

Stage 3 Mission

I. How do they establish trust with the reader?

1. By grabbing the reader's eyes with their professionally looking product page.
2. By including problems to which a big percentage of the readers can relate.
3. By providing scientific proof like “our team of expert neurobiologists and doctors spent 1000s of hours researching, testing, and tinkering the best formula for supporting brain function long-term”, and which factors the product has an advantage over like mental energy, motivation, mental focus, memory.
4. By providing some information about the product's effect on its testers after soft launching it to shift the reader's beliefs.
5. The writer tries to gain the reader's trust by offering him 100 dollars off the original price on his first order and providing him with a money-back guarantee if he isn't satisfied with the product.
6. By clicking the “Save \$100 Now” the reader is provided with even more information about the product like:

- I. Review
- II. Science behind it
- III. Its ingredients
- IV. Supplement facts

II. What ways could this company increase LTV?

1. By providing an optional newsletter, which will notify its subscribers with news like sales, upcoming products, and when a new product is launched.
2. By offering merchandise.
3. By making a subscription plan, which will provide its subscribers with exclusive content and discounts.
4. Low Ticket: Offer eBook that will help its buyers with creativity and focus.
5. Mid Ticket: Offer its buyers access to seminars run by professionals and also be able to book individual consultations.
6. High Ticket: Offer trips, and access to events, that only those who have bought the High Ticket can attend.