

A filmmaker's journey down
the rabbit hole of online marketing

GonzoDocs presents

CLICK THE LINK BELOW

A documentary by award-winning director Audun Amundsen

www.clickthelinkbelowmovie.com



Original Title: Click The Link Below

TRAILER: www.gonzodocs.com/ctlb

Director: Audun Amundsen

Producer: GonzoDocs AS - Audun Amundsen

Co-producers:

Filminvest Norway – Stig Bech – Arild Halvorsen

Camera On Media UK – Cameron Poole

Genre: Participatory Documentary

Duration:

103 minute Feature and 58 min TV-version

Suitable for 4x20min series as well

Deliverables Feature: 4K DCP 5.1 or 7.1

Deliverables TV-version: HD Prores 422 Stereo

Legal by:

Nancy Wolff - Cowan DeBaets Abrahams & Sheppard LLP

Suzy Vaughan - Clearance Unlimited

Lisa Digernes and Henrik Monrad Stranheim Krokå - Bull & Co Advokatfirma

Financed by:

The Norwegian Film Institute

Mid Norway Film Centre

The Audio and Visual Fund

Filminvest (co-producer)

Fritt Ord

Midgard Film Commisssion Norway

Sparebanken 1 SMN

E&O insurance by:

Tokio Marine Europe S.A.

Budget:


360 000 EUR

Tagline:

A Filmmaker's journey down the rabbit hole of online marketing


Short Synopsis:

When filmmaker Audun Amundsen joins forces with a former homeless man turned digital millionaire, he's pulled into the seductive world of online marketing. What begins as a quest for success becomes a raw exploration of ambition, authenticity, and the cost of selling out in an algorithm-driven world.



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SYNOPSIS (109 words)

Selling success comes at a price.

A filmmaker seeking financial freedom dives into the world of online marketing under the mentorship of Akbar Sheikh, a former homeless man turned digital millionaire. But as the cash rolls in and the stakes rise, cracks begin to show. Is this a dream come true or a dangerous illusion? Featuring explosive revelations, exclusive access to online empire builders, and interviews with digital powerhouses seen by hundreds of millions, this gripping documentary pulls back the curtain on an industry built on hype, hustle, and heartbreak. A raw and riveting exploration of ambition, identity, and the true price of chasing success in the digital age.



SYNOPSIS (250 words)

Click The Link Below follows filmmaker Audun Amundsen as he dives headfirst into the alluring yet murky world of online marketing. At the center of this digital odyssey stands Akbar Sheikh — a charismatic former homeless man who has transformed himself into a millionaire by selling dreams through a screen. He boldly claims it's scientifically impossible for Audun not to 10X his money if he invests in Akbar's program — and Audun decides to give it a go.

Torn between the seductive promise of financial freedom and his deep-rooted passion for meaningful storytelling, Audun reaches a breaking point, culminating in a fiery confrontation with Akbar.

But the story takes an unexpected turn.

Despite their differences, the two men find common ground. As Akbar opens up about his journey, the film dives deeper into the mechanics of online wealth coaching and the high-stakes game of selling success.

Akbar's personal struggles begin to surface, leading to a poignant unraveling, while Audun attempts to carve out a more grounded path — balancing fatherhood, the hustle, and his creative calling.

Their journey is framed by a chorus of compelling voices — psychologists, professors, critics, and some of the world's most successful gurus — who put the entire spectacle into context. Each is a leading figure in their field, collectively reaching hundreds of millions worldwide.

Click The Link Below is a gripping, deeply human story about ambition, authenticity, and the cost of selling out. Ultimately, it opens a dialogue about what we truly seek — and how algorithms shaping our lives should serve us.



“What’s making me uncomfortable is reading you.”



Director's Statement by Audun Amundsen

In my first award-winning documentary, *Newtopia*, I captured the cultural transformation of an Indonesian tribe over 15 years. Upon returning to Norway, I realized a parallel shift had occurred in my own society - one driven by social media, smartphones, and algorithms. This boundless connectivity has fueled the explosive growth of online coaching and marketing, one of the fastest-growing industries of the past decade.

Click The Link Below humorously delves into this world of online coaches and self-proclaimed gurus who promise wealth and success to millions. Over years of investigation, I've gained rare access to the industry, uncovering how these figures operate, the promises they sell, and the human cost of their methods. Through intimate portraits, expert interviews, and my own journey, the film examines the tactics, ethics, and impacts of this booming industry.

