

PLEASE PROVIDE ALTERNATIVES FOR WORDS OR SENTENCES IF U FIND ANY OF THEM TO NOT BE ACCEPTABLE FOR OUTREACH.

SL: *I'd be wrong not to point this out...*

Hey Christopher!

Your genuine effort and hard work shines through my screen when watching your videos.

I couldn't help but notice the

and I couldn't help but notice the same for hundreds of your comments that resonate with the daily frustrations of weak & immobile feet.

But it would be wrong not to point out that, when your viewers get inspired to take the next step and visit your website to get more out of BarefootStrength,

your landing page misses an "OPL" mechanism to guide your visitors up your value ladder and into conversions and leads.

Not satisfying the needs of your viewers within the first few seconds of them visiting your website, could be costing you a fortune.

The "OPL" way of dealing with this, makes your viewers get the most out of BarefootStrength, and you get to capitalize on the ever growing demand with greater conversions and loads of leads.

To give you the full picture of what I mean by an "OPL " mechanism, I went ahead and made a complete draft of how it would work and look like on your website [here](#).

SL: *I'd be wrong not to point this out... OR "The bunion of your website..." (Which one u think is best?)*

Hey Christopher!

As you pointed out in your latest video that bunions are linked to causing flat feet, I found the same 'one causing the other' problem in your websites conversion process.

The lack of micro-commitments on your landing page discourage your viewers from taking their first step on going down you sales funnel in the first place.

Given the value you provide to your viewers, incorporating micro-commitments to your landing page would make selling to leads and upselling to customers a breeze.

This can be done by using an "OPL" mechanism which ive used to create this draft of how it would look and work on your landing page.

The full "OPL" mechanism goes further than just hooking every visitor into becoming a life long customer,

I could find time this week in which we could discuss the full scale of the "OPL" mechanism to make

"OPL" which turns the micro committed → macro committed

You can incorporate X by using the "OPL" mechanism,

So, I would pick one specific mechanism and figure out a cool name for it. not the entire problem like their opt-in page, sales page or whatever. I would tell them how they can for example incorporate vivid imager or micro-commitments, they sound more intriguing. you can also make them sound cooler.

I would stick to one FV and then tease another idea/strategy you have for them to discuss on the call.

Example: I could find time this Friday in which we can discuss my “Price Anchoring” Strategy to make \$397 look like pennies for the amount of value given through the community.

What is the best time for you on Friday?
Jesse

where a few missing “OPL” mechanisms are keeping your viewers from eagerly becoming your leads and life long customers.

Not building a
An “OPL” mechanism

To give you a full picture of what I mean by a attention grabbing “OPL” mechanisms, I made a c

Once a viewer takes the next step after watching your content → heads over to your website, a few attention grabbing “OPL” tools are missing to catch them as leads and lead them on becoming life long customers.

the structure of your websites conversion process for potential customers.

After a viewer gets compelled to take the next step after watching your content, and they land on your website, they're not greeted

Your bare content compels your viewers to gain more knowledge from your website, however there are a few missing essentials

Your bare content speaks more than just building a foundation

I believe you've built a strong foundation, as in your large following. But I also believe the upperbody of your brand, as in your

'1 problem leading to the other', I've found to be true on the structure of your website's conversion for potential customers.

Not everyday one comes across a genuine sports doctor whose efforts go beyond showing off screen.

"How To Fix Bunions & Flat Feet at The Same Time"