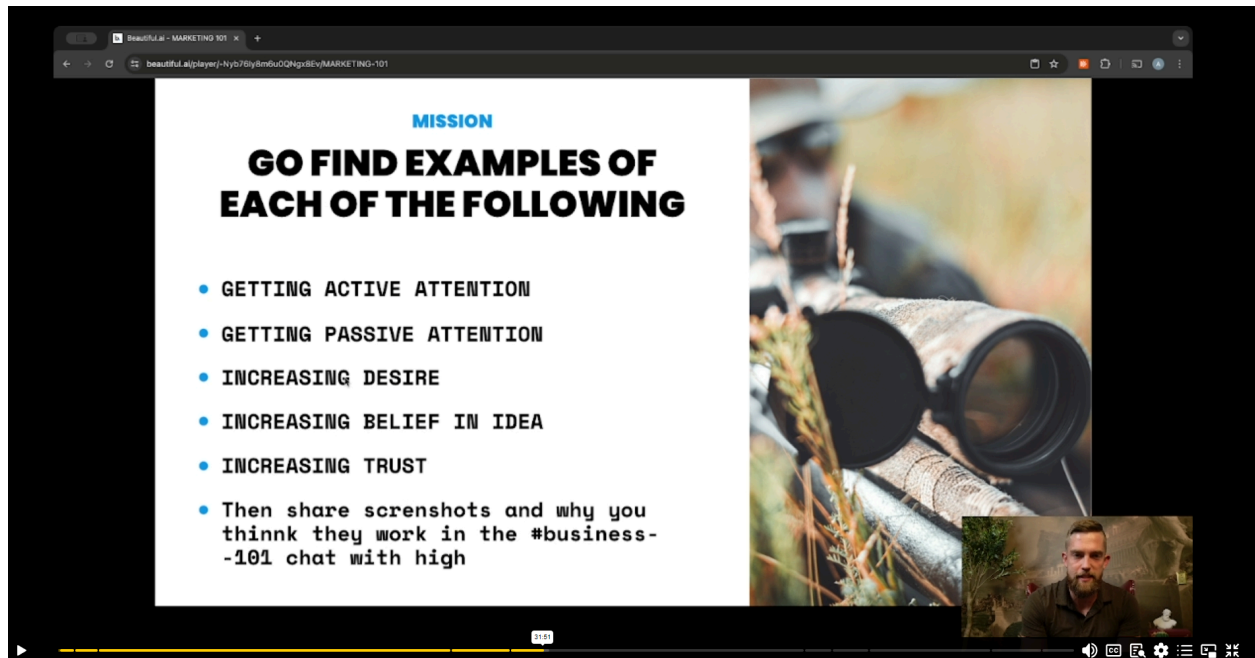


Mission 101



The screenshot shows a video player interface. The main content area displays a slide with the following text:

