

SL: You're looking to get more people to buy more of your Catalyst course right?

Hi Veladya! I hope this email finds you well! When I looked at your channel and website, 2 things came to mind:

1. The content you're making is genuinely very helpful to your audience (especially the one about gut health and depression).
2. Your marketing for your catalyst course is actually flawed.

How you might ask? There is a critical marketing concept that other course sellers (such as the self-improvement youtuber "Hamza") are applying to massively boost their sales.

The marketing concept basically looks like this:

1. At the end of every video, you tell your audience about something of value they can get for free by signing up for your email list.
2. The free value they will receive over the course of a couple of days (about 5 daily emails) is going to use the power of stories to instill proper beliefs into the reader.
3. The reader will after reading every single email is going to get more and more convinced and 'indoctrinated'.
4. After you instill the right beliefs into the reader, they will become much more susceptible to buying your courses, this is when they will get hit with a sales email.

Let me know if you need any help!