

SL: A few touch ups

Hi Damien, I just went over your sales page for [won't mention course name]

There's a few areas that could be improved to build more trust and convert more visitors to paying customers.

- > more disruptive headline
- > break apart the big paragraphs
- > bring 5 star reviews to the top of the page
- > price anchoring (make your price look like a bargain)

I'd also use the personal stories that the 5 guys in the video talked about...

Using their transformation story in written form I believe would tip your readers over the edge to sign up for your course.

And if I'm being 100% honest, this could be applied to most of your courses.

I'm sure even a pinch of improvement would bring a spike in revenue.

If you're interested, please let me know!

Talk soon,