Blending high-quality documentary footage with social media-style self-documentation, this is a deeply personal exploration of an industry that raises profound questions about happiness, freedom, and the future we're creating. My goal is to inspire audiences to critically reflect on how technology shapes our values and aspirations - and to reveal what truly lies behind the seductive promises of online success.

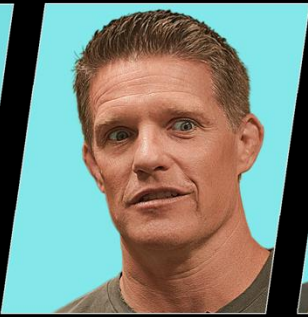


CHARACTERS

The Characters in Click The Link Below are marketers, pshychologists and professors on the very TOP of their fields. They have millions of followers combined, and many of them appear in a feature documentary for the first time.



Frances
Haugen



Russell
Brunson



Tai Lopez



Keenan
Williams



Jen
McFarland



Mike
Winnet



Nick
Couldry



Robert
Waldinger



Niklas
Pedde



Gretchen
Rubin



Alex
Partridge



Robert
Cialdini



Lauren
Tickner



Dan Henry



Michael
Unbroken



Andy
Hobday



CHARACTERS

Tai Lopez is the absolute pioneer of online marketing. He claims to be the source of about 80% of all online marketers worldwide, and has over 300 million views across his channels combined.



CHARACTERS

Frances Haugen is a data engineer and a Facebook whistleblower. She made it to the Forbes list as one of the World's Most Powerful Women after releasing thousands of internal documents showing how Facebook prioritizes profit over human well-being.



CHARACTERS

Russell Brunson is the Godfather of marketing. He claims to have the world record in selling from stage; taking in 3,2 million dollars after a 90 minutes presentation.



CHARACTERS

Mike Winnet is the creator of the Contrepreneur Youtube channel. He is an avid critic of online gurus, wealth coaches and influencers, claiming that many of them should be prosecuted. He has even received death threats for speaking up.

SCHOOL SCREENINGS AND LECTURES

Audun Amundsen has been traveling around Norway giving school screenings and lectures with his other films *Newtopia* and *Help, I've gone Viral!* at hundreds of schools for thousands of students. *Click The Link Below* has through test screenings, been well received by students from 7th grade and up. The topic engages and are well familiar with all the students as they are confronted with advertisements everyday on their social media.

However, many of them are not so familiar with how the algorithms operate in order to manipulate us in the background.

Click The Link Below sets the stage for discussion around important topics with a relatable, humorous and personal touch.



