

Subject Line: Want a decluttering idea ?

Hi Joshua

I liked the recent video about "Clutter busting" routines. It's really one that I have learned something useful from. It must have taken a long time to tinker with all the thumbnails, editing and photography to fit your minimalist style.

I wanted to talk to you about some opportunities. Which have been seen in the minimalism market to increase sales therefore of your various books and Uncluttered courses.

One of these relating to your landing page:

The page itself creates some confusion in regards to what service you provide, and if you actually sell anything in the first place. It almost comes across as a newsletter~

- Unnecessary Photos
- Unclear messaging
- Blocky texts

It would be a shame to not capitalize on your hard work and image just because of a small simple problem.

This is something that could be easily fixed with the right formatting and wording of the landing page

I'd like to rewrite a piece of copy of this manner for you as a gift. You can choose anything that you think needs improving and I'll show you my abilities from an outsider's perspective.

Keep Organised

Hugo