

Chosen Business: An online nutrition service in Switzerland.

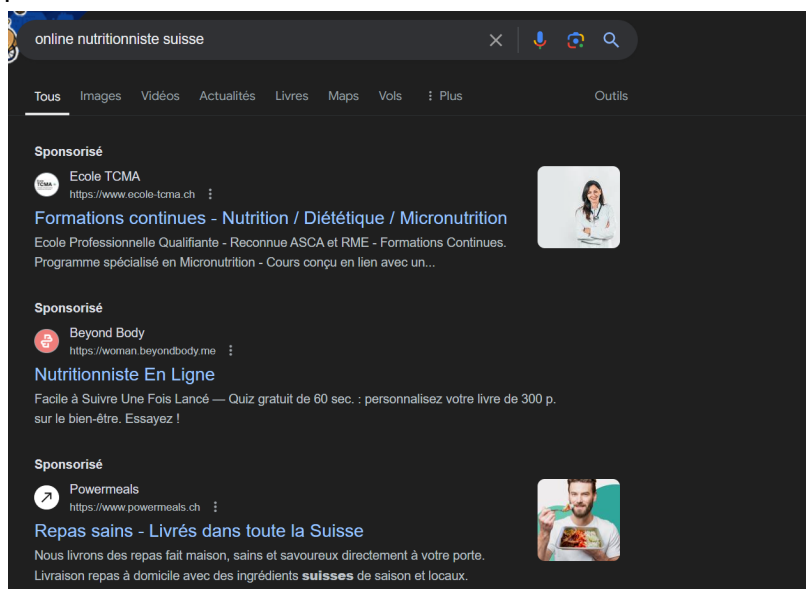
Funnel Objective: To attract and convert customers interested in weight loss through a personalized plan.

1. Funnel Description

Step 1: Attract Attention

- Strategy Used:

- Effective SEO: The site ranks well on Google, capturing the attention of users with high search intent (e.g., "Weight Loss And Beyond").
- Online Quiz: A 1-minute quiz is offered to receive a personalized plan, which increases the perceived value of the offer.



Step 2: Generate Interest and Convince

- Strategies Used:

- Reducing Perceived Effort: "Losing weight is easier than you think." This phrase reduces the perceived sacrifice and effort, making the product more accessible.
- Saving Time: "Get a personalized plan in just 5 minutes." The promise of a short time frame to receive a plan reinforces the prospect's interest.
- Social Proof: Mention of "400,000+ satisfied customers," which increases credibility and trust in the service.

 **Beyond
Body**

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100% Personalized Plan for Easy Weight Loss

Losing weight is easier than you think. Just complete the quiz & get a plan tailored to you in just 5 minutes!

★★★★★

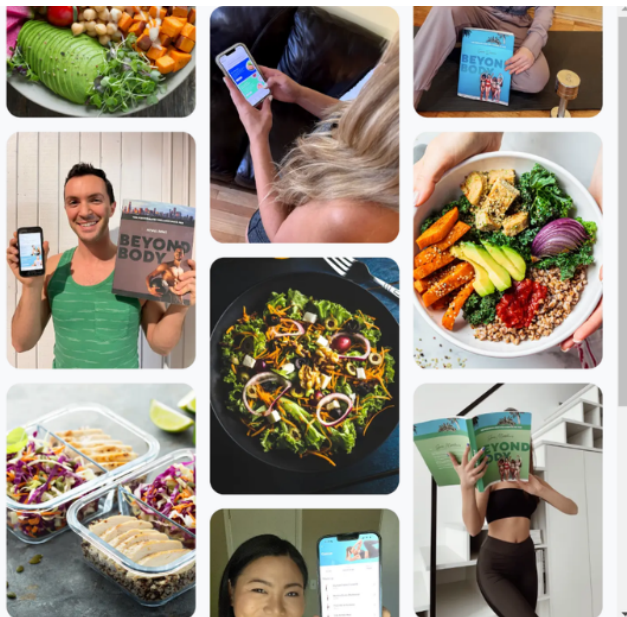
400,000+ happy community members

SELECT YOUR GENDER:

