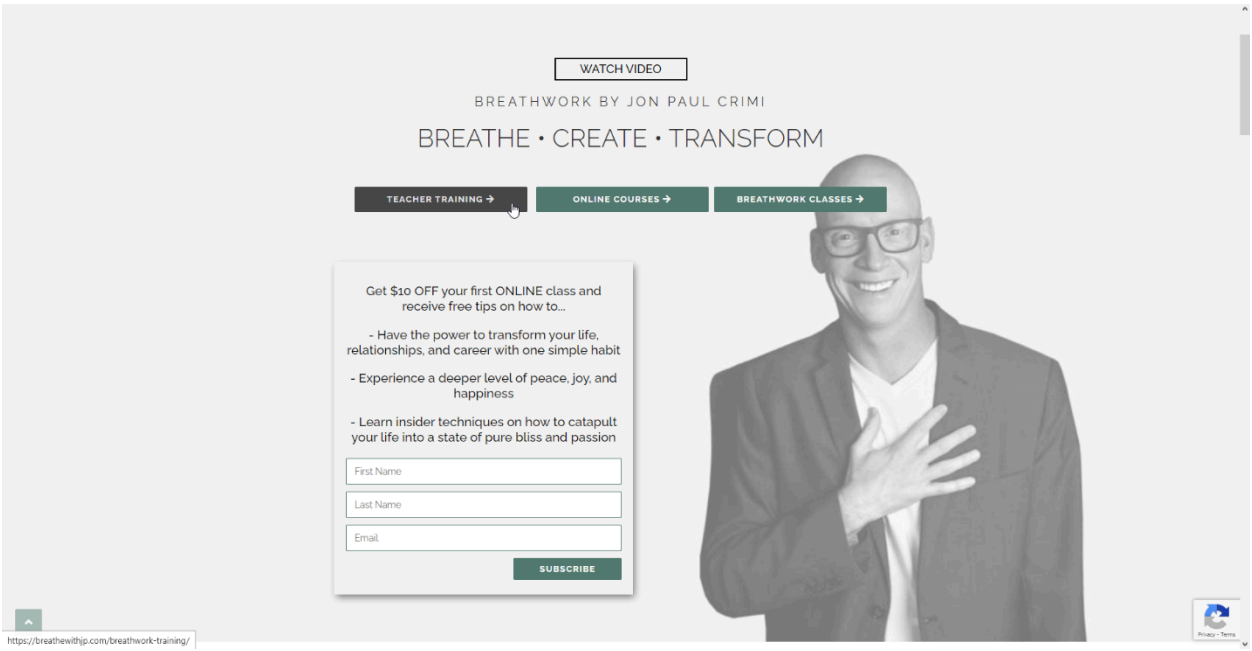


Get $10 OFF your first ONLINE class and receive free tips on how to…

- Have the power to transform your life, relationships, and career with one simple habit
- Experience a deeper level of peace, joy, and happiness
- Learn insider techniques on how to catapult your life into a state of pure bliss and passion

CTA: SUBSCRIBE & SAVE $10 now!

BREAKDOWN

1. **What is the purpose of the headline?**

By offering a $10 discount on the first class and free tips, the purpose of the headline is to grab the reader's attention and encourage them to take action by signing up for the newsletter. The headline creates a sense of urgency and entices readers to click through to learn more about the offer and how they can benefit from it. The 3 dots at the end create mystery and intrigue.

2. **What is the purpose of the fascinations?**

In this case, the fascinations aim to trigger emotions such as desire, hope, and happiness. They suggest that the reader can achieve personal transformation, happiness, and a deeper sense of peace by learning and applying certain techniques. The language used is evocative and suggestive, with powerful phrases like *"the power to transform your life"* and *"catapult your life into a state of pure bliss and passion".*

The overall goal of these fascinations is to generate excitement and curiosity in the reader, prompting them to take action and learn more about how they can achieve these positive outcomes. The fascinations help the customer make the next step in their “customer journey”

3. **What is the purpose of the CTA?**

The purpose of the CTA *"SUBSCRIBE & SAVE $10 now!"* is to entice potential customers to subscribe to the newsletter by offering a discount as an incentive. The discount is a powerful motivator that can help overcome any objections a customer may have and persuade them to take action. The use of urgency through the *"now"* also creates a sense of immediacy and encourages customers to act quickly before the offer expires. Overall, the CTA is designed to increase conversions and drive sales by providing a compelling reason to subscribe.

FUN FACT: discounts are not ALWAYS powerful and there are times when it is not recommended. There are situations when discounts worsen the image of the brand. This is true for luxury items and brands, such as Rolex, Apple, and Rolls-Royce.

4. **Why is a good opt-in/landing page necessary?**

Providing VALUE is important for any business. They need to connect with their customers and provide them value by telling personal experiences, stories, tips, tricks, and after all, providing the products. A good opt-in page provides VALUE to customers through email and makes them invested in the brand. Email is a very powerful tool. In 2022, the number of email users was 4.3 billion, and the average ROI is $40 - meaning for every $1 you spend, you get back $40! A great newsletter gives you the option to grow your business through email marketing, where you can create personalized email sequences for every segment of your customer base.