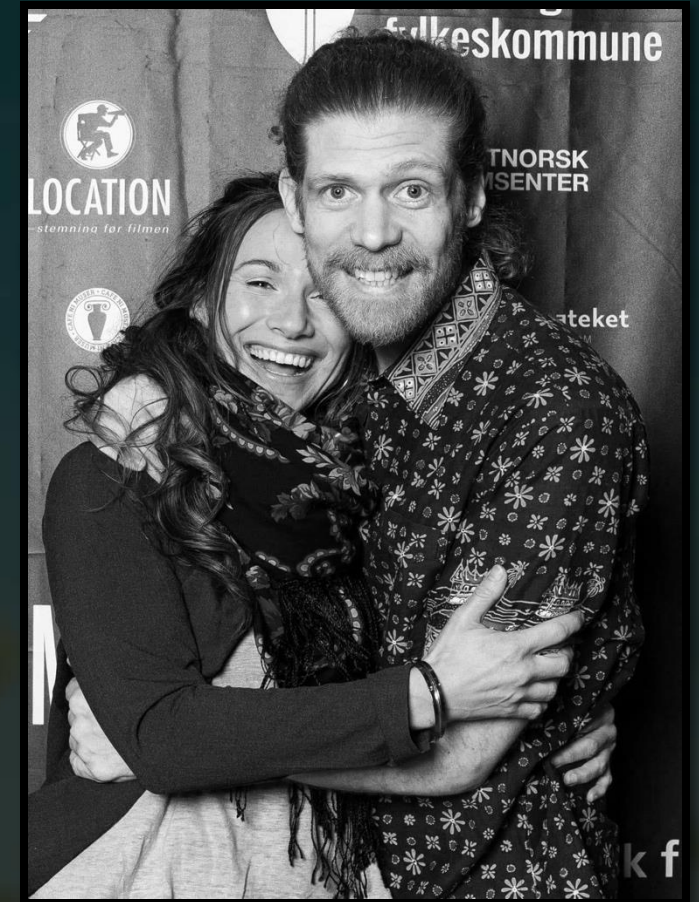
THE FILMMAKERS

Audun Amundsen - Producer, Director and Scriptwriter – www.gonzodocs.com

Audun Amundsen is an award-winning Norwegian Documentary Filmmaker, and an online marketing consultant at GonzoDocs. His films *Newtopia* and *Help, I've gone Viral!* have screened at major Festivals, won prizes for best documentary, and sold to TV-channels and platforms worldwide. Amundsen is known for delving into immersive long-term projects and crafting engaging participatory documentaries. He's dedicated to exploring the facets of human nature and future prospects, all aimed at fostering greater awareness and positive change. His third feature length documentary, *Click The Link Below*, is about the peculiar world of gurus making millions online.

Anne Föhre – Camera and Production coordinator

Anne Föhre, Amundsen's partner, gave birth to their son Ailo during the making of the film. She contributed both in front of and behind the camera, and played an active role in various production tasks.



THE FILMMAKERS

Anders Teigen - Editor— www.giljotin.no

Anders Teigen (1973) runs the editing suite Giljotin in Trondheim. Since graduating Film School, he has worked as film editor on an extensive list of films, including both fiction and non-fiction; films for cinema, series and singles for TV. His main focus working in Giljotin has been independent documentaries. He has also appeared in roles as co-producer, consultant, writer and instructor. He is a member of The European Film Academy.



Jørgen Meyer – Music composer and producer – www.meau.no

Jørgen is a seasoned music composer and sound designer from Trondheim, Norway. With an extensive track record spanning 15 years, he has contributed his expertise to more than 50 major film productions. His production company, Meau AS, is a creative laboratory for sound music and technology, located in Trondheim.



THE FILMMAKERS

Cameron Poole - Camera and Co-producer

Cameron Poole is a seasoned videographer with over two decades of experience in shooting and editing, specialising in short-form content, social media, and promotional videos. In 2022, he joined Click the Link Below as a cameraman and quickly became an integral part of the project, developing a strong creative partnership with director Audun Amundsen. A versatile creative, Cameron has also worked as a lyricist, graphic designer, and voice-over artist, bringing a broad skill set and a collaborative spirit to every project he undertakes.



Audun Kvitland Røstad – Sound Design and script consultant – www.kvitland.no

Audun Kvitland Røstad is an award-winning Norwegian sound designer with nearly two decades in the industry. His creative approach has shaped the soundscapes of documentary productions recognized both nationally and internationally. Røstad works meticulously to tell stories and intensify emotions through sound. He co-founded Ambolt Audio (2008-2023) and now runs Kvitland AS, delivering high-quality sound design for films. His collaborations with directors worldwide have given him unique international perspective.



Kim-Marius H. Olsen – Colorist and DCP - www.tagline.no

Kim-Marius is the colorist and head of mastering at Tagline in Trondheim, and has a masters degree in film studies, and has color grading certifications from The International Colorist Academy, colour training and Blackmagic Design. Notable work from his CV includes Brødrene Johansen (Amanda price winner), Trond Giske: Makta Rår (Gullruten winner), Der Wunsch, Diagnonsense, The Tree, This is Katharine, India's first best Trans Model Agency and Losing Nobody.



OTHER CREDITS

Nick Jenkins – Graphic Design - www.nickjenkins.studio

Chris Caswell – Title Intro Sequence - www.chriscaswell.co.uk

Magnus Skatvold – Camera - <https://www.imdb.com/name/nm3016332/>

Miguel Jiménez Sánchez – TV-edit

Vidar Tevasvold Aune – Poster design - <https://www.imdb.com/name/nm6770103/>

CONTACT

International Sales Agent: Sideways Film by Kazz Basma

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Mail: Kazz@sidewaysfilm.com

Website: <https://www.sidewaysfilm.com/>

The logo for Sideways Film, featuring the word "SIDWAYS" in a dark red serif font and "FILM" in a dark green sans-serif font, both in all caps.

