

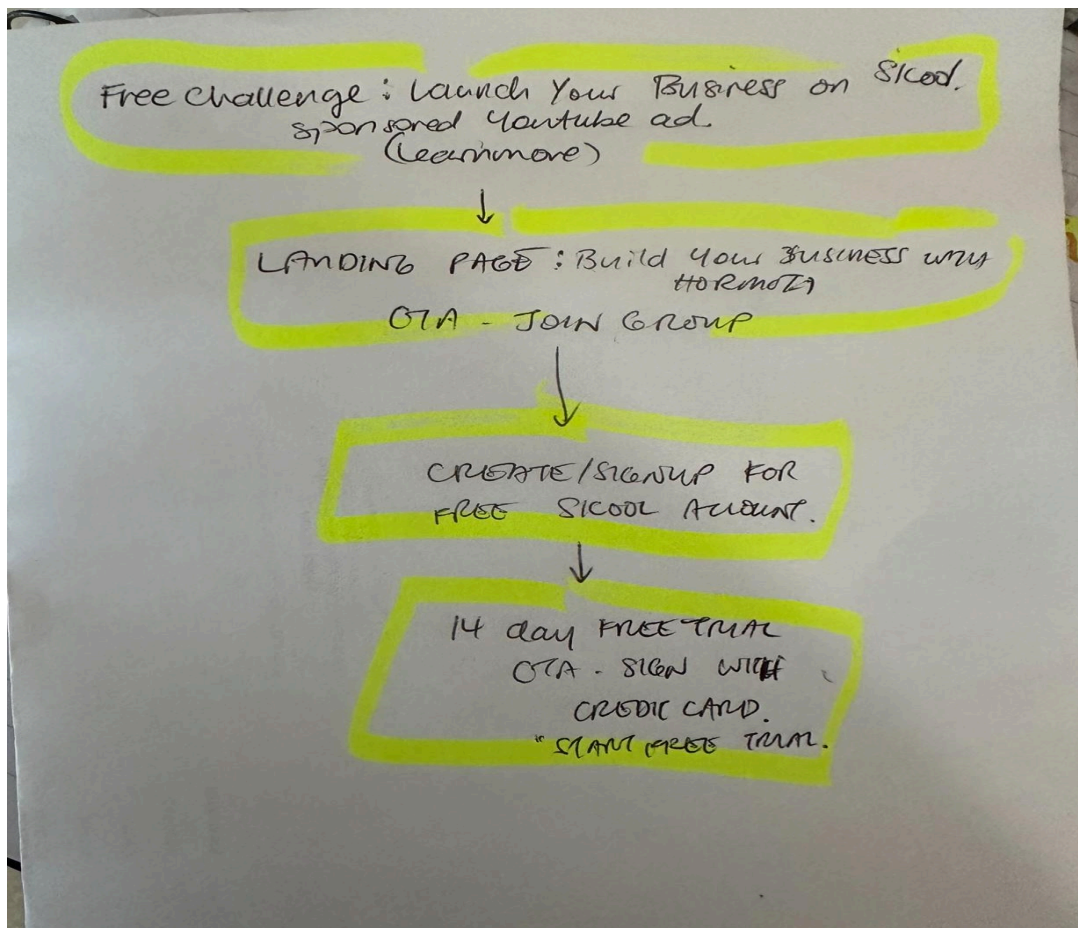
MAP OUT A FUNNEL MISSION: MAP OUT A “FUNNEL”

LAWRENCE | OZIDOZER

GO FIND A BUSINESS ONLINE

- ALEX HORMOZI SKOOL GAMES

MAP OUT THE STEPS IN THEIR CUSTOMERS ACQUISITION FUNNEL ON A PIECE OF PAPER



LIST OUT ANY “MOVES” THEY USE AT EACH STEP TO GRAB ATTENTION OR RAISE LEVELS FROM THE “WILL THEY BUY?” DIAGRAM

- PASSIVE/ LOW INTENT
- ALEX ADVERTISES THAT THERE'S A “FREE CHALLENGE” WHICH HE HIMSELF WILL GUIDE THE NEW PERSON ON HOW TO BUILD A PROFITABLE BUSINESS FROM SCRATCH WITH HIS GUIDANCE.
- HIS LANDING PAGE HAS SOCIAL PROOF OF THE PEOPLE WHO ALREADY MADE MONEY IN HIS SKOOL GAMES.
- HIS CTA ON THE LANDING PAGE -

>Click “Join Group” to get started FREE!
I'll see you on the other side.
-Hormozi

WHICH THEN MAKES YOU WANT TO CREATE A FREE ACCOUNT TO TRIAL IS PRODUCT FOR “FREE”

- NEXT FUNNEL LET'S YOU CREATE A GROUP SO YOU CAN PARTICIPATE, BUT IT ALSO ASKS FOR A CREDIT CARD WHICH WILL BE CHARGED AFTER 14 DAYS.

“You need a group to participate in The Skool Games. Create one now with a 14-day free trial.

You were referred by - Jesse Kroon”

- I'M ASSUMING THAT JESSE KROON IS ACTUALLY THE GUY SELLING THE PRODUCT AS HE'S THE ONE IN THE “REFERRED BY” IN THE CTA.
- IN CONCLUSION, THE LOW INTENT SPONSORED ADD INCREASED THE COST THRESHOLD BY MAKING THE ENTRY LEVEL “FREE” THEREFORE ALLOWING ANYONE WHO IS INTERESTED TO START A SIDE HUSTLE BUSINESS TRY THE PRODUCT FOR 14 DAYS FOR FREE. HE ALSO USED WORDS LIKE -SIMPLE INSTRUCTIONS -COMMUNITY OF ENTREPRENEURS (TRIBE) - PROVIDING FREE PRIZES IN THEIR COMPETITIONS ie. ONE DAY WITH ALEX HORMOZI AS THE PRIZE FOR THE WINNERS.
- WITH HOW THIS AD INCREASED BELIEF IS THAT THE AD DUMPS VIDEO TESTIMONIALS AS SOCIAL PROOF FOR THE VIEWER. THE VIDEOS ALSO MAKE IT RELATABLE TO ANY VIEWER WHO WAS THE DESIRE TO MAKE SOMETHING FOR THEMSELVES IN THE BUSINESS WORLD THAT IT “IS EASY TO WIN IN THE SKOOL GAMES”
- GIVEN THAT ALEX HORMOZI IS A WELL KNOWN AUTHOR WHO SOLD 2 BEST SELLING

BOOKS INTERNATIONALLY, IS IN MULTIPLE BUSINESS PODCASTS AND HAS A TRACK RECORD OF HELPING BUSINESSES SCALE UP, PERSONALLY, THAT ALREADY INCREASES MY TRUST IN THE PRODUCT BECAUSE **HE** IS THE ONE ENDORSING IT.