



SL: Would this make a bigger impact?

Hey Coach Howard,

I visited your website and noticed that there wasn't a compelling headline or a lead.

Let's be real, you have a comprehensive course on basketball basics but it might not be effective if it fails to reach your targeted audience.

So I went ahead and created a foolproof headline and lead that would encourage your current customers to explore your website .

This could result in you being more recognized and praised for the effort you put into teaching kids Basketball .

To see how this Idea comes to life, click on the link below,

[The link](#)

If you find it appealing and want to know more about ideas like this in the future, We can do a quick 7 min Zoom call where we'll be able to discuss these in detail :)

Noor