Festival Distribution:

The Norwegian Film Institute by Elisabeth Aalmo

Phone: + 47 22 47 45 00

Cell: + 47 93 26 65 54

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Website: www.nfi.no/eng



Poster, images and trailer downloadable on request

CONTACT

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Website: <https://northfilmdistribution.com/>



Production Company: GonzoDocs AS by Audun Amundsen

Phone: +47 92 05 58 08

Mail: audun@gonzodocs.com

Website: <https://www.gonzodocs.com/>



Poster, images and trailer downloadable on request

SOCIAL MEDIA

WEBSITE: WWW.CTLBMOVIE.COM and WWW.GONZODOCS.COM

IMDB: <https://www.imdb.com/name/nm7435534/>

INSTAGRAM: @amundsenofficial and @gonzodocs

FACEBOOK: <https://www.facebook.com/gonzodocs>

YOUTUBE: <https://www.youtube.com/gonzodocs>

TIKTOK: <https://www.tiktok.com/@amundsenofficial>

LINKEDIN: <https://www.linkedin.com/in/audunlamundsen/>

SUGGESTED HASHTAGS FOR SOCIAL MEDIA:

#ClickTheLinkBelow

#GetRichQuick

#BehindTheHype

#InternetGurus

#DigitalDreams

#HustleCulture

#OnlineMarketing

#ValuesVsWealth

#MakeMoneyOnline

#ctlbmovie



watch trailer - ctlbmovie.com



Prioritized Social Media Profiles to tag

Tai Lopez	Instagram	https://www.instagram.com/tailopez/
Tai Lopez	Facebook	https://www.facebook.com/TaiLopezOfficial
Tai Lopez	YouTube	https://www.youtube.com/@tailopez
Russell Brunson	Instagram	https://www.instagram.com/russellbrunson/
Russell Brunson	Facebook	https://www.facebook.com/RussellBrunsonLIVE
Russell Brunson	YouTube	https://www.youtube.com/@russellbrunson
Akbar Sheikh	Instagram	https://www.instagram.com/the.akbar.sheikh/
Akbar Sheikh	Facebook	https://www.facebook.com/coachakbar
Dan Henry	Instagram	https://www.instagram.com/danhenry/
Dan Henry	Facebook	https://www.facebook.com/DanHenryMarketing/
Dan Henry	YouTube	https://www.youtube.com/@DanHenry
Niklas Pedde	Instagram	https://www.instagram.com/niklaspedde/
Lauren Tickner	Instagram	https://www.instagram.com/laurentickner/
Andy Hobday	Instagram	https://www.instagram.com/papichulo_dreaded/
Gretchen Rubin	Instagram	https://www.instagram.com/gretchenrubin/
Jen McFarland	Instagram	https://www.instagram.com/womenconquerbiz/

