

SL: Making the way of the warrior bigger **I made this SL because he's always using the term "way of the warrior"**

Hi Pablo,

I like your welcome course, it's a fantastic way to immerse people in your brand, show them that everything they find in it will be extremely valuable to them.

However, there's a problem with it, not with the content itself, but with how you present it.

After the welcome package, there's no doubt that practically everyone will want to know more about your brand and acquire some of your courses or training.

But what if they never get to see the course?

Yes, as contradictory as it may seem, many people will sign up for the course and not even see it. They will think "I'll leave it for later", "when I have time", "I'll do it tomorrow", etc. People work like this, they will always look for an excuse to postpone it.

So in the email where you give them access to the course, it shouldn't just be a link, it should be an email that awakens the urgency to take the course NOW, creating so much intrigue about what they are going to see and everything it will bring them that they will want to do it as soon as possible.

And that's why I'm leaving a link to a Google document below with an email to awaken the reader's urgency to see the welcome course now.

F.V.

If you like it, let me know and I'll tell you more about how I can help you with Kan Techniques