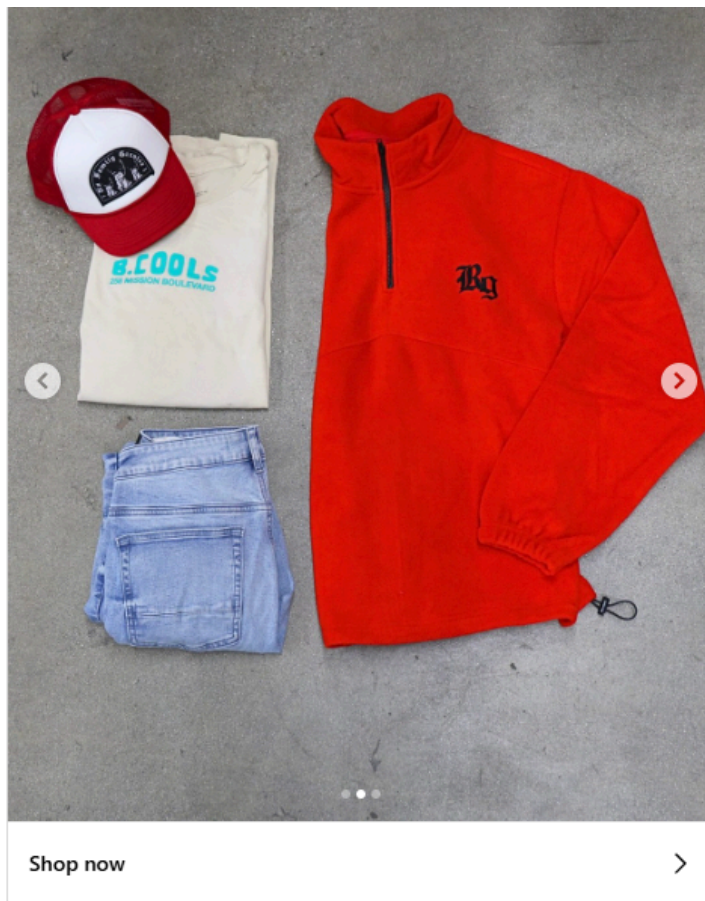
MISSION

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

To the right of the text is a large image of a rifle scope. In the bottom right corner of the video player, there is a small inset video showing a man with a beard and a dark shirt, looking directly at the camera.

Getting Active Attention



👤 6,477 likes

threadbeast 🔵 We are starting to gear up for fall 🍂 Which fit would you rock 1, 2, or 3?

Introducing products to the viewer while enticing not only their products but the human appeal.

Getting Passive Attention

BRUNO MARC

NEW VIPS ONLY | FIRST STYLE ONLY

~~\$53.99~~ **\$10**



BREATHABLE FABRIC


LIGHTWEIGHT OUTSOLE

MEMORY FOAM INSOLE

Shop now >



269 likes

justfabonline  **HUGE NEWS:** We've got shoes for MEN! 🦋 Get your first pair for \$10 when you join VIP.

Initiates passive Attention by EYE CATCHING words such as “HUGE NEWS”, “MEN” and a low price which leads to a high ticket offer.

Increasing Desire



Shop now




41 likes

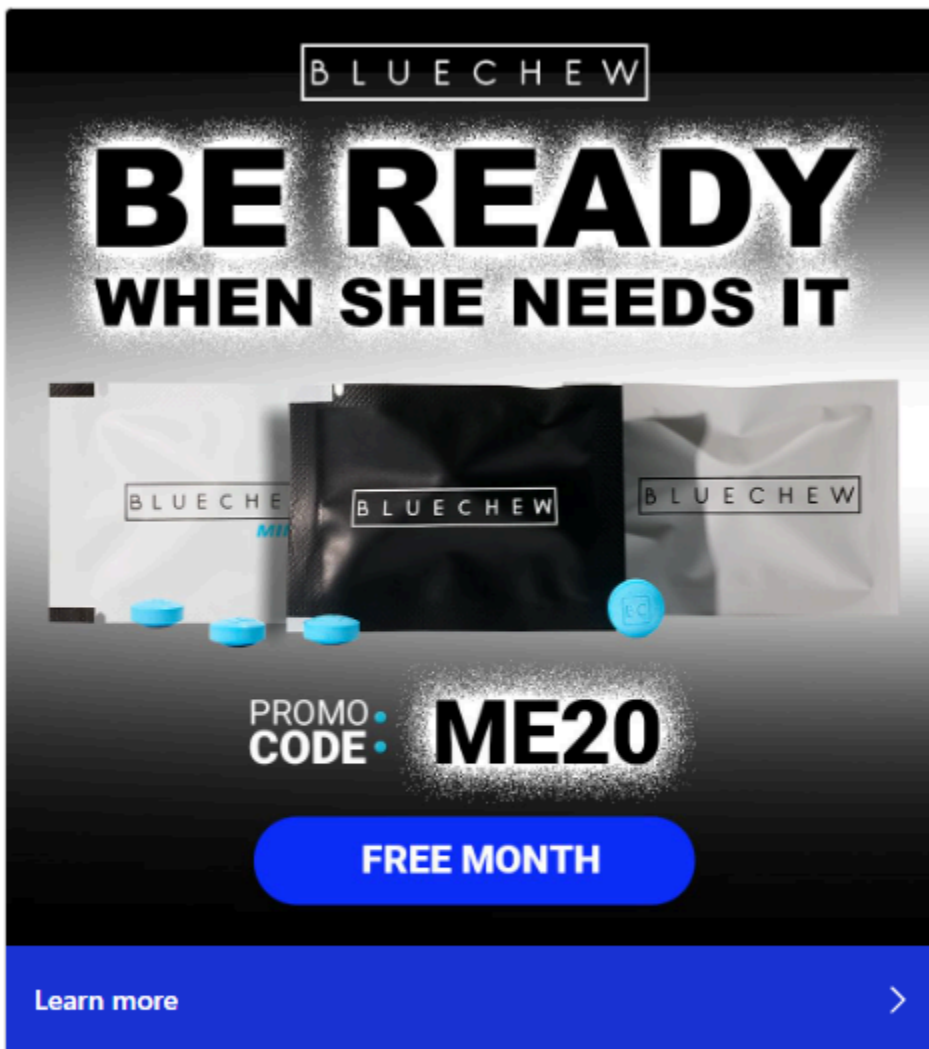
fivebelow 🌟 halloween can also be snuggly & cozy 🎃 🍂

Increases Desire for human comfort and challenges their idea of what can be.

