

Hey Katie,

I recently came across your website while researching pool construction after learning how much it can increase my home's value, and I like your portfolio page, it truly shows your knowledge and professionalism, because that's what it takes to build a giant portfolio like the one you have, especially with the Hogstrom family, you've done an amazing job on their pool!

After reading your portfolio, I noticed something you are doing that commonly affects website traffic and online exposure, you don't take advantage of the new attention economy and use it for yourself.

I'm talking about a new approach to the growth of customer engagement I developed that grabs the attention of the readers making sure they don't get bored and click off because they WILL if you do not intrigue them immediately.

I've coined it C.I.D (Curiosity Intrigue Desire)

You have great Instagram post consistency, but your captions require two CRUCIAL things within this mechanism, curiosity, and intrigue.

I've included an example of an Instagram caption down below.

Let me know what you think about what I wrote because I have a lot more insight in mind.

Andrew

Example down below:

You spend HOURS slaving away.

Whether it be your job, your family, or anything else.

You NEED something that can relieve all that stress.

Is it meditation?

Or is it yoga?

It HAS to be a journal then.

NO, so what is it?

It's something that combines exercise, family, and relaxation.

We help you do all of those things.

Click the link in our bio to see how you WILL relieve a week's worth of stress in 60 minutes.