Alternative Social Media tags for characters

Akbar Sheikh

LinkedIn: <https://www.linkedin.com/in/akbarsheikh/>

YouTube: <https://www.youtube.com/@makemoregivemore>

Tai Lopez

LinkedIn: <https://www.linkedin.com/in/tailopez/>

X: <https://x.com/tailopez>

TikTok: <https://www.tiktok.com/@tailopez>

Dan Henry

X: <https://x.com/danhenry86>

TikTok: <https://www.tiktok.com/@danhenryrocks>

Robert Cialdini

LinkedIn: <https://www.linkedin.com/in/robertcialdini/>

X: <https://x.com/RobertCialdini>

Instagram: <https://www.instagram.com/teamrobertcialdini/>

Facebook: <https://www.facebook.com/robert.cialdini/>

YouTube: <https://www.youtube.com/@influenceatwork>

Jen McFarland

LinkedIn: <https://www.linkedin.com/in/jensmcfarland/>

X: <https://x.com/jensmcfarland>

Facebook: <https://www.facebook.com/jensmcfarland/>

YouTube: <https://www.youtube.com/@WomenConquerBusiness>

TikTok: <https://www.tiktok.com/@womenconquerbiz>

Alex Partridge

LinkedIn: <https://www.linkedin.com/in/alex-partridge-9b589480/>

X: https://x.com/Alex_Partridge

Instagram: https://www.instagram.com/alex_partridge_100/

Facebook: <https://www.facebook.com/profile.php?id=100067658115110#>

YouTube: https://www.youtube.com/@ADHD_Chatter_Podcast

Niklas Pedde

LinkedIn: <https://www.linkedin.com/in/niklas-pedde-a966661b2/>

X: <https://x.com/NiklasPedde>

YouTube: <https://www.youtube.com/@niklas-pedde>

TikTok: <https://www.tiktok.com/@.niklaspedde>

Alternative Social Media tags for characters

Lauren Tickner

LinkedIn: <https://www.linkedin.com/in/laurentickner/>

Facebook: <https://www.facebook.com/@lauren.tickner>

YouTube: <https://www.youtube.com/@LaurenTickner>

TikTok: <https://www.tiktok.com/@laurentickner>

Russell Brunson

LinkedIn: <https://www.linkedin.com/in/russellbrunson/>

X: <https://x.com/russellbrunson>

TikTok: <https://www.tiktok.com/@russellbrunson>

Gretchen Rubin

LinkedIn: <https://www.linkedin.com/in/gretchenrubin/>

X: <https://x.com/gretchenrubin>

Facebook: <https://www.facebook.com/GretchenRubin/>

YouTube: <https://www.youtube.com/@GretchenRubin>

TikTok: <https://www.tiktok.com/@gretchenrubin>

Nick Couldry

BlueSky: <https://bsky.app/profile/couldrynick.bsky.social>

Robert Waldinger

LinkedIn: <https://www.linkedin.com/in/robert-waldinger-90012169/>

X: <https://x.com/robertwaldinger>

Instagram: <https://www.instagram.com/robert.waldinger/>

Facebook: <https://www.facebook.com/robertwaldingermd/>

Frances Haugen

LinkedIn: <https://www.linkedin.com/in/franceshaugen/>

X: <https://x.com/FrancesHaugen>

Instagram: <https://www.instagram.com/frances.haugen/>

Michael Unbroken

X: <https://x.com/ThinkUnbroken>

Instagram: <https://www.instagram.com/michaelunbroken/>

Facebook: <https://www.facebook.com/MichaelUnbroken/>

YouTube: <https://www.youtube.com/@MichaelUnbroken>

TikTok: <https://www.tiktok.com/@michaelunbroken>

Mike Winnet

LinkedIn: <https://www.linkedin.com/in/mikewinnet/>

Instagram: <https://www.instagram.com/contreprenueurhq>

YouTube: <https://www.youtube.com/@MikeWinnet>

“These programs help
winners win”

-Akbar Sheikh



PITCHED | PRESENTED | PARTICIPANT AT

Developed at the Documentary Campus Masterschool 2021

Developed through the EAVE Marketing Workshop Programme 2024,
a training initiative of the
Creative Europe - MEDIA Programme of the European Union

Leipzig Networking Days 2021

Emerging Producers 2022

Ji.hlava New Visions Forum 2022

Dokumentarkonventet 2022

Nordisk Panorama Work in Progress 2023

MEDIMED Doc Market 2023

DocsBarcelona 2024

Thank you to all the Jurys and people behind the festivals and workshops

AWARDS

Cannes Docs - Marché du Film Award

Selected as a Cannes Docs 2023 'Spotlighted Project'

<https://www.marchedufilm.com/news/cannes-docs-awards-the-most-promising-documentary-film-projects/>

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Cannes Docs Awards the Most Promising Documentary Film Projects

CANNES DOCS - PUBLISHED 08 MARCH 2023



Every year, Cannes Docs visits the most notable documentary festivals & markets from around the world to award the latest and most promising documentary film projects.



WORLD PREMIERE AT DOCEDGE
NEW ZEALAND
12. JULY 2025



CLICK THE LINK BELOW



SIDEWAYSFILM



SIDEWAYSFILM PRESENTS A GONZODOCS PRODUCTION IN CO-PRODUCTION WITH FILMINVEST A FILM BY AUDUN AMUNDSEN EDITED BY ANDERS TEIGEN NFK MUSIC BY JØRGEN MEYER SOUND DESIGN BY AUDUN KVITLAND RØSTAD GRAPHIC DESIGN CHRIS CASWELL NICK JENKINS
FILMED BY CAMERON POOLE, MAGNUS SKATVOLD, ANNE FÖHRE, BJØRN ANTE AND AUDUN AMUNDSEN COLOR, MASTER AND DCP BY KIM-MARIUS H. OLSEN POSTER DESIGN BY VIDAR TEVASVOLD AUNE CO-PRODUCED BY CAMERON POOLE PRODUCED AND DIRECTED BY AUDUN AMUNDSEN

DEVELOPED AT THE DOCUMENTARY CAMPUS MASTERSCHOOL 2021

DEVELOPED THROUGH THE EAVE MARKETING WORKSHOP PROGRAMME 2024, A TRAINING INITIATIVE OF THE CREATIVE EUROPE - MEDIA PROGRAMME OF THE EUROPEAN UNION

CANNES DOCS - Marché du Film Award - Selected as a Cannes Docs 2023 'Spotlighted Project'

