

Funnels mission

**sales funnel
link on youtube directed
to a course website**

sales funnel (2 types in 1 - video and sales page) explaining what is the product (a course), its different parts, a FAQ part, and multiple reviews of it. CTA buttons all commencing the customer to buy the product

there is a "book a call" choice which is a lead magnet which is probably used to build the lacked trust needed in order to buy the product

Pressing the CTA button directs you to a page asking you to fill in personal info (name, surname, email, phone number, and instagram account) which is probably a lead funnel used in case someone decides not to buy the product.

no upsell/down sell order page