

Hi Patrick,

I hope this email finds you well.

I wanted to thank you for the valuable advice that you provide me with in the “25 Most Common Style Mistakes” ebook. After reading through it, I tailored all my trousers to a half-break length and noticed a significant improvement in my appearance.

As a token of appreciation, I’m going to let you in on an approach that will make your consultation program more relatable to your target audience which will in turn improve your sales conversion rates.

I strongly suggest presenting real-life outcomes that your target audience desire from your program at the beginning of your sales page.

If your audience is able to relate to even one of the outcomes, he’s more likely going to scroll through your sales page as he would be curious about how your program can help bring him to that desired outcome.

An excellent example of this approach is used by Antonio Centeno of Real Man Real Style, a well-known Youtuber & Image Coach for men. At the beginning of his sales page (as attached below), he presents four real-life outcomes that men desire. These outcomes are related to the improvement of their career, leadership, confidence and relationship.

I have attached a sample showing how you can apply this approach in your Consultation Program below. I have also added some additional recommendations for your sales page.

Before I forget, I have also come across a few other approaches that work well in your industry. Hence, I am currently looking for the right personal stylists to partner with and grow their business. I have reached out to you and a handful of others. If you are interested, let’s schedule a call to discuss this matter further.

Best Wishes

Ying

Attachment 1: Sales Page - The Style System

REAL MEN



REAL STYLE

THE STYLE SYSTEM™

MEMBER LOGIN

The Style Expert's Methodology To Dress Sharp As Sh*t Every Day...

Especially if you know **NOTHING** about style.

- ✓ Land your **dream job**, one that pays you 5X what you're currently earning
- ✓ Walk into a room and **OWN** it...even if you're an introvert
- ✓ Discover and **project your message to the world**, so it's clear who you are and what you stand for
- ✓ Date women out of your league

[CLICK HERE TO JOIN THE STYLE SYSTEM >>](#)



Attachment 2: Sample of Sales Page

How to LOOK YOUR BEST by

Transforming Your Appearance from Head-to-Toe

And most importantly, everyone you love and respect will **NOTICE** it.

Be the best-dressed man in any room

Make a lasting first impression at your dream job interview

Dress to impress and close the deal of a lifetime

Turn heads on the street and in the office

Impress and date women who are out of your league

Add to cart button: Click here to start Your Transformation Process.

*Only X seats left for the month - Reserve your spot now!

Notes

1. Start your headline with a strong and clear message. I have removed the name of the program and shortened the headline to a single message: how to look your best and for the people you care to notice it.
2. Illustrate positive real-life outcomes that resonate with your target audience.
3. Use a persuasive call to action that doesn't come across as overly salesy as your audience will not know much about your service at this point.
4. The following phrase:-

"3 More Consultation Slots Available For April. Book Now To Secure Your Spot For Next Month."

does not make much sense as why should someone book their spot for next month given that there are still seats available this month.
5. You don't have to mention that you only work one-on-one yet because at this point the audience will not know much about your service.
6. Take note that the things that I have removed might still be relevant to your sales page. It can still be added into the following pages. All you need is for them to be coherent to your audience.
7. Regarding the video, merely presenting the problems with shopping is not a good enough reason to get a personal stylist. Most men would be fine wearing worn-out clothes when they are at home. I suggest that you inform them that such an attitude will lead to problems once they have to attend an important occasion (e.g. job interview, wedding, etc.).