

Antoine Sales Letter 2018-07-18

<https://therealmccoywrites.com/best-teaching-year-ever/>

Punctuation

- No ? after myself

Clarity

- ...General education...who had... sentence needs revisions
- Eliminate “online program” unless there are multiple courses probably regardless
- Is this a pilot or a live course?
- Who are you trying to reach? K-12?
- General or personalized offering? Is this A grocery list or a selection, a choice or a voice for the buyer?
- What is your philosophy of education? Who is your guru?
- When does it start and for how long will I need to commit?
- Whether you teach K or 12, ...
- Now finally it's your turn felt like an order...was jarring

Formatting

- Indent quotes with WordPress formatting
- Vary your font sizes for improved readability (use more headings)

More headings

- Use Yoast plugin
- Headings should tell a story all by themselves
- It all comes as part of is header..then separate program name
- No more than 300 words between heading

More Bullet points:

- Bullet point ideas like building relationships
- Preceding none of that works doesn't follow...
- 4 bullets is things they need, not reasons things don't work

- Some of these were... then a bunch of bullets.
- It was sad...then 2 bullets...
- In the process...should be a new bullet
- Became a mentor change to 3 bullets

Does it scale?

- What is the cost to you of another person joining?
- What if you register 100 people?

Value

- Personal or group calls
- Testimonials model at end of Building your story brand
- Sell on teacher pay teacher