



BEN THE BEAST

YOUR MARKETING "SECRET WEAPON"



BLACK BELT MARKETERS

MASTER THE ART OF HIGH-CONVERTING MARKETING

Belief Engineering

Ads Masterclass

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Belief Engineering Doctrine

1. The Fundamental Problem: The Belief Gap

At the core of every non-conversion — whether it's a cold prospect ignoring your ad, a warm lead ghosting your funnel, or a buyer hesitating at the final checkout page — lies a single root cause:

A Belief Gap.

The Belief Gap is the psychological and emotional distance between:

- **Where your prospect's current beliefs are**
- **The beliefs they would need to hold to confidently and naturally say yes**

They may want the outcome.

They may like you.

They may have the money.

But if there's even one critical missing belief — or a weak belief — the brain triggers a **freeze response**:

- The prospect hesitates.
- They stall.
- They procrastinate.
- They rationalize.

Belief Gap = Missing or insufficient internal certainty to act.

No matter how much they desire the outcome or how logical the offer is, if there's a **gap between their current beliefs and the beliefs needed to take action**, they will stay stuck.

Key Points:

- The gap is invisible but real.
- No amount of tactics, urgency, or clever tricks can permanently close it if left unaddressed.
- Buyers don't stay stuck because of **lack of information** — they stay stuck because of a **lack of internal emotional safety and coherence**.

At the root of every lost sale, stalled decision, ghosted funnel, or abandoned cart lies one true cause:

A Belief Gap.

The Invisible Obstacle

- Surface excuses vs. the deeper truth: **buyers don't buy because of belief gaps.**
 - Introducing the **Belief Gap**: The real space between desire and action.
 - Why tactics fail when emotional infrastructure is missing.
 - The future belongs to those who can engineer belief.
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2. The Belief Bridge

To move from **current state** to **buying decision**, the prospect must cross what we call the **Belief Bridge**.

But right now — they're standing at the **edge of a canyon**.

They want what's on the other side: the transformation, the result, the new version of their life. But the way across? It feels uncertain. Risky. Dangerous. So they hesitate. Freeze. Retreat.

Most marketers respond by **shouting louder across the gap**:

"Here's why this is perfect for you!"

"Don't miss out!"

"This will change your life!"

But **volume doesn't build trust**.

Hype doesn't engineer safety.

When the bridge looks shaky — frayed ropes, missing planks, weak beams — the brain says:

"Not safe. Don't move."

The primitive brain prioritizes **safety over desire**.

It doesn't matter how much they want the outcome — if the journey feels unstable, they will stay stuck on their side.

Most marketing (ads) builds **flimsy rope bridges**:

- **Missing belief planks** — unanswered doubts
- **Wobbly logical jumps** — claims that don't connect
- **Weak emotional safety** — risk or manipulation sensed
- **Unstable credibility** — trust not earned

And when the brain perceives danger? It shuts the door.

No forward movement. No conversion. Just silence.

Your job is not to **yell louder across the canyon**.

Your job is to build a **Belief Bridge**:

- Structurally sound
- Emotionally safe

- Cognitively coherent
- Strong enough that the buyer feels **naturally pulled across**

Every missing or unstable belief = a missing or shaky plank.

They may not consciously analyze it — but they feel it.

They don't need to understand the mechanics.

They just know:

"This doesn't feel safe yet."

Until it does, they're staying where they are.

Even if they want what's on the other side.

The Belief Gap and the Bridge

- Understanding the emotional physics of the **Belief Gap**.
 - Introducing the **Belief Bridge**:
 - The path from current state to decision.
 - Why "shaky bridges" (missing beliefs) cause hesitation, freezing, rejection.
 - Our job is to engineer a bridge strong enough to cross naturally.
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3. What Most Marketers Build: Shaky Bridges

Most marketers never consciously consider **the structure of belief**.

They focus on tactics. Offers. Urgency. Funnels.

