

Go out and find a funnel - Mission

Name: HTLT

Products: Supplements, coaching, apparel and gear, and cookbooks

The funnel I see (that even got me)

- 1) Greg Doucette is a YouTuber with lots of good content that I watch and over time he has gained my trust and proved that he is reliable and that what he says can be trusted.
- 2) I subscribed to him, leading to watching his videos more frequently. He got me to his landing page because he offered a free diet plan and all you had to give was your email to download the PDF.
- 3) AND upon download, the website immediately redirects you to the homepage of his online store where you see all of his products.
- 4) Once HTLT had my email I began to receive marketing emails about products that I should buy which got me to think that I should be buying these products.

Here is the funnel:

