

SL: Want a flashy idea ?

Hi Ty,

I enjoyed your recent video about the entrepreneurial mindset, problems are the only way to create solutions. The value you provide viewers about the business side of content creation is immeasurable. It's hard to build rapport with the community in such a technical field.

After the video, I looked over your website and I found some opportunities you could take advantage of. Which would most definitely improve your conversion of part time viewer to recurring client.

One of these refers to your overall website approach.

In the field you work in, it's hard to build a relationship with viewers. Facts and technicalities are interesting, but not as persuading and enticing as other methods.

Things like:

- Lack of self information
- Absence of persuasive techniques
- Blocky texts in a world of short attention spans

All things that risk a Potential client's attention.

It would be a shame to miss such an opportunity to scale your business higher than you could ever imagine, just because of some small problems ready for optimization.

These “weak spots” can be tweaked if tasked by the right person, getting clients excited to learn the creative art of content creation.

If you like, I can rewrite part of an “about us”page, free of charge. I'll show you my abilities from an outsider's perspective.

Send me a message to this email, and I'll get right on it.

Stay creative

Hugo