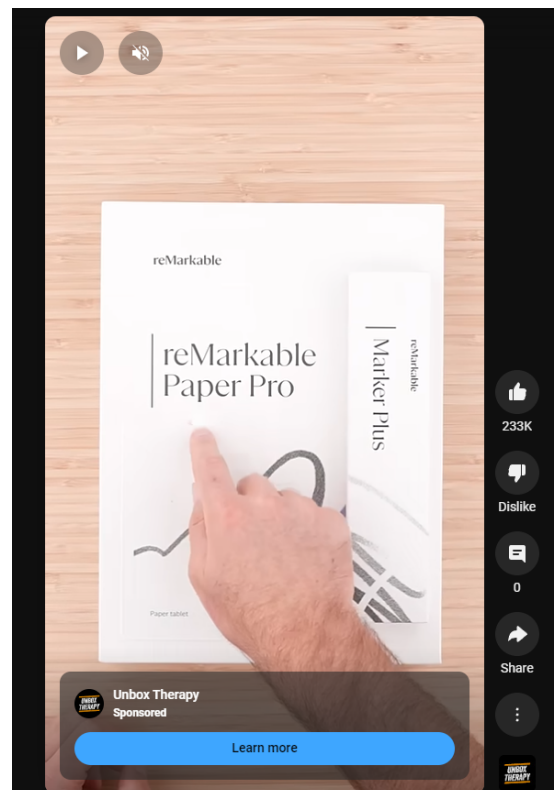
- GETTING ACTIVE ATTENTION
- GETTING PASSIVE ATTENTION
- INCREASING DESIRE
- INCREASING BELIEF IN IDEA
- INCREASING TRUST
- Then share screenshots and why you think they work in the #business-101 chat with high

Active attention



Passive Attention

<https://www.youtube.com/shorts/sBC1FUad21U>



Took the same Passive attention ad

<https://remarkable.com/>

There's a difference between TikTok ads and professional websites. TikTok ads tend to be more casual, while professional websites are more structured.

A strong desire for the product, with hooks like write like in paper, or there's no reflection of solar light, no distraction.

The website has multiple tabs that explain how to use the product, guiding users through various models and options. That's the belief.

Social proof, they added many professional sites linked to blog posts or testimonials from users sharing their experiences with the product. I don't know these blogs or people, but it gives me the feeling that both are important or influential.