

# Honesty Heatmap

When each level works best in copy.

Where it works best in the funnel

	Cold ads / first touch	Opt-in / landing	Main sales argument	Objections / re-engage	Final close / urgency
L1 Cosmetic	Dark Blue	Light Blue	Teal	Light Green	Yellow
L2 Partial	Light Blue	Teal	Green	Light Green	Yellow
L3 Balanced	Light Green	Green	Dark Green	Light Green	Yellow
L4 Brutal	Light Green	Yellow	Orange	Dark Orange	Red
L5 Weaponized	Light Green	Yellow	Orange	Dark Orange	Red

## Best use by level

- L1 Cosmetic:** attention, curiosity, broad appeal
- L2 Partial:** believability in skeptical markets
- L3 Balanced:** trust + confidence for serious evaluation
- L4 Brutal:** wake-up call for cynical buyers
- L5 Weaponized:** urgent truth + immediate path out

## Quick rules

- 1 Use the lowest level that gets the job done.
- 2 Higher honesty levels need stronger proof.
- 3 Bluntness works better as trust and pain rise.

*Stronger honesty requires stronger proof, fit, and responsibility.*