

Mission

Go Find Examples Of Each Of The Following

- Getting Active Attention
 - Sponsor
 - 5 star ratings (w/ testimonial)
 - Free offering in headline
 - “6 Important Vitamins for Muscle Growth” article headline (This article leads to a CTA at the end to book a session with them relating to muscle growth.)
 - “Top Men’s Supplements and Vitamins for Muscle Growth” Also an article type sales page to attract more attention.
 - “Top Vitamins for Muscle Growth” Another article sales page.
 - “How to create the best skin care routine for acne” How to... type headlines
 - Offering discounts → ~~\$49~~ **\$12.82**
 - Offering percentage discounts with Urgency → “30% Off Sitewide Friends & Family Sale . With code . Ends Oct 4”
 - Location
 - Guarantees - 14-day returns
 - Free Deliveries
 - “Natural” in the description
 - Authority Approval - “FDA-approved skin tech”
 - Tells benefits
 - Experience - “15+ experience”
- Getting Passive Attention
 - Offering something free (ex... checklists, guide, 10x playbook)
 - Free - (ex... 60 day free trial)
 - Urgency - Limited-time only
 - Shows the desire/dreamstate in description
 - Authority Experience - “ex... 20 years of experience”
 - Big \$0 and 0%
 - Trust - “ex... used by ZOOM”
 - Desire - Save Time
 - Trust Numbers - “Since 2019, 2.7+ prescriptions of Slynd have been written for women!”
 - Time - Take 2 minutes
 - Desire - “Unleash Your Brain’s Potential”
 - Bold Attention Letters - “**Huge ANNOUNCEMENT**”
 - Images - Show dreamstate or Status “Image of Porsche GT3-RS”
 - Quick, Easy, Fast in Headlines
 - Green Check Marks
 - Tribal - “Network in exclusive car club”

- Increasing Desire
 - Getting rid of bed bugs for good
 - Get an Early detection to help prevent an even more extensive infestation.
 - The type of elimination service (Heat Treatments and Conventional)
 - 3-4 rounds to fully get rid of bed bugs
 - Immediate needs
 - Not in the Sales Page - I was thinking if the sales page was good it would have said something like “Have no worries with bed bugs crawling and biting your customers” - “Have customers sleeping like a baby and rating your business with a 5 star” - “Have 0 reports and complaints about getting bug bites during their sleep” - “Make your business known as the cleanest and bug free hotel in your city”
- Increasing Belief In Idea
 - Explaining that a DIY treatment/method does not work. (Most of the pest control markets have tried or thought of trying)
 - Exterminators are Trained
 - Customized treatment plan
 - Steps that will happen during the exterminating treatment.
 - Family Safety Treatment
 - Questions being answered with personal articles
- Increasing Trust
 - 90 years of experience
 - 100% money back guarantee
 - Free Inspections
 - Certification