

This is an opt-in page I sent to a prospect. They liked it but also gave me some feedback:

"it sounds very much like the way a sales-person talks and that's not the voice or brand I have. I'm a teacher and consultant. All copy has to be consistent with that voice for the sake of trust and credibility."

Do you have any tips to make my copy sound more like him?

This is his youtube channel - <https://www.youtube.com/@alexanderlyon>

This is the copy he gave me feedback on 👉, after that is the edited version:

FREE MINI-COURSE

Boost Your Leadership Game And Propel Your Career Forward:

(The Essential Professional Communication Skills)

- ✓ Discover the single phrase you can use in the workplace to make the room fall silent and be the final decision-maker.
- ✓ The three-part framework that ALL leaders use to convey their ideas clearly and get everyone to nod in agreement, PLUS how to avoid ambiguity and misinterpretation.
- ✓ The most important communication skill that doesn't involve speaking (that most people completely overlook).
- ✓ How to be a beacon of positivity that cracks smiles, builds friendships, and see people go further for you to get the job done.
- ✓ Three tips to becoming the problem-solver that everyone turns to that will leave your boss DESPERATE to promote you.

<Enroll for free>

Who Am I?

My name's Alexander Lyon.

Over the last **20** years, I've been researching and perfecting the skill of workplace communication.

I've trained professionals at Fortune 500 companies to **increase their impact and lead their teams with excellence.**

I'm also a full-time college professor and have earned a BA, MA, and Ph.D. in Communication.

Through endless workshops, presentations, and consulting for organizations...

I've uncovered the essential skills you will need to express yourself more clearly and connect better with others.

Plus, position yourself as a LEADER at work.

- If people's eyes glaze over as you try to explain your ideas, and you can't help but feel like you're falling short.
- If don't want to see your colleagues with bored expressions, checking their emails when you give a presentation.
- If you don't want your boss to completely overlook you for promotions even though you have good technical skills.

...Then this free course is for you.

The 5 communication skills you are about to learn are very practical and you can start using them **immediately.**

So if you are ready to become a leader and work better with the people around you...

<Enroll for free>

<insert testimonials>

The new version of the copy that hopefully matches their tone of voice:

🚧 (not finished) 🚧

FREE MINI-COURSE

Boost Your Leadership Game And Propel Your Career Forward:

(The Essential Professional Communication Skills)

- ✓ Discover a useful phrase you can use in the workplace to make the room fall silent and be the final decision-maker.
- ✓ The three-part framework that ALL leaders use to convey their ideas clearly and get nods in agreement, plus tips on how to avoid ambiguity and misinterpretation.
- ✓ The often-overlooked communication skill that doesn't even involve speaking.
- ✓ How to be a beacon of positivity that's cracking smiles, building friendships, and creating a more productive work environment.

- ✓ Three tips to becoming the problem-solver that everyone turns to for solutions (These tips also increase your chances of getting promoted in the future).

<Enroll for free>

Who Am I?

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I'm also a full-time college professor and hold a BA, MA, and Ph.D. in Communication.

Through endless workshops, presentations, and consulting for organizations...

I've uncovered the essential skills you need to express yourself more clearly and connect better with others.

Plus, position yourself as a LEADER at work.

- If you've ever found yourself in a situation where people seem disengaged or uninterested in what you're saying.
- Maybe you've noticed colleagues looking bored or distracted during your presentations, which can be discouraging.
- Or perhaps you're concerned that even though you have strong technical skills, you might be overlooked for promotions.

If any of these situations sound familiar, you're not alone.

It's natural to want to be heard and valued in the workplace, and that's why developing strong communication skills is so important.

The 5 communication skills you are about to learn are very practical and you can start using them next time you're at work.

[<Enroll for free>](#)

<insert testimonials>