

# Mission

## **Mission: Map out a Funnel**

- Find a business online
- Map out the steps in their customer acquisition funnel
- List out any 'moves' they're using at each step to grab attention or raise levels from the 'will they buy?' diagram

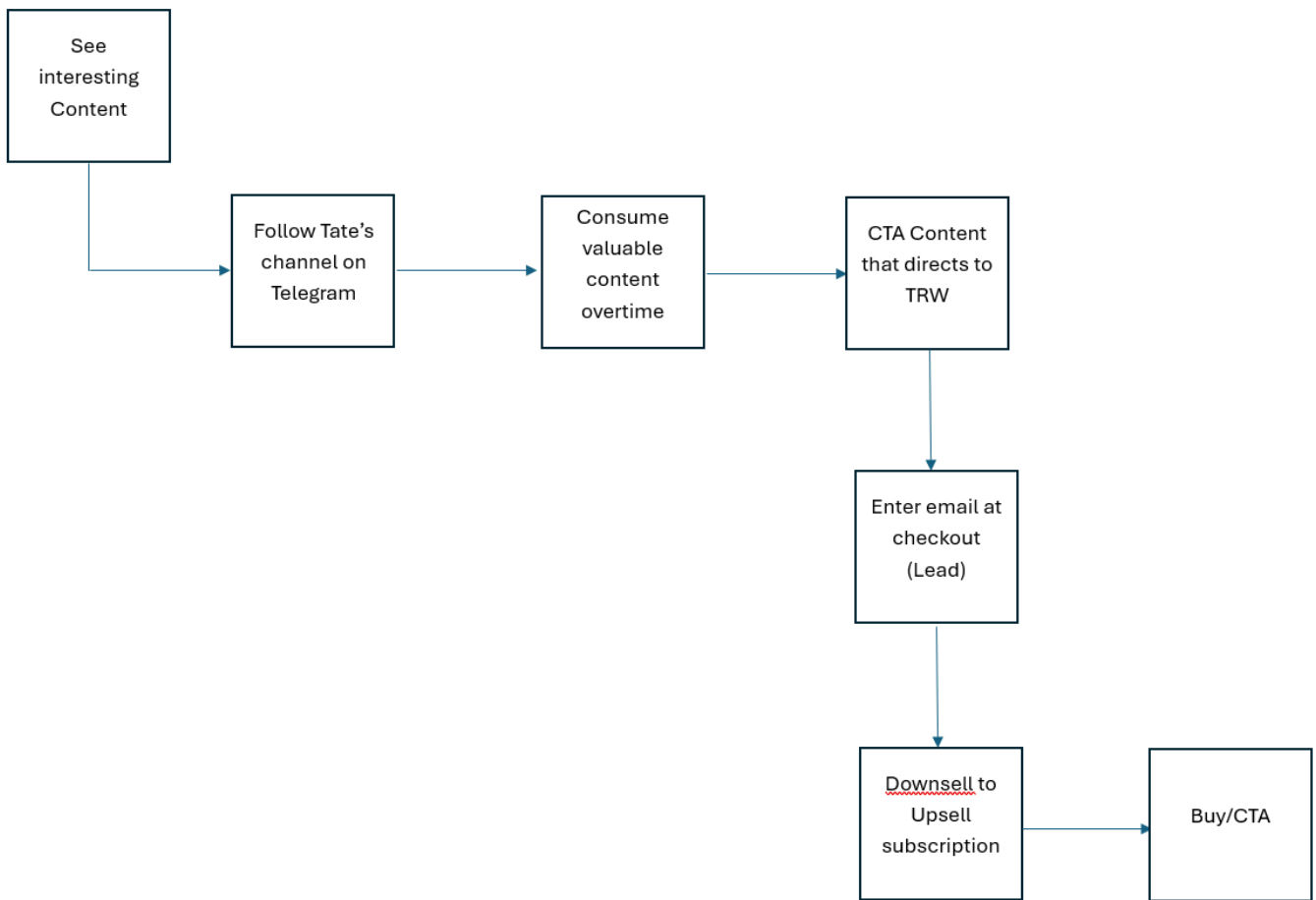
The key to this exercise is trying to figure out:

- How are they getting new customers
- Steps in their funnels that lead to some purchasing something or want to purchase something
- Try to find out little details that they're using on their ad, website or whatever, to get people's attention or get them to buy

## **The Real World Funnel: Tate's Telegram**

This funnel is a social media funnel as Tate utilizes Telegram to send valuable information/content inside the channel to everyone who has joined it.

He's always providing valuable knowledge and there are times where he gives a CTA to join the Real World by utilizing the emotional factor of being broke which is a MAJOR factor for most people and then he utilizes the emotional factor of desire and provides the solution.

