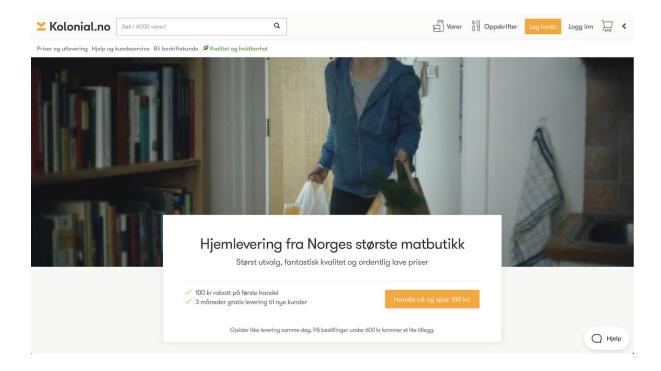
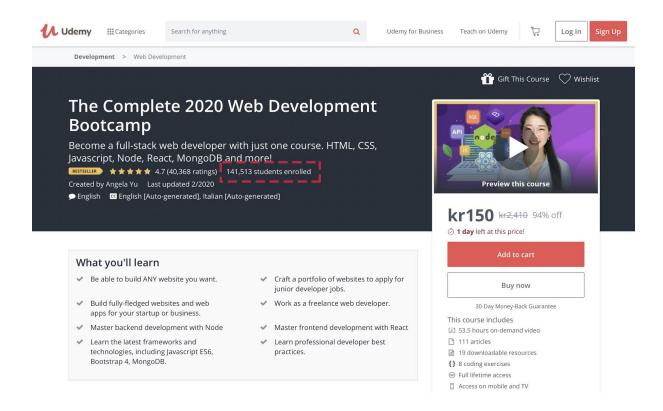
# Lesson Assignment 2.1

### Credibility





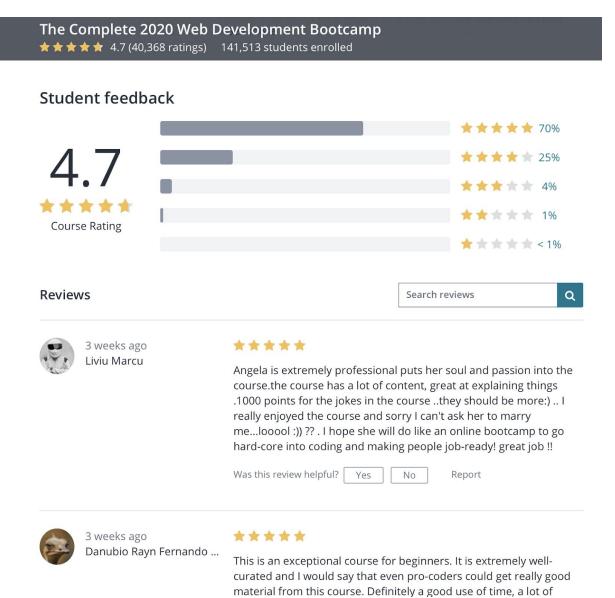
#### **Social Proofing**



#### Reciprocity



#### Increasing early engagement



## Scarcity



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### Time constraints

