

Mission #2

The [Yellow Dude](#) on Instagram uses art to express his content which differs from any fitness influencer, and also uses compelling visuals that grab our attention from the start. He attains his attention by creating useful information that keeps us wanting for more. From time to time he will give a CTA to either buy his book or buy one of his gym equipment. If you do end up wanting to buy a tool that will help you he will try and attain your information with a pup-up for a free pull up cheat-sheet so he can later sell to you more for free, free advertisement. And will upsell you by showing the lowest in height of the weighted vest.

He uses numbers, why statement, secret information how to statements like “3 Tips for your pike push ups” , “why start calisthenics” “ The secret sauce behind your power” and “how to really set see your brothers” this is key because it creates a curiosity deep inside the reader to find out more about it and consume endless amount of content.

Another example of yellow persuading to buy in is incorporating a CTA for example he uses a wright? wrong statement to start off and ends of with a call to action for a free playbook a lead magnet