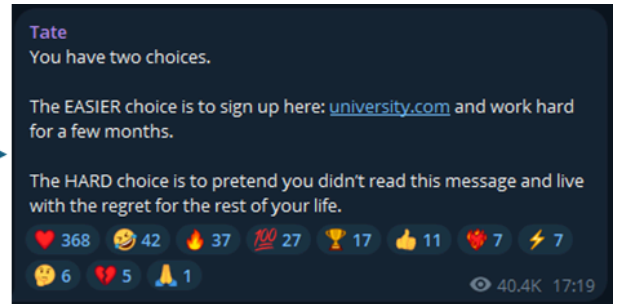
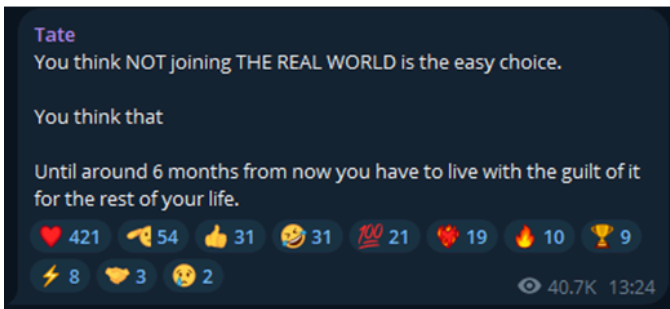


### How does his Telegram grab people's attention?

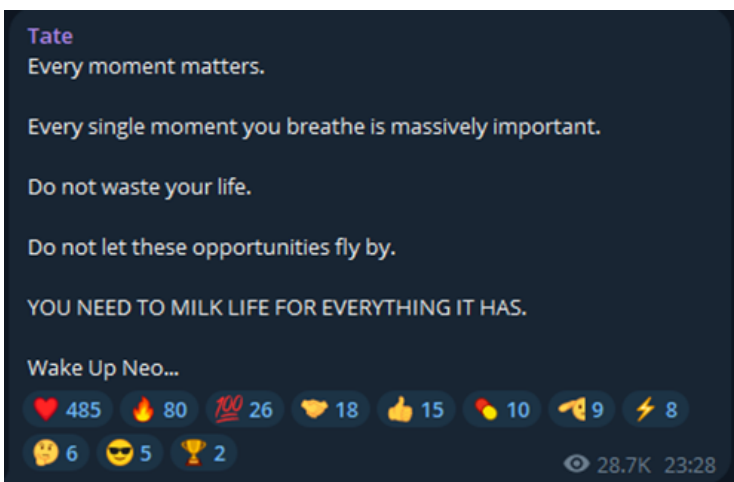
- Andrew mostly uses his lifestyle to grab people's attention. He knows that a lot of people desire to have the things he has. The cars, watches, girls, physique and etc **(making people believe the product/his method works)**



- He utilizes people's emotional trigger to being broke as a trigger for them to start acting and gives them a CTA through his message content