They craft clever copy and optimize headlines.

But what they often fail to build is the **actual bridge** that allows the buyer to feel safe enough to act.

So what gets created instead?

Shaky Bridges.

Marketing materials — ads, landing pages, VSLs, emails — that look fine on the surface...

but leave the prospect's brain unconvinced, uncertain, or emotionally on edge.

Here's what that typically looks like:

- **Gaps in belief** — critical questions left unanswered in the buyer's mind
- **Contradictions** — claims that don't feel internally consistent or emotionally believable
- **Emotional unsafety** — hype, pressure, or manipulation that triggers resistance
- **Weak trust signals** — credibility that's implied rather than proven

The result?

The bridge looks unstable.

The brain says: "Not safe. Don't cross."

And that's when marketers reach for BRUTE **force**:

- Hard closes
- Fake urgency
- Manufactured scarcity
- Gimmicky persuasion tricks

Not because those things inherently work —

but because the **bridge doesn't feel solid enough for the buyer to cross on their own.**

These tactics are often just **crude attempts to create movement** when belief has not been properly engineered.

The real problem isn't motivation.

It's that the buyer is still standing at the edge —
looking at a shaky bridge —
and their nervous system is saying:

"This doesn't feel safe enough to cross."

Until that changes, nothing else matters.

4. The Real Solution: Belief Engineering

Instead of pushing harder...

Instead of shouting louder...

Instead of manipulating urgency...

You **engineer a better bridge.**

Belief Engineering is the methodical process of constructing a safe, complete, structurally sound belief bridge — brick by brick — so buyers cross naturally and confidently.

Why Most Marketing Falls Short:

- It tries to **push** people across a shaky bridge.
- It uses **hype** instead of building belief.
- It leans on **pressure** because the foundation isn't strong enough.

But pushing people across a weak bridge doesn't work.

The human brain won't move forward if the journey feels dangerous.

What Belief Engineering Does Differently:

It creates a bridge so **safe, strong, and inevitable** that the prospect **naturally moves forward**.

Every belief is a **brick** that must be placed carefully:

- **Reduces perceived risk**
- **Increases emotional and logical coherence**
- **Strengthens momentum toward action**

You can't **force someone across the Belief Gap**.

You must build a bridge that feels so **emotionally safe** and **logically sound** that crossing becomes the **natural choice**.

5. The Core Plan: The Belief Bridge Blueprint™

You cannot build a safe bridge by guessing.

You must follow an architectural plan --- a blueprint.

The Belief Bridge Blueprint™ is the precise sequence of beliefs that must be installed to create a natural, safe passage to action.

The Blueprint contains:

- **Six Core Belief Categories** (detailed below)
 - Installed in **the right emotional sequence** (Buyer's Belief Journey)
 - Delivered while managing **Belief Transition States** appropriately
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The Belief Bridge Blueprint™

- You can't build a safe bridge by guessing --- you need a **Blueprint**.
 - **The Belief Bridge Blueprint™:**
 - The six critical categories of beliefs every buyer must hold, installed in the right emotional sequence.
 - Why skipping or mis-sequencing beliefs breaks the bridge.
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6. The Six Categories of Beliefs (The Six Bricks You Must Lay)

There are six fundamental categories of beliefs that **must** exist --- no exceptions --- for a buyer to confidently cross the bridge:

#	Belief Category	Core Buyer Question	Example Beliefs
1	Outcome Beliefs	"Is the outcome real, attainable, and worth pursuing?"	"This can happen." / "This is worth pursuing."
2	Identity/Self Beliefs	"Is this possible for <i>me</i> ? Am I worthy, capable, deserving?"	"I can succeed at this." / "People like me can change."
3	Problem Beliefs	"Is the problem real, serious, urgent?"	"This inflammation is damaging my health every day." / "My current ads are leaving money on the table."
4	Solution Beliefs	"Is this the right method to solve it?"	"Belief-shifting ads are the missing link." / "Healing my inner child is the real fix."
5	Product Beliefs	"Is <i>this specific product or service</i> the best embodiment of that solution?"	"This supplement is the purest, safest way to fix my iodine levels." / "This masterclass gives me everything I need to run belief-based ads."
6	Credibility Beliefs (About the Seller)	"Can I trust the person/company offering this?"	"Ben is an expert in belief engineering." / "This company stands behind their promise."

