

# About Al Halewood

Long ago I left a career in the Royal Navy behind to be a climber and soon discovered that I loved teaching and taking others to the mountains.

Now I work on the hill, at the crag and in the wall climbing, mountaineering and walking. Scotland can be a tough place for these activities but I love the challenge and I really enjoy helping others achieve their goals be it a summit, a climb or the ability to go and do it for themselves.

I don't do off the shelf courses, a day will always be tailored to you and always with me, not an employee.

The phrase "Climb When You're Ready" is a contract between the climber and the belayer to look after and support each other. I'll commit to you in the same way when we go out together and try to make sure we enjoy it too!

## **My work is about YOU**

**YOUR:** wants and needs, your goals, your pace, when you want it.

**MY:** experience, knowledge, support, coaching, guidance, encouragement and leadership.

**I chose the name "Climb When YOU'RE Ready" for a reason. Just drop me a line to discuss what you want to do, where you want to go and together we'll make it happen. Al**

Positives about the website: I love the site layout and the background images. Name of the company... climb when your ready and al's description of why he chose the name.

Improvements i can make....The testimonial from the client layout is awesome but there was only one. And it is from 2017.... Update and publish more reviews!

Make a landing page and email sequences for potential clients.

Reach out to contacts with huge followings for a shoutout or to feature in a video etc.

Start a youtube as alan seems to appear in a fair amount of other people's content.

Put out the message that you can go and learn to climb on your own but it will take x amount of time.... Getting an instructor will be safer and you will learn the skills in x amount of time so you can enjoy the sport more safely and more competitively with the experience of an experienced coach.

## **Outreach email:**

**Subject line:** Let your reputation do the talking...

Hey Alan, I am Anthony.

I found your Facebook page and website through a search for a climbing coach, the first thing that struck me about your webpage was the fantastic layout of the background pictures, it looks fantastic.

Also your explanation of why you chose to name your company "climb when you're ready" is also a brilliant aspect, and it will do wonders in putting your clients at ease.

A bit of advice I would like to give you from my experience (i hope you don't mind) would be to update your client reviews. As humans, we give more trust to companies after reading up-to-date reviews from previous paying customers.

This brings me to the point of my email, I would be able to help you make improvements to your webpage and business to gain more clients and boost your revenue.

I have a few ideas that would help the business grow already but would love to arrange a chat with you so I could see what desires you have for the business moving forward, and where I could best help you out.

If this is something you would be keen on then let me know and we can sort something out.

Thanks  
Anthony.

P.s I have written an email that I think you could use on a newsletter to draw attention and gain some traffic to your website.... Let me know if you would like me to send it over to you.

Free value:

**HSO Email:**

**Subject line:** "I realised it was now or never!"

My alarm was set for 5.30 am unprepared I woke up and put on the warmest clothes I could find and a pair of old trainers. It was November and freezing cold, but I was motivated NOW was my time to shine!!

I was always an outgoing youngster but my parents never pushed any hobbies or activities on me. I always loved action movies and always found myself drawn to adventure and mountain movies.

So when I passed my driving test and had a decent enough job to afford a car and a tank of petrol, I decided it was my time to go and conquer the mountains.

I stopped off at a local petrol station in Snowdonia, I got a bottle of water and a few bars of chocolate, after all, how long could it take to climb a little mountain??

I headed up the miner's track on Snowden and found myself making very good time, the path was easy to follow and as a fit 23-year-old lad I was smashing it!

Fast forward 2 hours I hadn't even made the summit the weather took a nasty turn and the rain was relentless. I was soaked to the bone, I was shivering and I just wanted to be back at home! How could this dream of mine flip so quickly?

I couldn't navigate due to the lack of visibility and skills, I found myself near a sheer drop my trainers had no grip and I just had to sit down close to tears.

Well because you are reading this I obviously got off the mountain in one piece, I was lucky enough to see a couple of seasoned hillwalkers who helped me back to the safety of my car (still regret not getting their names to thank them).

But after all this, I was hooked! Isn't it funny how something so dangerous can make you feel alive? But the next time I returned I wanted the skill set to be able to enjoy the challenge without the fear of Death!

So I searched the internet to find ways of being able to return to the beauty of the mountains with a lot less risk..... I started the path of mountain education.

I come across this site....

[HOME | mysite \(climbwhenyoureready.com\)](http://climbwhenyoureready.com)