

Outreach Michele

Hi Michele, I hope all is well!

Being Italian myself, I can vouch for the accuracy of your tips. It's great to see how well-received they were, these easy-learning tips are making their Italian learning experience easier, for sure.

After watching your video on faster Italian language learning, some ideas that could really help you and your business's growth came to my mind.

I checked out your website and noticed a few areas for improvement.

For example, keeping "The intrepid guide" course description at the bottom of the page can harm your conversion rate.

That's simply because people have short attention spans these days, so it's crucial to grab their emotions early on.

Also, with the right approach, I believe you can increase conversions from casual readers to loyal customers.

If you increase the intrigue and curiosity around your Italian courses, without revealing them, using for example an Instagram caption, an email, or even a Facebook ad, the readers will look for an answer by checking your website, and they will be more inclined to buy your products.

Would you like me to send a unique example I wrote for you?

Cheers,

Jimmy

So if you were a prospect would you accept to see the FV?

Would you read the email till the end?