

Hey Nigel,

I came across one of your "60 sec tips" videos which I found to be quite useful and I decided to see if you do training as well.

Based on what I can tell, your programs appear to provide detailed instructions and are ideal for those seeking a fulfilling life with their dog.

A great benefit I noticed is that you offer a Skype call to address the individual needs of each customer.

It's good that you offer free consultations as it shows that you understand the value of building a relationship with potential clients and earning their trust.

I did notice though that you could benefit from a more compelling layout where people join in on your newsletter.

I'm sure you are already utilizing the massive benefits of email marketing so I wanted to show you a different approach to a lead magnet.

Below I've placed an improvement idea for the Opt-In section of your website.

These changes will catch the attention of your readers, inspire a greater desire to know more, and make "Opting-In" a no-brainer.

Let me know your thoughts.

All the best,

- Matt