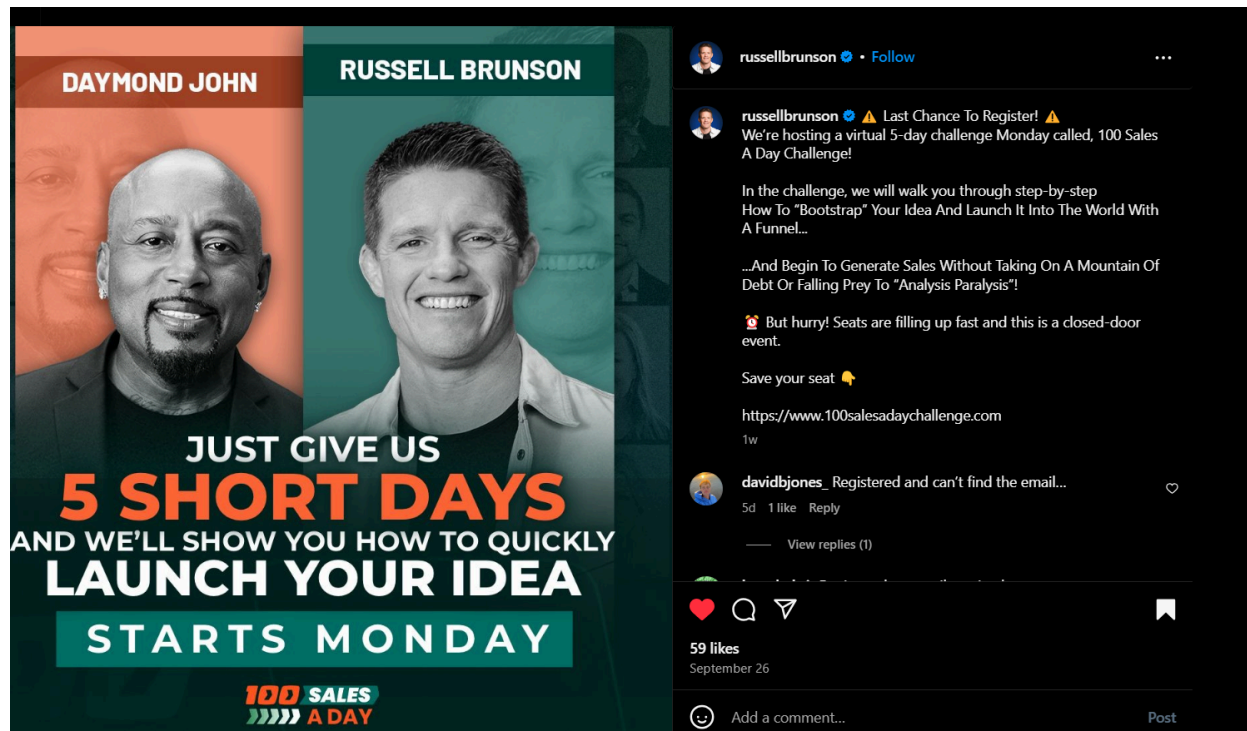


Funnels Mission



I just saw this ad on Instagram and it captured my attention because of Daymond John, an investor on Shark Tank, and the other Russell Brunson who is famous for creating Clickfunnels.

The caption includes an urgent call so the reader will feel guilty if he/she doesn't register.

The ad connects to a sales page that has a VSL and what exactly they will do in this 5-day challenge.


Russell also added some bonuses so it seems that the buyer will get a ton of value (which he will) to justify the price which is 97\$

The bonus is about learning from high-status people like Grant Cardone, Myron Golden, and Travis Chambers.

The sales page seems very convincing as Russell shows The ton amount of value that the buyer will get and sets a down-sell price like 97\$ to make sure that people think the value is so much higher than what the price is.

I found an interesting thing once I clicked on the pay button, It said that the first 1000 seats would get the 97\$ offer but the next 2000-3000 seats would be higher in price and with no bonuses.

Here's what it looks like:

Join The 'Your First Funnel Challenge' Below
 **SECURE ORDER FORM**

YES! Save My Spot For The '100 Sales A Day Challenge'!

AVAILABLE		
First 1,000 Seats	\$97	<i>w/ Bonus Mystery Gifts!!!</i>
1,001 - 2,000 Seats	\$197	Without Bonus Gifts
2,001 - 3,000 Seats	\$297	Without Bonus Gifts

Price Today: ~~\$297~~ ~~\$197~~ \$97!

▼ ▼ ▼

CONTACT INFORMATION

First Name	Last Name
Email	
Phone Number	

If Russell acquires a ton amount of sales from this challenge, it will be because of his mastery of creating urgency and the fact that he can justify any price and make it seem like it's nothing with the help of creating value.

Thanks for your time Professor Andrew