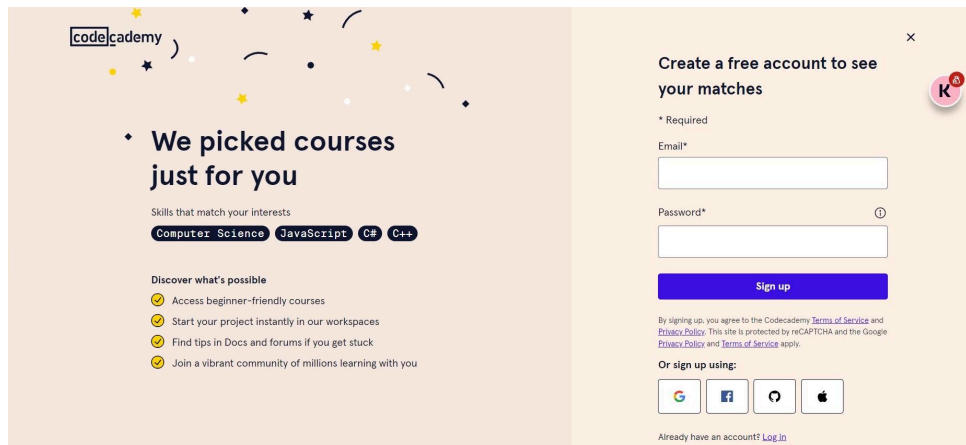


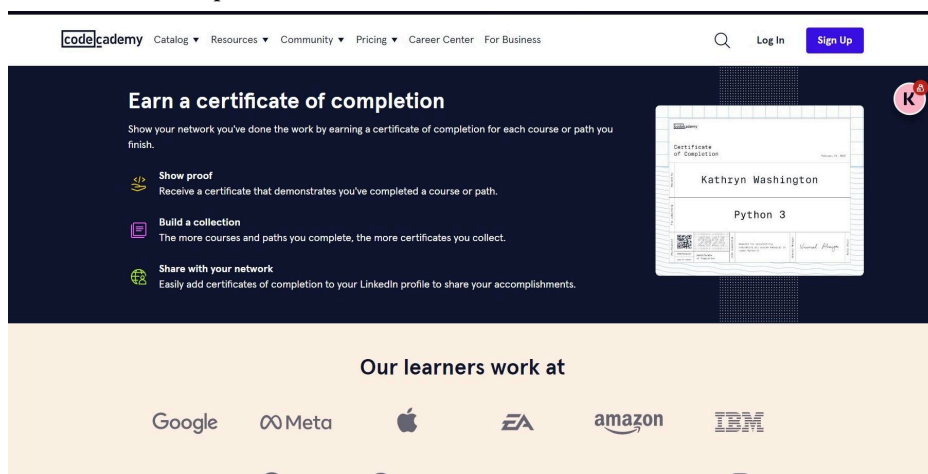
For the Active Attention I choose a business which provides coding courses.

I believe they did successfully as they added pieces of copy to trigger certain emotions and fears such as using words like “free” and “just for you” to make the reader feel like this solution was made for their specific problem/fear.

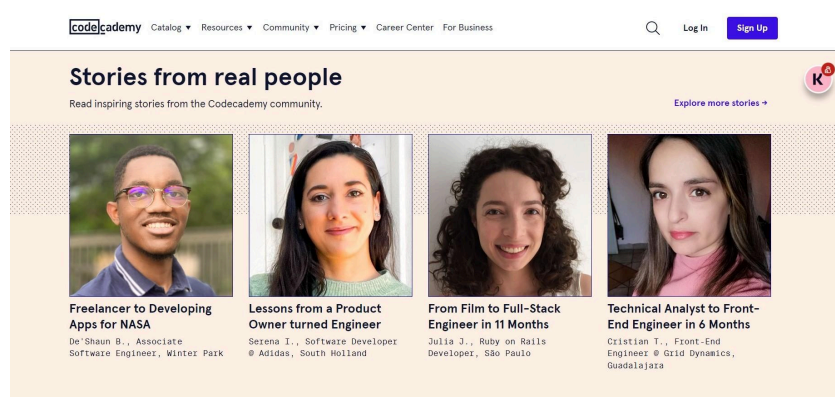
In the 1st picture this business increases desire by making the reader take a short questionnaire, the answers are then used to provide a course alongside a list of positive possibilities. They also have the word “free” on the right side to sign up to an account which can trigger the reader to take actions leading to further follow ups.



Belief is increased through every course as in each of them, they reassure the reader that a valid certificate can be used for acquiring a job after completion. Every course also has their own individual section for rating and reviews which will further increase the readers belief as long as data is positive. They also add examples of world-class known companies where some of the learners work at such as Google, Apple, Amazon, and others. I believe these (2nd picture)



The ratings and review system also assist in increasing trust as they provide positive information for potential customers, this business has a section where they share stories from previous learners on how the completion of these courses helped them change their lives for the better further increasing trust. (3rd picture)



For the Passive Attention I found an ad in Instagram where the business offers a “secured” career and income. I don't believe they would be very successful as the ad provides little to non information to trigger curiosity in a vast variety of people. This ad would only work on people who struggle in life to find a job and a good income that spends large amounts of time on social media.

They increase desire by providing information such as the high demand on welders, they also add examples of possible incomes based on experience even from a beginner level which further increases desire. (4th picture)

Belief is increased by adding a list of possibilities opened after completion of the course, they also list benefits from this and how it can help their problem/fear. Lastly they add a small paragraph that assures the reader that anyone with any level of experience can enroll which also increases belief. (5th picture)

Finally, this business increases trust by providing videos of learners who explain and give their story on how the course changed their life. How they managed to get a job and fix their individual problem, mainly being finances and acquiring a job. (6th picture)

Pictures are below as they didn't fit in this space and making them smaller will provide poor visibility of content.



15:27
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WHY BECOME A WELDER?

- Welding Courses will help you serve towards the need for welders due to constant technological advancements
- The UK currently has a need for Welders as the number of housing projects keeps increasing every year
- All construction companies require Welders who have skilled training from Welding Courses

HOW MUCH CAN YOU EARN AS A WELDER?

- Welding Courses will help you become a qualified welder, after which your starting wage as a qualified welding professional would be £17,000 per year
- More experienced welding professionals can earn about £22,000- £30,000 per year
- More specific training after finishing welding courses makes you a Specialist welder, which can help you earn even over £40,000 per year

JOB POSSIBILITIES

- If Welding professionals for specialized training in welding automobile parts then they can work in the automobile industry

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STUDENTS

The training providers we put you in touch accept new entrants with no previous knowledge, as well as the already part-skilled, adult career changers and also those looking to become self-employed.