Anchor App – 5-Screen Onboarding Copy

SCREEN 1 — The Invitation

Headline:
Focus, made visible.

Body:
Anchor helps you turn a single intention into a personal symbol you can return to daily.

Micro-copy:
No affirmations. No habit tracking. Just clarity.

Primary CTA: Create your first Anchor
Secondary CTA (optional): Learn how it works

SCREEN 2 — The Insight (Revised)

Headline:
Your mind responds faster to images than explanations.

Body:
A symbol can hold meaning without needing constant thought. That's what makes it easy to return to, even on busy days.

Micro-copy:
Less effort. More alignment.

CTA: Continue

SCREEN 3 — The Method

Headline:
We remove the noise so only the essence remains.

Body:
You'll write a short intention. Anchor distills it, reshapes it, and turns it into a unique visual form.

Micro-copy:
Simple input. Powerful output.

CTA: Continue

SCREEN 4 — The Application

Headline:
One symbol. Used daily.

Body:
Your Anchor becomes a visual focus point you can activate in seconds. A reminder of what matters, when it matters.

Micro-copy:
Most users return once per day.

CTA: Continue

SCREEN 5 — The Commitment

Headline:
Let's set your first Anchor.

Body:
Choose one intention you're ready to carry forward. You can change or release it anytime.

Primary CTA: Begin
Secondary CTA (optional): I'll do this later