Miss even one category, and the bridge wobbles.

Neglect multiple categories, and the bridge collapses.

Every buyer must hold six critical types of beliefs --- no matter the product, price point, or industry.

Missing even one means the bridge remains incomplete.

Order	Category	Key Emotional Question
1	Outcome Beliefs	"Is the outcome real, <u>attainable</u> , and worth pursuing?"
2	Identity/Self Beliefs	"Can someone like me do this?"
3	Problem Beliefs	"Is there a real, urgent problem I must solve?"
4	Solution Beliefs	"Is this the right method to solve it?"
5	Product Beliefs	"Is this specific offer the best embodiment of the solution?"
6	Credibility Beliefs	"Can I trust the builder of this bridge?"

Expanded Detail on Each Category:

1. Outcome Beliefs

- **Substructure:**
 - *Possibility* ("This can happen.")
 - *Attainability* ("This can happen for me.")
 - *Desirability* ("This is worth it --- emotionally, financially, personally.")
- Without strong Outcome Beliefs, buyers feel no gravitational pull toward action.

2. Identity/Self Beliefs

- Buyers must believe they are *the kind of person* who can succeed with your solution.
- Emotional drivers: self-trust, capability, worthiness.

3. Problem Beliefs

- The problem must feel **real, serious, and urgent.**
- Buyers must believe that **inaction carries consequences.**
- Is the problem what you say it is? Do they BUY your diagnosis of the problem?

4. Solution Beliefs

- Buyers must believe your *approach* is valid, smart, and emotionally safe.
- If they buy the wrong mechanism mentally, they will seek a different solution.

5. Product Beliefs

- Buyers must believe your *specific offer* is the clearest, fastest, safest embodiment of the solution they want.

6. Credibility Beliefs

- Buyers must trust:
 - You know what you're doing.
 - You will deliver what you promise.
 - Crossing your bridge is safer than staying stuck.
-

7. The Psychological State Journey: Belief Transition States

Another critical truth:

People are not automatically ready to cross the bridge.

You must first understand and manage **Belief Transition States** — the internal psychological modes that determine whether belief-building is even possible.

Transition State	Description	Implications for Marketing
Closed State	Default guarded state. Resistant to new ideas. Protecting current worldview.	You cannot install new beliefs. You must first disarm, create emotional safety, and invite curiosity.
Receptive State	Open, willing to entertain new ideas, exploring possibilities.	You can now engineer new beliefs systematically.
Transformed State	Beliefs now match buying criteria. Internal coherence is achieved.	Buyer is internally pulled toward action with little or no pressure.

The States of Belief

- Introducing **Belief Transition States**:
 - **Closed**: Default, guarded, skeptical.
 - **Receptive**: Open, evaluating.
 - **Transformed**: Aligned, ready to act.
- Movement isn't logical — it's emotional first.
- Before engineering beliefs, you must first shift emotional states.

At the meta-level, **buyers' emotional openness** fluctuates during the journey.
You must manage:

State	What's Happening
Closed	Default guarded mode. Skepticism, resistance. No belief installation possible yet.
Receptive	Open, curious, evaluating. Belief installation possible.
Transformed	Fully aligned. New belief system now matches action naturally.