Increasing belief in idea




bluechew 
Sponsored



The advertisement features a dark background with the Blue Chew logo at the top. Below the logo, the text "BE READY WHEN SHE NEEDS IT" is displayed in large, bold, white letters. In the center, there are three packets of Blue Chew: a white one on the left, a black one in the middle, and another white one on the right. Below the packets are four blue pills. At the bottom of the graphic, the text "PROMO CODE: ME20" is shown, followed by a large blue button that says "FREE MONTH". At the very bottom of the ad, there is a blue bar with the text "Learn more" and a right-pointing arrow.

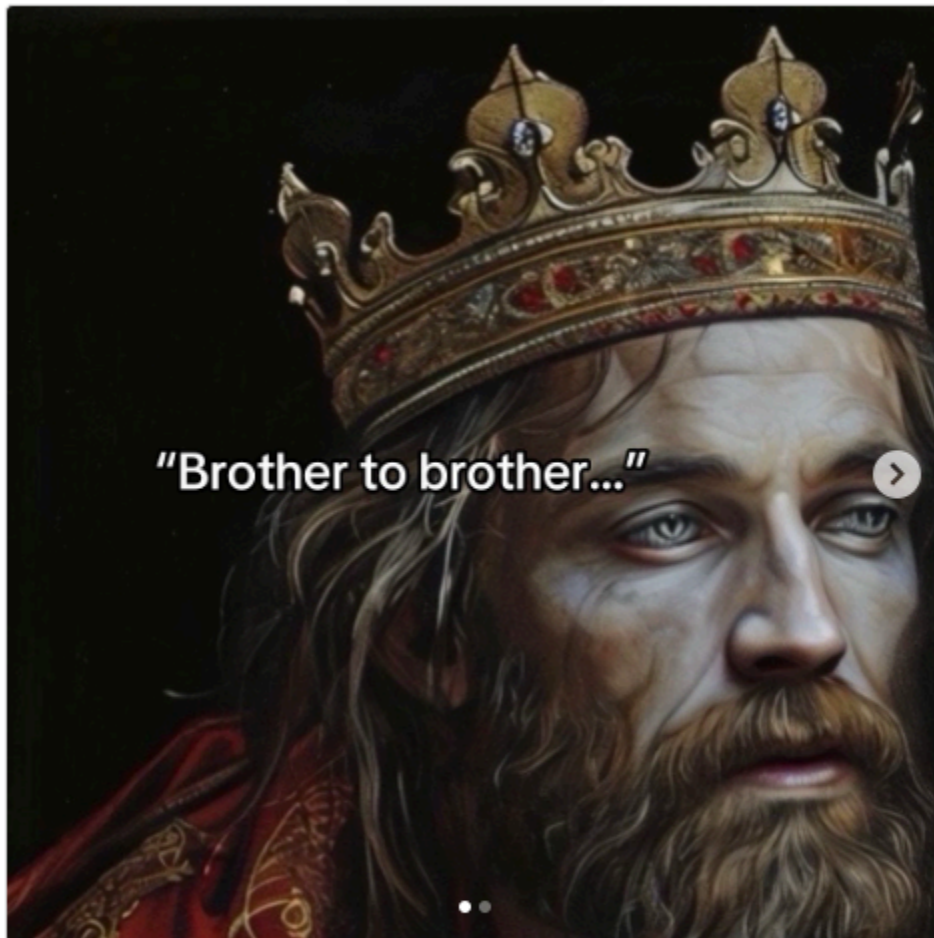


4,105 likes



bluechew  Get the confidence you need to perform your best!

Contributing belief into the idea by “performing better not only for her but yourself”.

Increasing Trust



 505,491 likes

kings_community  We got this 

Increases trust to the brotherhood known by man and uses persuasion by the belief of getting through adversity.