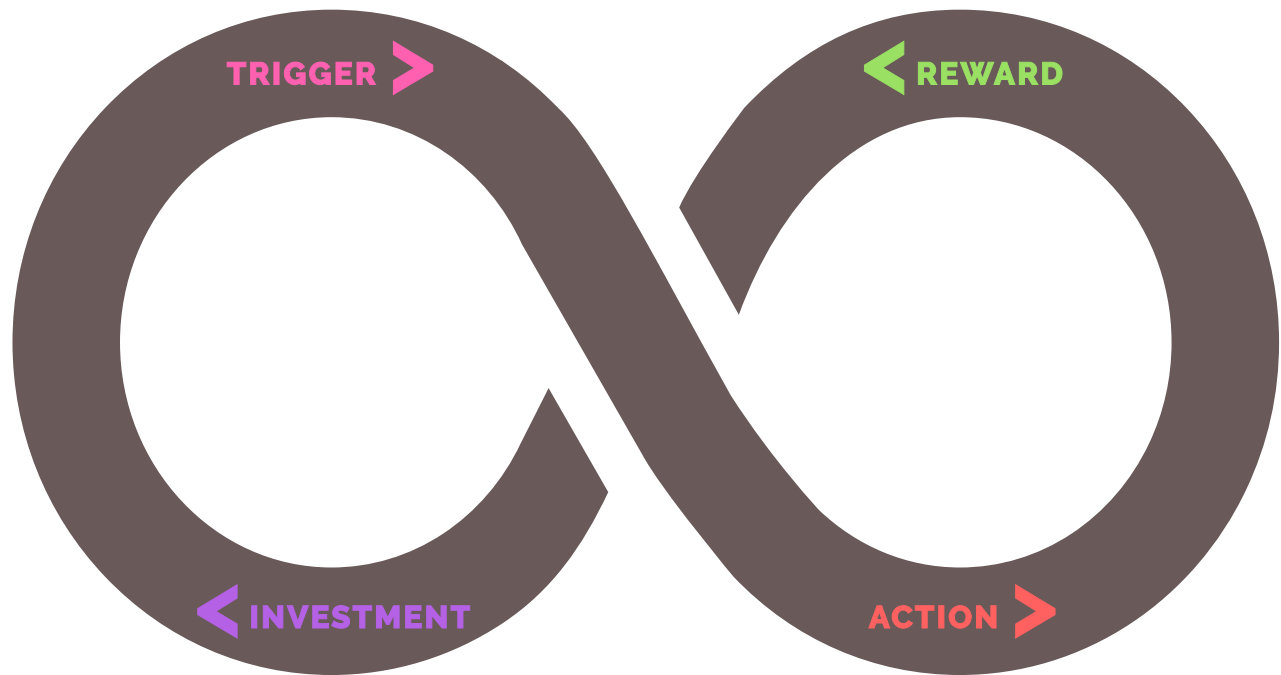


4 STEPS TO CREATING ADDICTIVE DIGITAL PRODUCTS



1. TRIGGER

"The Emotional Itch"

2. ACTION

"The Simplest Action"

3. REWARD

"The Alleviation"

4. INVESTMENT

"The Next Hook"

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