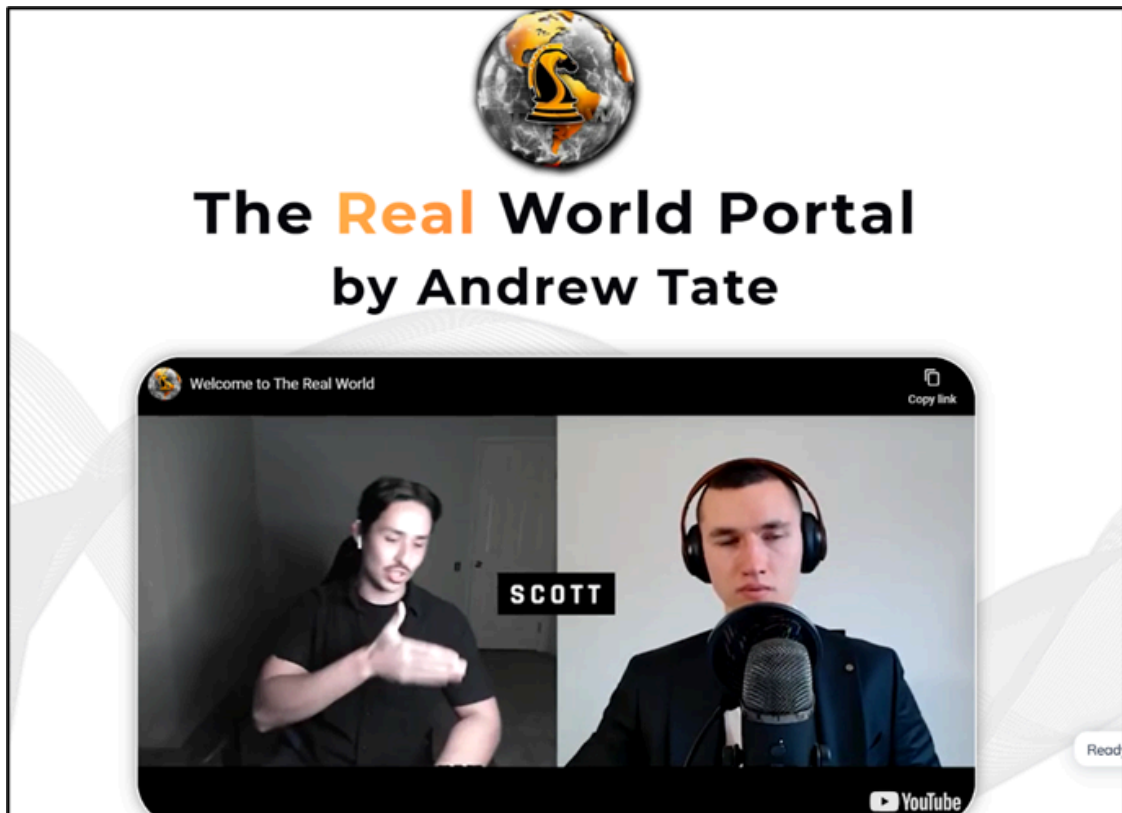


- He gives valuable advice/talks about life and a lot of people can relate to some if not most of the things. So, by doing this, people feel like he's (Tate) is someone they can trust because he understands them (**get the people to believe/trust the person providing the product**)




Messages like this really speak to people and the most important part is he is talking about things people relate to and calls for them to act at the end of the message.

How does the website influence me to buy?



- Testimonial video is the first thing you come across and this designed to ensure you that the product works and can get you your desired outcome (makes people believe the product works)

## What is The Real World?




The Real World is a **global community** by Andrew Tate where like-minded individuals work toward achieving their financial goals.

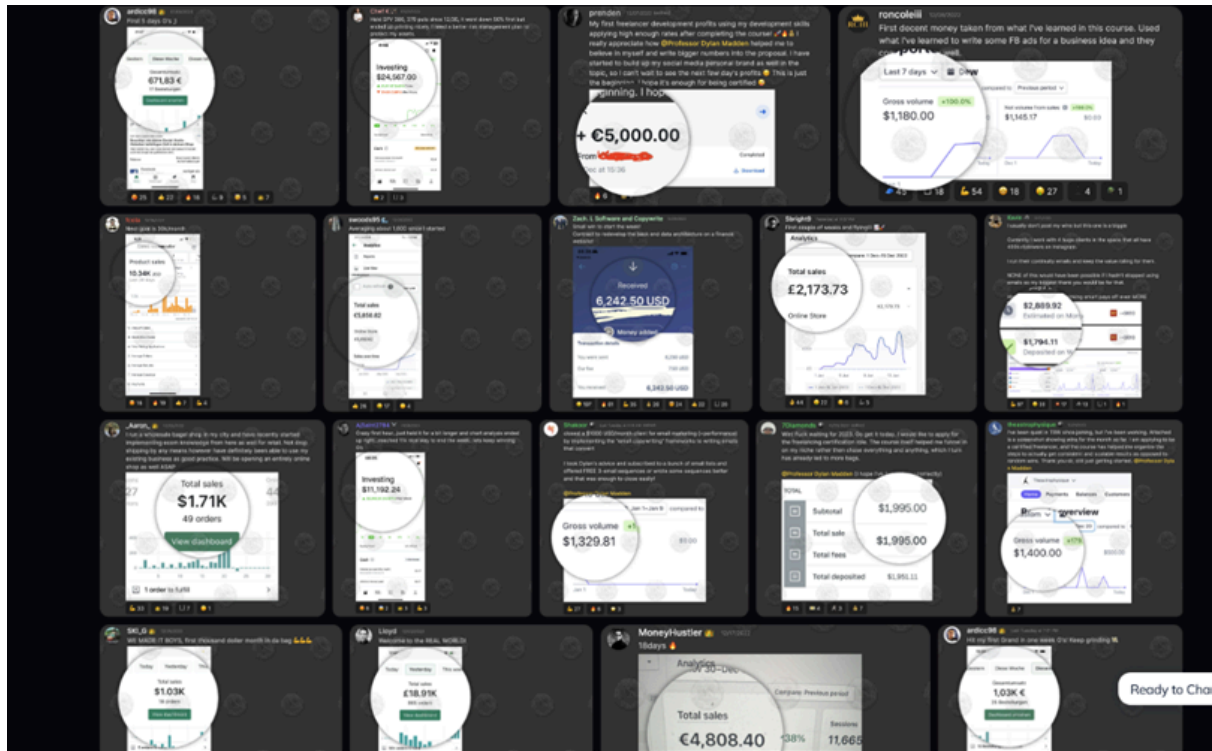
Every member receives **advanced training and mentoring** from our team of millionaire industry specialists.

Money-making is a skill and our coaches will teach you through our **unmatched education system**.

[JOIN NOW](#)



- The website highlights important words like 'global community', 'advanced training and mentoring' and 'unmatched education system'. Though the key one is 'advanced training and mentoring' from millionaires that really ensures that it's worth the value because they will be taught by **ACTUAL** millionaires. (**People believe the value of the product is worth it**)
- There is a picture of Tate and someone next to a Bugatti and this adds more pressure to the customer as it increases their desire even more and there is a CTA 'Join Now' to go along with it as well.



- There is an overwhelming number of testimonials that that really get people convinced if the sales video did not work and this shows a customer the product actually works (**makes customer believe product works**)

There is a lot more factors on this page that get people to buy, these are a few of them