

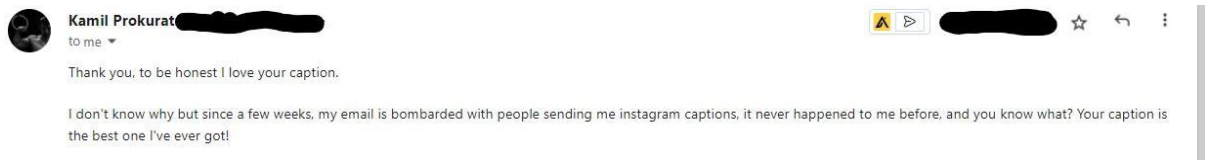
Hey Guillaume.

I saw your post with Superbon Singha Mawynn and decided to check out your website.

I noticed that your homepage could benefit you from the influence approach.

The style of your homepage could achieve much more reader engagement making them want to read the whole page by applying the influence approach.

I recently did this with Kamil which he posted to his 290K followers on Instagram.



Results? He said it's the best one he ever got.

But let's stop talking about Kamil and focus on you.



Here's your improved homepage, I know what you're thinking, "how will this homepage improve the reader engagement?"

Below, I will walk you through why I wrote what I wrote, and how it will impact you and the reader.

BEFORE

“Welcome to the ultimate Muay Thai & Kickboxing haven”

ALSO BEFORE

Only the TOP for you.

From working with the world's best martial artists such as Buakaw, Superbon, Nong-O, Petchanong and much more. Our team is composed of only highly experienced and dedicated trainers. These seasoned professionals bring a wealth of knowledge and expertise, ensuring that every session is an opportunity for growth. Whether you're a beginner or a seasoned fighter, they tailor their instruction to suit your needs, helping you develop your technique, strength, and conditioning.

AFTER

"Enter the realm of Muay Thai & Kickboxing greatness – where champions are born!"

Or

"Experience the heart-pounding thrill of Muay Thai & Kickboxing perfection!"

AND

HOOK 📌

"Get ready for an extraordinary martial arts adventure!"

Or

"Join the Martial Arts Arena: Where skills are honed to perfection."

From training alongside martial arts legends like Buakaw, Superbon, Nong-O, Petchanong, and many more, our team comprises highly skilled and dedicated instructors. These martial arts enthusiasts bring a wealth of knowledge and expertise, transforming each session into an opportunity for your growth. Whether you're a novice or an experienced warrior, they customize their guidance to meet your specific needs, amplifying your technique, strength, and conditioning.

Here's how the influence approach will work.

1. I gave you 2 options to see which one you would like more.
- 2 I switched it up and used more vivid pictures and emotions for example "Experience the heart-pounding thrill" When the prospect reads it he will remember the first time going into a fighting gym (for example)
- 3 The "Only the Top for you" When I first read it I got confused and when the reader gets confused he won't continue reading.

So yeah Guillaume that's it from me,

Let me know what you think about the influence approach because I have other ideas for Superbon.

Take care,

Harry

So this one is like the sale page I would say (the first thing that the viewer sees when he taps into his website)

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And this one is a product description for a snowboard

Product description before

The Artifact Pro is the premium park and urban destroyer. The big brother of the OG Artifact, the Artifact Pro features our SinterStrong Base, an upgraded Carbon HotRod package for next level ollie power and our all-new Flax Impact Plates. The Artifact Pro is built for riders who love to rip the park and want an upgraded ride to slay rails and handle the pro jump line with style.

Product Description After

Are you a dedicated snowboarder, tired of poor boards that just can't keep up with your tricks and style? 

You've probably encountered boards that don't last, forcing you to replace them frequently.

You might have struggled with stiff, unresponsive boards that make your tricks feel impossible or worse the pop disappearing after a month.

Enter the Artifact Pro snowboard, the ultimate answer to your snowboarding sufferings.

If you're passionate about park and urban riding, this board is your perfect match.