Key principle:

- You cannot install beliefs inside Closed State.
 - You must first shift emotional state — then engineer beliefs.
-

Belief Engineering Summary

1. People buy when they have certain beliefs. If they don't have those beliefs, they won't buy, no matter how good the offer is.
2. Your prospect is likely lacking the **Necessary Beliefs** that facilitate the sale.
3. Your prospect is likely holding the **Blocking Beliefs** that prevent the sale.
4. The purpose of marketing, copywriting, and advertising is to **dissolve the Blocking Beliefs** that prevent the sale and **install the Necessary Beliefs** that facilitate the sale.
5. To do this, FIRST we move the prospect from Closed State to Receptive State.
6. With the prospect in Receptive State, we use Belief Engineering.
7. Then the prospect is in Transformed State - no Blocking Beliefs, all Necessary Beliefs. Then conversion feels natural.

The Big Question: How do we do this with ads?

The Belief Engineering Ads Process

Assembling the Raw Materials

1. Who is the target audience?
 - a. Demographic
 - b. Psychographic
 - c. Identity
2. Why don't they currently have the Outcome they want?
3. What Blocking Beliefs might they hold?
4. What are the Necessary Beliefs they need to have?
5. What are their perceived problem(s)?
6. Can we use the Fatal Flaw? How can we make the perceived problem(s) merely symptoms of a deeper, underlying problem?
7. How does your product work?
8. Things they don't want to have / be / do in order to get outcome

Constructing the Belief Bridge

1. Creating Receptivity
 - a. Ad Headline
 - b. Ad Text Opener
 - c. Ad Image(s), first image / Video(s) first 3 seconds
2. Belief Engineering
 - a. Dissolving Blocking Beliefs
 - b. Installing Necessary Beliefs
 - i. Outcome
 - ii. Problem
 - iii. Solution
 - iv. Product
 - v. Credibility
 - vi. Identity
 - c. Ad Headline
 - d. Ad Text Body Copy (after the opener)
 - e. Ad Image(s), later images if multiple
 - f. Ad Video(s) later videos, and video content after the first 3 seconds

Process

1. What the fuck are we selling / promoting
 - a. Webinar
 - b. Low ticket
 - c. Lead gen
2. What is the #1 PROBLEM the market wants to solve?
 - a. What is the #1 OUTCOME the market wants?
3. Why is THIS thing better/different
 - a. unique mechanism
 - i. Hidden Lock (mechanism of the problem)
 - ii. Master Key (mechanism of the solution)
 - iii. MAYBE fatal flaw
4. Decide on the ad structure (opener, body, CTA)
 - a. Opener
 - i. Problem-focused opener
 1. Why PROBLEM
 2. Emotional / Internal Dialogue
 - ii. Outcome-focused opener
 1. Transformation-focused
 - iii. Product/solution-focused opener
 - b. Body
 - i. Fatal Flaw
 - ii. Belief Change
 - iii. It's Not Your Fault
 - iv. (Ecom) Feature / Product Focused
 - v. Credibility / Authority / Social Proof
 - c. CTA
 - i. Bullet points tied to problems / outcomes and possibly PRODUCT
 - ii. If space / room, if important enough, "close" and urgency

Winning Ad Components

Headlines

- How To [Get Outcome]
 - How [Target Audience] [Gets Outcome]
 - How To [Get Outcome] Without [Thing They Don't Want]
- The "Secret" Way To [Get Outcome]
 - The "Secret" Way Entrepreneurs Lose Weight?
 - The "Secret" Way To Retire Early
 - The "Secret" Way To A Satisfying Love Life (No Gimmicks)
 -

