

Olly's website

As discussed in my email, I have some suggestions to improve the effectiveness of your website and engage your audience with the content they are reading.

First and foremost, I'd like to draw your attention to your headline. To capture your audience's attention and pique their curiosity, you need a **strong "hook"** in your headline. To make your headline effective, it should **include the 4U's** (these are not the "Big 4 emotions", what happens is that the thing is about fours...): **Useful, Unique, Urgent, and Ultra-Specific**. By emphasizing what makes your offer or product unique, offering something valuable to your reader, creating a sense of urgency, and being ultra-specific, you can craft a compelling headline that grabs your audience's attention and drives them to start reading.

To convey **uniqueness**, highlight one element of your offer or product that is new and different. This generates hope and curiosity in the reader, encouraging them to learn more. To make your headline **useful**, understand your audience's needs and provide a clear benefit or answer the question **"What's in it for me?"**.

Urgency can be created by highlighting a limited-time opportunity or using **FOMO** to generate emotional hype. Finally, **ultra-specificity** is crucial for establishing credibility and making your headline seem more believable. By providing concrete details and using specific numbers and data, you can make your offer more compelling and capture your reader's attention.

After implementing these concepts in your headline, I will offer you some feedback. You will see that by only adding one of these concepts to your current headline, we will obtain a lot of ideas...



**Get your body & energy
BACK ON YOUR SIDE**

We can add the "Ultra-specific" concept to 'get your body & energy...' by clarifying how big the change will be if they apply to your program. It is not necessary to use numbers; we can add certain feelings or emotions that will easily create a clear image in the mind of the readers of what they are going to get. Examples focusing on the "energy" concept:

- **"Every Day Feeling Like If You Had Slept Ten Hours..."**

- **“‘Sharp As a Tack’ In Each Hour Of The Day...”**
- **“How Four Hours Will be more profitable than Eight...”**

Now, let's add some uniqueness to your headline. I have used some unique aspects of your program that I have not seen in any others:

- **“Do not Focus Only on Calories: ‘Repair the Gut’ Will Truly Bring your energy Back.”**
 - **“Here’s why your current ‘Healthy’ Diet has Never Brought your Energy Back.”**
 - **“Exercise and Food are only the 12% to Reset Your Energy: Where is the other 88%?”**
 - **“Traditional Healthy Solutions have never told you that Fixing your Gut is the 75% for Energy Reset...”**
 - **“It’s not only Your Diet or Your Workouts: ‘Fixing your Gut’ is missing from your ‘Healthy’ current program.”**
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I continue with the points below your video:

The Fully Integrated Health Solution

By upgrading your gut health and removing these "Health Anchors" we can elevate your performance, increase your energy and upgrade your body by simply getting your body back on your side!



All day energy

Get your body back on your side so you can show up sharper, happier and more effective.



More adventures

Never let your body or energy be the reason you don't get the most out of life.



Your Personal Blueprint

Have the experts in your corner to optimise your approach right down to a cellular level



Now is the perfect moment to expand your headline. Once you have got your audience hooked, you should look for **three main things**: help them **feel the true pain** of their situation, **‘let’ them visualize how they will feel after applying for your program**, and keep sticking to what truly

differentiates your method from the rest of the competence. Here are my rewritten points, just an example:

“The days are uphill for you...

You still have a long time to leave work, but your eyes start to close and your hands start to spasm.

Then, when you get home, the last thing you feel like doing is exercising or preparing healthy meals.

Because, after all, if even with those changes you haven't managed to bring back that energy that characterized you so much...

This is what 98% of the lives of the people who apply to my program look like.

Busy professionals who have **implemented healthy habits into their routines**, looking to finally find a way to feel energized during their long workdays.

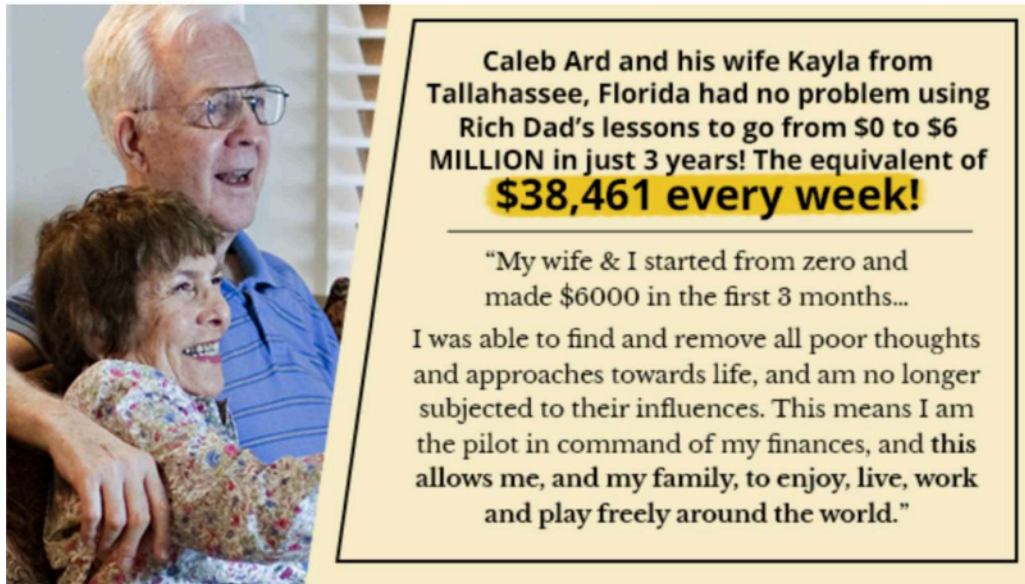
However, they **end up seeing poor results** and continue to waste time in the kitchen trying to make the perfect meals or trying to find the most effective workout routine.

What happens is that none of them knew that these two pillars, super necessary, of course, account for **only 25%** of the process needed to recover their energy and maximize their productivity; and there is a way to get the remaining 75% that I'll show you below, which boils down to **"Fix Your Gut"**.

...

Finally, I am going with the **testimonials section**. We can make it much more powerful if we **focus on communicating “The Big 4”**. I'll show you a visual example of how to show them and explain what I'm getting at. I also want to say that I love the idea of the videos and would keep them as they are.

This is my example:



The **key to good testimonials is to try and mimic the reader as much as possible** in their presentation. That includes mirroring your target market's physical features in images (you are doing this already), and even their economic, life status, or their locations where you know your target market might be concentrated.

Plus, the **more details in the testimonial, the greater chance for the Big 4 to be weaved** into them. The emotions the example is communicating are **Big** ("big" change, from \$0 to \$6 MILLION in just 3 years) and **Anybody** ("You can start from zero dollars and make a lot of money with this method", so anybody could do it).

So, I suggest you put some **written testimonials** in addition to the videos. Because, even so, this type of testimonial is effective, your 'avatar' is a busy person; most of them are not willing to spend plus than thirty minutes watching videos. Here, written testimonials with physical changes in images win, which are much more to the point and give them a clear picture of what they can achieve with your services.