

### **What are they doing well?**

- Good IG content. It's consistent and entertaining.
- Great products with amazing testimonials.
- Great membership (high ticket) with lots of resources
- Good selection of online courses
- A good lead magnet for newsletter

### **Problems I found**

- The website could be more converting by improving sales pages and having all services in one area
- Lead magnet for newsletter is difficult to find and doesn't have a good opt-in page
- Upon signing up for the newsletter I haven't received the lead magnet
- Social media content could be improved on IG and Youtube
- The links page on IG is very cluttered and confusing
- The Work with me section of the website is at the top which is useless for potential customers
- Businesses I have worked with could be smaller
- Website copy is clunky and not targeting pains & desires
- A lot of important pages are tucked away behind others making it difficult for potential customers to find what they're looking for

### **What are top players doing about these problems?**

- Ziva has a learn dropdown on the nav that shows each course and also a "see all courses" button. Sales pages are targeting pains and desires and also have fascinations littered throughout to make them more converting.
- Sign up for the newsletter at the bottom of the home page. Find lead magnets littered throughout the website and also in the courses and products section. Fascinations are used on the opt-in page to encourage a conversion.
- Ziva has a welcome sequence to bring potential customers into the brand
- Ziva posts guides, tips and interview clips on social media and youtube to build an audience.
- The links page for Ziva is more straight to the point and also points out the FREE products. There is a sign-up for the newsletter button as well.
- Ziva has a similar "Careers" page but is only located in the footer, which reduces confusion for customers.
- Ziva just has a simple row of logos of brands they've worked with
- Ziva's website copy is more specific to the pains and desires of the reader and is more straight to the point.
- Ziva has a simple nav bar making finding things fairly simple. About, Learn, Kids, Blog which is further broken up into pages under these "filters".

### **How can I help solve these problems?**

- Rewrite the website copy to target the avatar's pains & desires, and also implement fascinations to create curiosity like how Ziva has used.

- Suggest and show improvements to be made to the website regarding the nav bar, newsletter, product pages and layout.
- Rewrite the opt-in page for the lead magnet to create curiosity and encourage a sign-up
- Create a welcome sequence and write weekly emails to provide value and promote products.
- Research what other similar social media accounts are doing to grow their audience, suggest certain content types, and offer to provide social media management services (outsource)
- Offer to rewrite the links page to make it easier to read

#### **How I can build her a better newsletter?**

- The lead magnet is "Discover your dosha"
- The Opt-in page for the newsletter is a "Discover your dosha quiz"
- The opt-in page will have fascinations then a quiz then in order to get results, customers must enter their name and email.
- Depending on the customer's dosha they will be segmented into different lists that are tailored to their dosha
- Weekly emails will be sent out, some to everyone and others tailored towards the specific dosha

#### **What free value will benefit them?**

- Write an opt-in page for the newsletter and suggest ways to better promote the lead magnet. If done properly this will see more sign-ups.

#### **Email**

**Goal** - Get a response about FV, and be specific with the question so they have to look at FV

**Offer** - Build an irresistible newsletter that attracts new customers and makes sales using the blueprint that worked for Emily Fetcher and other mediation coaches like Chopra etc.

**FV** - Opt-in page for the lead magnet, "Find out your dosha" plus some other ideas

SL: Quick question...

Hey Angie,



I bet you can relate to this when you see the **amazing benefits** your clients are getting like Jonny Wilkinson.

You can feel the same from your newsletter by turbocharging it with my "Trustworthy sales engine" (fancy name, right?).

Ziva Meditation is using it with its tailored emails to **effortlessly** convert its audience into paying clients.

I've created this snazzy **sign-up page** for your newsletter below, inspired by Ziva Meditation's and Chopra's successful techniques.

Plus here are some ideas to attract **even more** subscribers:

📄 Enhance your sign-up page by incorporating an **engaging quiz** that readers must complete to discover their dosha.

📝 Move that "Find Your Dosha" button to the top of your links page and rename it to "Discover Your Dosha For FREE." Who can resist a freebie, right?

🖱️ Sprinkle buttons all over your website, leading to your newsletter sign-up page.

Take a look at the sign-up page below and what do you think about the "fascination" bullets I used there?

I have a few other ideas to share so it would be great to hop on a quick call and discuss them, what day works best for you?

Best regards,  
Zayn

## The Sign-Up Page...



### Discover Your Dosha Today

Uncover your **unique identity** and explore the realm of personalised Yoga and Ayurveda advice, unlocking your **ultimate well-being**.

**TAKE THE QUIZ**

- Find out your natural **strengths** and challenges
- Learn how you can balance your dosha and live **happier** and **healthier**
- Understand how you can **overcome** your depression and anxiety
- **Identify** your current dosha imbalances and how it's affecting you
- Receive weekly **personalised tips** to help you live a healthier life