Ad Text Openers

- Why are [target audience] struggling [with problem], even after [trying common methods]?
 - Why are women struggling to lose weight, even after trying everything
 - Even after trying keto, intermittent fasting, vegetarian...?
 - Why are men struggling with low T? It seems like nothing is working...
 - Why are so many people losing money with FB ads?
- Why are [target audience] struggling to [get outcome], even after [common methods]?
 - Why are men struggling to grow their hair back, even after trying finasteride, minoxidil, whatever
- What is the REAL reason
 -
- How are [target audience] [getting outcome], [easier and faster than ever]?
 -
- When is it your turn to [get outcome]?
 - How long have you been waiting, putting off living the life of your dreams?
 - And how much longer are you going to wait?
 - And what if the life of your dreams was closer and more attainable than you think?
 - And what if, all it takes, is following a simple process I've proven?
- What if there was an easier way to [get outcome / solve problem], that didn't require [common costs]?
- **What's the biggest misconception [around/about/with] [problem/solution/industry/area of study]?**
 - What's the biggest misconception about retirement and investing? That low-risk low-return investments are a path to wealth...

- What's the biggest misconception about childhood eczema? That medication is the only way to handle it...
- What's the biggest misconception around building muscle? That you have to be in the gym and torture yourself for hours...
- What's the biggest misconception around finding a quality relationship?
 - You need to send the "special magic text messages"
 - "Be yourself" - every guy knows that's garbage advice!
- What's the biggest problem with [common solution]?
 - What's the **biggest problem** with meds for depression?
 - IMPLIES that there IS A BIG PROBLEM with a common solution
- Why [doesn't / don't] [common methods] work? Because they are trying to solve the wrong problem...
 - Why doesn't therapy work for saving marriages? Because it tries to solve the wrong problem...

My GO-TO Ad Openers to test:

1. Why PROBLEM
2. HOW TO OUTCOME
3. What's the biggest misconception

Ad Text Body

- Credibility
- Story
- Problem
- Solution
- CTA
- Close (if space)

Ads Reviewed

- <https://www.facebook.com/100093278524872/videos/636998112441271/>
- <https://www.facebook.com/scottjelinekcoach/posts/pfbid03pdFjw7b8bNsAuBa2Bja6uEYVVgHa2ragB8VLSMTHzwG9dEukYANM7TjLVmAGEGgl>
- https://www.facebook.com/livetheoffgriddream/posts/pfbid0VTxYA4rEbQqjBX_YBcSZAzqCWg1o4CnBED1PEvYxpNCxVWskoJcQDq2jUBK15ATWI
- https://www.facebook.com/bioproteintechnology/posts/pfbid0XKCgdrMpQvjC_J3891mt4VKT1Tpx2J1caibMPfrQdy8ktQZmirpSDYbJPVxeNhFEyl
- <https://www.facebook.com/fountaintrt/posts/pfbid02W9bneQvGAMKEBADG8MbzMw4j8Dk15piHyCuuEdaMfrqaXp5XyaUW5Wo3LqT7MNT5I>
- <https://www.facebook.com/realbenthebeast/posts/pfbid028dz4vNU2JmWSTyNicJfdGKo7nVSHzeSBXHg9weBVCWudfNLhEcLvXv8B6j9QFNhrI>

Belief Engineering Ads Copywriting Bootcamp

- Access to **ALL** of my personal templates
 - Headlines
 - Descriptions
 - Ad Text Openers
 - Ad Text Body Copy
- Access to my **personal** Creative Swipe File
- 4-Week Group Coaching
 - 2 Calls Per Week (8 total)
 - Tuesdays: Teaching / Q&A
 - Thursdays: "Office Hours" Implementation
 - Call recordings + notes
- "Belief Engineer" Certificate

Investment:

- Group Coaching Only:
 - 1 payment of \$499
 - 2 payments of \$299 (3 weeks apart)
- Group Coaching, plus four 1:1 sessions:
 - 1 payment of \$2499
 - 2 payments of \$1499 (3 weeks apart)

This is the lowest price I will ever offer for this group coaching.

The group coaching only option in the future will be at least \$2000.

The group coaching with 1:1 sessions will be at least \$5000.

Enrollment closes on **Tuesday, Jun 10, 2025 at 2pm Eastern.**

To enroll - <https://blackbeltmarketers.com/bootcamp>