

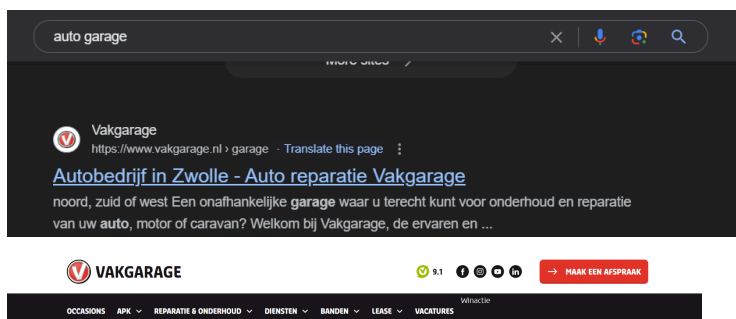
Mission #1

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

1. Example of active attention



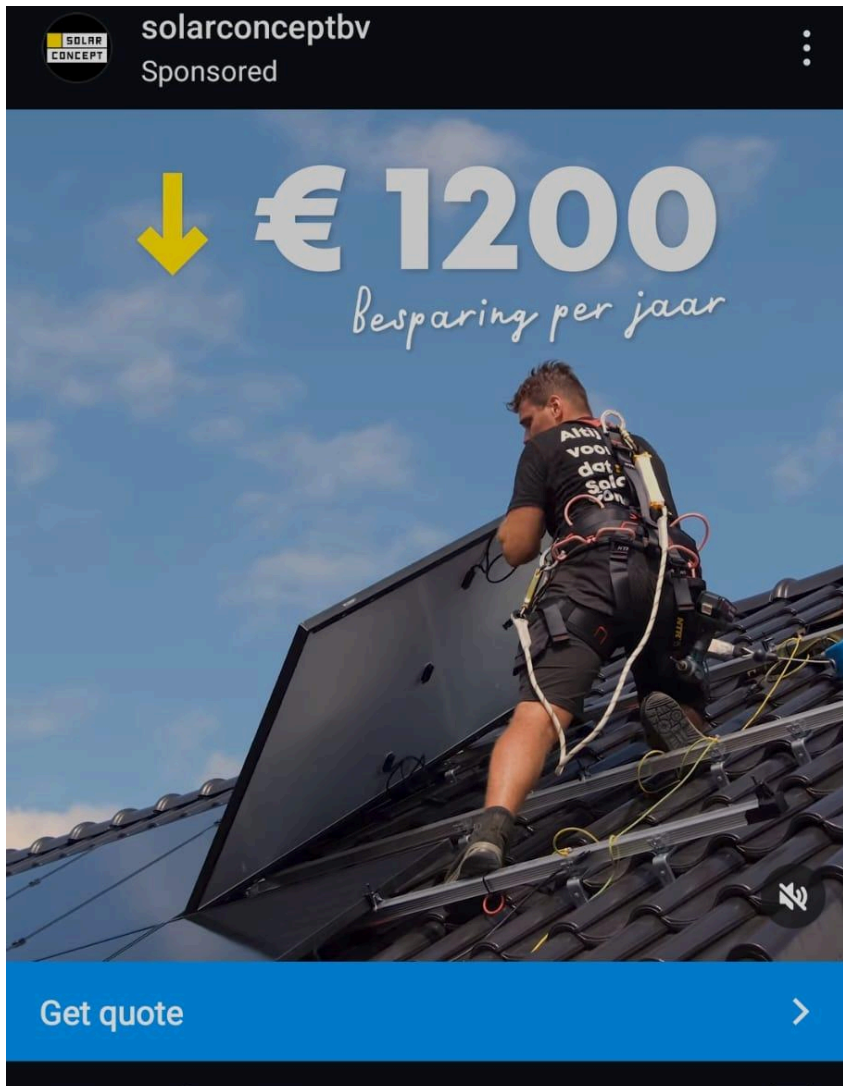
this is the google search

AUTOBEDRIJF IN ZWOLLE - AUTO REPARATIE VAKGARAGE

Op zoek naar een betrouwbare autogarage in de buurt van Zwolle? Waar u ook woont, u vindt vrijwel altijd een Vakgarage in Zwolle? noord, zuid of west Een onafhankelijke garage waar u terecht kunt voor onderhoud en reparatie van uw auto, motor of caravan? Welkom bij Vakgarage, de ervaren en merk-onafhankelijke garageformule in Nederland. Merk-onafhankelijk betekent dat alle auto's welkom zijn! Onze autospecialisten doen hun werk met passie. Behalve onderhoud en reparatie leveren wij betrouwbare APK keuringen, alco service, accu service en een grote of kleine beurt. Maak een vrijblijvende afspraak bij een van de Vakgarages bij u in de buurt van Zwolle.

this is the website

2. Example of passive attention



The image is a vertical Instagram advertisement for 'solarconceptbv'. At the top, there is a black header bar containing the 'SOLAR CONCEPT' logo on the left, the text 'solarconceptbv' in white, and 'Sponsored' below it. On the far right of the header is a three-dot menu icon. The main visual is a photograph of a man in a black t-shirt and safety harness working on a dark-tiled roof, installing solar panels. Overlaid on the top left of the photo is a large yellow downward-pointing arrow, followed by the text '€ 1200' in large white font, and 'Besparing per jaar' in a smaller, white script font below it. At the bottom of the image is a solid blue horizontal bar with the white text 'Get quote' on the left and a white right-pointing chevron icon on the right.

SOLAR
CONCEPT

solarconceptbv
Sponsored

↓ € 1200
Besparing per jaar

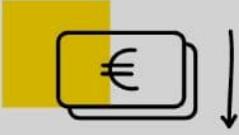
Get quote >

instagram ad

3. Example of increasing desire

WAAROM ZONNEPANELEN?

Nou hierom dus:



€ 1200,-
Gemiddelde besparing per
jaar



3,8 jaar
Gemiddelde
terugverdientijd



26,3 %
Gemiddeld rendement per
jaar

Here are some

stats on how they would provide benefits to their customers.

They show us how the purchase would gain them money and therefore lower the pain.

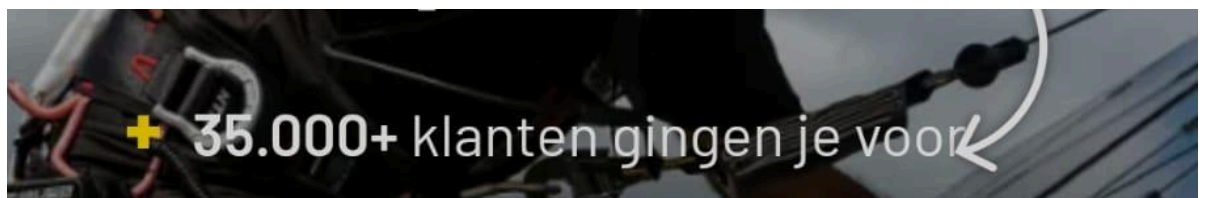
4. Example of increasing belief in idea



here they show us how long it would take to win the investment back by the energy won with solar panels.

You can change the amount of panels and how many people in the household. All of them show the calculation and how long it would take to win back the purchase. The calculation shows the customer how their product would benefit them with calculated proof.

5. Example of increasing trust



it says 35000 customers went before me.

So they're trying to create trust.



Offerte aanvragen

Gemakkelijk geregeld in 1 minuut. Vul hieronder je postcode + huisnummer in, dan nemen we direct een kijkje op je dak.

Naar stap 2



This ad instantly goes to a CTA. looks like a chance to find a client (Might need better funnel)