

Twitter Thread by Jake Langley



Jake Langley

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*** The Stupid Simple \$200,000,000 Quiz Funnel ***

Simple ideas, executed well can create a massive business.

Controversial? Yes. But you can't argue with their success.

Here's a breakdown of how V Shred is doing 9 figures in revenue per year:



V Shred is a fitness company that sells workout programs and supplements. According to their co-founder Nick Daniel they have 211 employees and are on track to hit \$220 million in revenue per year.

They advertise all over YouTube and Facebook.

Take a look at their SimilarWeb for their main site: <https://t.co/48wC8N4YkA>

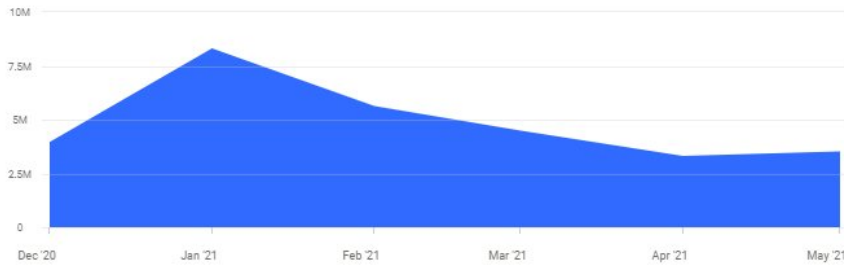
Around 50% of their traffic comes from direct or organic, and 40% is coming from paid ads.

With so much direct traffic, people def keep coming back to the site once they sign up. (\$\$\$)

Total Visits to vshred.com ⓘ

Growth & total visits to vshred.com over time

📱 On desktop & mobile web, in the last 6 months



Engagement

Total Visits	3.53M ▲ 6.45%
🕒 Avg. Visit Duration	00:02:37
📄 Pages per Visit	2.30
🏠 Bounce Rate	54.77%

Here's their most popular YouTube ad with over 71 million views:

<https://t.co/frdUxmZmjF>



Here is their Facebook ad library where you can see all the ads they are currently running:

<https://t.co/roewle3bTZ>

Active
 Started running on Jun 12, 2021
 ID: 392745412077949
 This ad has multiple versions. ⓘ

V Shred
 Sponsored

This body shaper quiz helps figure out your body type & gives the right nutrition & exercise for you! 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌

It's time to finally see THE NEW YOU!
 Tap Learn More to take quiz 🍌 🍌

"This turned my whole life around!"

* Results took 6 months



I went from 198 lbs & I'm now 129 lbs!

VSHRED.COM
 🍌 FREE Quiz Calculates Your Diet 🍌

Learn More

See Ad Details


Active
 Started running on Jun 12, 2021
 ID: 486049535833020
 This ad has multiple versions. ⓘ

V Shred
 Sponsored

This body shaper quiz helps figure out your body type & gives the right nutrition & exercise for you! 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌 🍌

It's time to finally see THE NEW YOU!
 Tap Learn More to take quiz 🍌 🍌

GET IN SHAPE FAST



VSHRED

VSHRED.COM
 🍌 FREE Quiz Calculates Your Diet 🍌

Learn More

See Ad Details

Take some time to look at those Facebook ads. They combine customer testimonials overlaid onto images / videos of "weird" foods. This catches your eye and attention and the customer testimonial help build trust quickly.

YouTube ad is different. It again uses a "real" and relatable normal woman as the spokesperson. The most important aspect is the "hook" right at the beginning where they tell you a commonly held belief is actually wrong.

"If you are trying to lose belly fat, stop doing cardio."

The ads lead to a quiz funnel, where you select different choices based on your fitness level, goals, and body type.

<https://t.co/X1tSAS5Kyi>

Based on your answers, you are shown a specific video catered to your specific desire.

<https://t.co/d4VC82YVLG>

Ultimately you are pitched a workout program package for \$57.

WHAT YOU GET TODAY

Item

Price

Ripped In 90 Days \$57 Bundle and
FREE Bonuses

\$57.00 USD
One Time
Payment

- ▶ Ripped In 90 Days
- ▶ Six-Pack Shred
- ▶ Recipe Guide
- ▶ Big Arms Program
- ▶ FREE Supplement Guide

But this is just the start. On the backend they have a ton of other programs and custom training plans.

<https://t.co/bk3h3lcpuU>

They also have a line of supplements and a fitness apparel line.

<https://t.co/LYD448jW3i>

<https://t.co/JsAv3Hoe9m>

Huge margins in this. Supplements selling for \$49 typically cost \$4 per bottle.

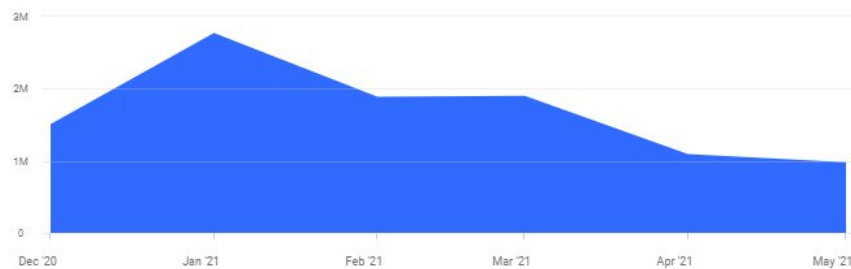
The supplement site alone has almost 1 million monthly visits.

Total Visits to sculptnation.com ⓘ

Measured by  Google Analytics

Growth & total visits to sculptnation.com over time

 On desktop & mobile web, in the last 6 months



Engagement

Measured by  Google Analytics

Total Visits

980.72K

▼ 10.12%

 Avg. Visit Duration

00:01:18

 Pages per Visit

1.68

 Bounce Rate

68.03%

These guys are crushing it with a funnel that is pretty simple, very well made ads, and fully built out backend with plenty of additional products to sell to customers.

What do you think? Love their approach? Or are their ads just way to over the top?