MALE

FEMALE





A revolutionary way to wellness

Become healthier

Manage your weight

Improve mobility

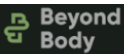
Have more energy

CHOOSE YOUR GENDER

MALE

FEMALE





Benefits of a personalized Beyond Body book

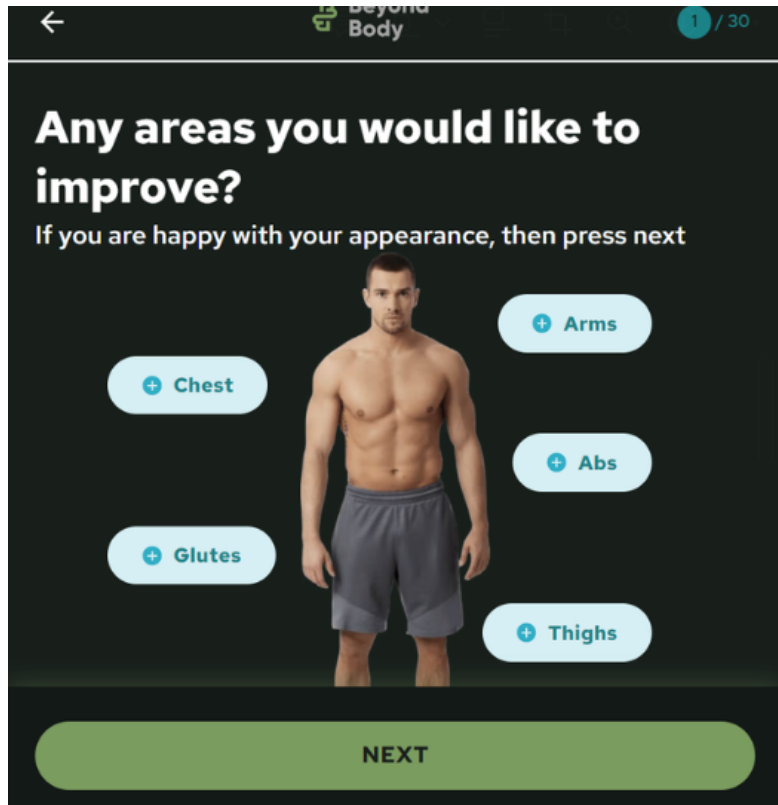
✓ A faster and more sustainable way to reach a healthy weight

✓ No need to spend a single dime on other wellness books and plans in the future

✓ A stress-free shift to a healthy lifestyle

✓ Content that will be useful for the rest of your life

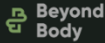
NEXT

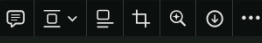


Step 3: Conversion

- Strategies Used:

- Added Value: After answering a few questions, the prospect receives additional information on the benefits of purchasing a personalized book.
- Reducing Perceived Cost: "No need to spend a single dime." This decreases the perception of cost and enhances the value of the offer.
- Increasing Lifetime Value (LTV): Promise of a stress-free lifestyle change that will be beneficial for life.
- Personalization Offer: Ability to personalize the book, which increases the potential customer's engagement.

Beyond Body



Would you look at that! Based on your food preferences, we've created

**500+**

Meal combinations that are the perfect fit for you and will help you reach a healthy weight in the most enjoyable way!

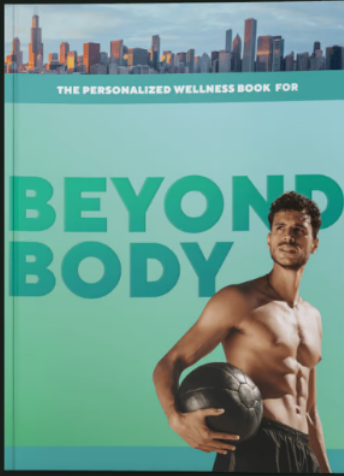
Let's move on to the next part!

NEXT

Personalize your book

Enter your name and surname

Simao Reis Health





Here's what's in your book

500+
Unique food combinations

300+
Personalized book pages

99%
Content that matches your answers

Step 4: Building Trust

- Strategies Used:

- Effective Promise: "See what results you can achieve with a powerful wellness formula created just for you."
- Medical Disclaimer: The product is presented with a note that it is not medical advice, which can probably enhance credibility by emphasizing caution.
- Credible Promise: The promises are realistic, acknowledging the difficulties of typical diets and explaining why this approach is different.

Your personal summary



Is this book safe for you

Please bear in mind that Beyond Body is not qualified to tailor a diet for people with medical conditions. While we do not actively prevent any individuals from buying our product due to discrimination laws, we advise users with medical conditions that this product cannot be tailored to your needs and that any advice we give should not override instructions given by your doctor

Our promise

We believe in a balanced way to lose weight and keep it off for good. We know that most diets or weight loss programs you have tried in the past don't work – they are just too hard to follow and adapt to everyday life.

Enormous food cravings, friends that visit you with some cold beer and a freshly-baked pizza... Everything affects your journey, and if your diet is not easy-to-follow, you will not achieve your results. Don't blame yourself. It's tough. That's why our nutritionists and personal coaches work around the clock to prepare the most personalized book you love.

We want to make sure that it becomes a part of your life. We don't change habits. We help you to improve them.

Try it yourself, and we are sure you will be satisfied.

Nutrition Team

GET YOUR BOOK

2. Methods Used to Increase Purchase Levels

- Visual Quality: Use of high-quality photos and engaging animations to capture and maintain users' attention keep curiosity.
- Benefit Interruption: Throughout the quiz, the service interrupts with information on the product's benefits, thus increasing desire and trust at each stage.
- Social Proof: Mention of "400,000+ satisfied customers" is a key element in establishing credibility from the start of the journey.

3. Conclusion

The acquisition funnel for this online nutrition service is well-structured to attract and convert potential customers. Each step of the funnel is optimized to increase perceived value, reduce objections, and build user trust. The quiz is a central tool that personalizes the user experience, thereby increasing the chances of conversion.

