

Subject line: Hey Lydia, a question for you

I like what you said in your video "How to get what you really want out of life". I noticed in my own life, time and time again, that our own fear is what's keeping us from going further.

Your audience can really benefit from that knowledge.

After scouting through your content, I noticed some things on your sales page. As a writer, I thought of ways to improve your page where you sell the "Become A Certified Life Coach". Program.

To help you out I made a couple of headlines for the page you can test out.

To get more in line with your audience's dream outcome and the struggles they faced based on your success stories.

The headlines speak more directly to them and grab their attention better.

I made three kinds of headlines to resonate with different frustrations or dream outcomes people had. These are the headlines:

**Achieve Balance and Success:
How to Become a Life Coach and Create a Life of Fulfillment and Purpose**

—

**Power of a Positive Mindset:
Discover How to Become a Life Coach, Achieve a Better Work-Life Balance and Spend
More Time with Your Loved Ones!**

—

**Balans Your Drive, Love, Confidence, and Ambition.
Give Your Life Meaning and Value while Helping Others**

Feel free to test them out!

Of course, I am only looking from the outside in, so I can surely be off base!

PS: I got some other ideas to test, based on the newsletter you weekly send out. If you are interested can you let me know?

Kind regards,

Johanan Brouwer

