Headline

How do they grab attention?

- Primitive Desires
  - Status & Identity in the Tribe
  - Mating
  - Threats
  - Opportunities
- Big Bold Fonts
- Inexplicable Events
- Intrigue & Curiosity
- Objective Beauty (Mountains)
- Movement (When the page pops up)
- Pattern Interrupt with Colors

How do they "break their brain"?

- Unexplainable
- New Mechanism
- Massive Intrigue and Curiosity

How do they compel the reader to read more?

- CTA to Read More
- Match the Copy To Keep Reading
- **Give them a Reason**
- Make a Big Promise

Lead

How do they build rapport?

- Brutal Authentic Honesty
- Establish Authority
  - Status Symbols
  - Lots of High-Quality Social Proof
    - Robust Following
    - **Testimonials**

- ■ Affiliation with Celebrities and Influential Entities
- ● Discovery Story
  - ○ Match With Reader's Pains
  - ○ Match With Reader's Current Situation
  - ○ Match With Reader's Desires
  - ○ Match With Reader's Beliefs
- ● Direct The Copy Directly To The Reader
  - ○ WIIFM
  - ○ Write Like I'm Talking With A Friend
  - ○ No Salesy BS
  - ○ Focus On Helping Them
  - ○ Don't Make Copy On Steroids
  - ○ Use Humour On My Copy

How do they amplify desire?

- ● Leveraging MHON
  - ○ Self-Actualization
  - ○ Esteem
  - ○ Love and Belonging
  - ○ Safety Needs
  - ○ Physiological Needs
- ● Leverage Languages
  - ○ Sensory Language
  - ○ Kinesthetic Sensory Language
  - ○ Visual Sensory Language
  - ○ Auditory Language
  - ○ Olfactory Language
  - ○ Gustatory Language
- ● Leveraging Time
  - ○ Future Pacing
- ● Leveraging Identity & Status **(With MHON)**
  - ○ How They Will Be Perceived By Others
  - ○ Affirming Certain Values
  - ○ Affirming They Are A Certain Type Of Person
  - ○ Leverage Imagery
  - ○ Leverage Languages
    - ■ How Others May …….. Them After Purchasing The Product
      - ● Treat
      - ● View
      - ● Feel

How do they bribe the reader to continue reading?

- Making a Big Promise
  - (Down There I specify more on how to do it)

How can I connect with the reader's pain?

- Discovery Story Along Hero's Journey
  - Start By Matching Current Situation
    - Leverage Languages
    - Leverage MHON
  - Then the "Click"/Revelation
    - Establish Credibility By Leveraging The Things I Say Down
  - Desired Outcome
    - Leverage Languages
    - MHON
    - **PROOF**

How can I make a big promise?

- Fascination
  - How To
  - Why
  - Miracle
  - Secret
  - Controversial
  - Hack
  - Sneaky
- Controversial/Dramatic BS
  - (Use the Group of Words given in Secret Selling System)
- Ever in History
- Increase Value of Mechanism
  - Reduce Time Delay
    - Promise Results In Low Amount Of Time
  - Reduce Sacrifice and Effort
    - Easy
    - Simple
    - Do this and You Will Achieve This
  - Increase Desired Outcome
    - Amplify Desire (I already explained how)
  - Increase Likelihood Of Success
    - Testimonials
    - Numbers
    - Success Stories
    - Percentage of Positive Results
    - Tested Thousands of Times

How can I tease the mechanism?

- Charlie's Example
  - https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01GS8E9PPXV2GZC11YA6QJ7E1R/01HTJ3KSQQ4J1G4XD3K5TQSNF6
- Bootcamp Lesson

How can I tease a discovery story?

- Discovery Story Along Hero's Journey
  - Start By Matching Current Situation
    - Leverage Languages
    - Leverage MHON
  - Then the "Click"/Revelation
    - Establish Credibility By Leveraging
      - Brutal Authentic Honesty
      - Simple Logic
      - Establish Authority
        - Status Symbols
        - Lots of High-Quality Social Proof
          - Robust Following
          - **Testimonials**
          - Affiliation with Celebrities and Influential Entities
  - Desired Outcome
    - Leverage Languages
      - Sensory Language
      - Kinesthetic Sensory Language
      - Visual Sensory Language
      - Auditory Language
      - Olfactory Language
      - Gustatory Language
    - MHON
    - **PROOF**

How can I establish credibility?

- Brutal Authentic Honesty
- Simple Logic
- Establish Authority
  - Status Symbols
  - Lots of High-Quality Social Proof
    - Robust Following

- - **Testimonials**
  - Affiliation with Celebrities and Influential Entities
-

Body

Close