

Short context:

So this is a sales page for a warm outreach client I'm working with – She's a career coach in my country and I have a HUGE plan on what I'll do for her and rewriting her website is the baseline for everything else. — this is a sales page for review.

I've been struggling with overthinking this whole process a LOT. I've rewritten this page twice before, and after finally coming to my senses and starting to use AI, I got it to a compelling first draft I believe. — However, I KNOW there are a bunch of things I can't see, and would highly appreciate it if you could maybe spot some of them.

I wrote a homepage for this client and got it reviewed by Captain Micah twice and I followed a similar style here.

📌 *The WWP is below and the sales page is under that.* 📌

BUSINESS OBJECTIVE:

Convert people on my sales page into
buying customers

Who am I talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - **Both, about 40/60 women based.**
- Approximate Age range?
 - **Early 30s to 60s**
- Occupation?
 - **Mid-level job,**
- Income level?
 - **Broad range from €40,000 to €50,000+ annually, spanning entry-level to upper management.**
 - **Let's say 50k.**
- Geographic location?
 - **Finland**

- **The Avatar:**

- Name: Linda Saarinen
- Age: 38
- Income: 75,000 €/year
- Appearance:
 - Height and Build: 5'7" tall with a slender build, maintaining her shape through regular yoga sessions and weekend hikes.



- **Day in life:**
 - 7:00 AM: She wakes up, prepares a healthy breakfast and has a cup of coffee while reading the latest industry news and checking her emails. She often feels anxious about the workday ahead, wondering if today will bring any new job opportunities or if it will be just another day of frustration.
 - 8:00 AM: Linda leaves for work. She holds a middle management position at an IT company, a role she no longer finds fulfilling at all. The drive to work gives her time to think about her career and how stuck she feels, adding to her daily stress.
 - 8:30 AM - 12:30 PM: Her morning is filled with managing projects and attending meetings. Linda often feels drained and frustrated as she accomplishes tasks that feel quite empty and meaningless to her.
 - 1:30 PM - 5:30 PM: The afternoon continues with more meetings and project oversight. Linda feels increasingly burned out and disconnected from her work. She often thinks about how much happier she would be in a different role but is unsure how to make that change and is afraid of risking the hard work she's done.
 - 5:30 PM: Linda finishes work and heads to a nearby park for a walk. This is her time to decompress and clear her mind, although thoughts of her unfulfilling job often intrude.
 - 6:30 PM - 8:00 PM: Dinner with friends or family. This is her favorite part of the day: She forgets about work and connects with her loved ones. HOWEVER, conversations sometimes turn to her career frustrations, and while her friends and family offer support, she feels alone in her struggle to find the right path.
 - Relaxes and watches a TV show with her family 8-10 PM.
 - Goes to bed at 10.

Painful Current State

- What are they afraid of?
 - **They fear that they won't make it in their career path...Not doing the right things/not being good enough.**
 - **Fear of Stagnation:** They are deeply afraid of being stuck in an unfulfilling job, unable to progress or find satisfaction.
 - **Fear of Inadequacy:** Concerned that their skills and experiences are becoming irrelevant or underutilized, which could hurt future opportunities.
 - **Fear of Failure:** They worry that their efforts to change careers might not succeed, leading to wasted time, energy, and potential embarrassment.
 - **Pelko että ei työllisty,**
 - **Paikallaan jämähtämisen pelko, pelko jumiutumista.**
 - **Pelkää, että työ ja vapaa-ajan yhteensovittaminen ei onnistu - pelko ylikuormituksesta.**
 -
- What are they angry about? Who are they angry at?
 - Primarily themselves for not making progress in their careers, but also at the oversaturated job market and possibly their current employers for not recognizing their potential.
 - Frustrated by the lack of opportunities for growth, feeling undervalued, and trapped in roles that do not align with their passions or strengths.
 - *“Minusta tuntui, ettei kokemustani ja osaamistani arvostettu. Se tuntui epärealistilta ja teki kipeää.”*
- What are their top daily frustrations?
 - **Lack of Direction:** They feel confused and uncertain about the next steps in their careers.
 - **Motivational Struggles:** Difficulty finding motivation in their current roles, leading to daily burnout.
 - **Limited Growth Opportunities:** Perceive a lack of avenues for advancement within their current jobs.
 - **They feel drained every day to go to work.**
- What are they embarrassed about?
 - **Career Position:** They might be embarrassed about their current job title or role, especially if they feel it doesn't reflect their abilities or potential.
 - **Perceived Incompetence:** Feeling unqualified during interviews or when applying for jobs, especially when faced with rejection.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - **Self-Perception:** They feel insecure, anxious, and uncomfortable due to their lack of career clarity and direction.
 - **Social Perception:** Concerned about how others perceive their stalled careers, they might fear being seen as failures or underachievers.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - Over Dinner: They would likely express their frustrations with phrases like:
 - *"I feel so stuck in my job. I just don't know where to go from here."*
 - *"I've been applying for jobs for months, and nothing is coming back. It's really killing my confidence."*
 - *"I'm doing everything right, but I still feel like I'm going nowhere."*
- What's Holding Them Back?
 - The main barriers are a lack of clear direction, uncertainty about their next steps, and a fear of failure.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - **Career Fulfillment:** They want to be in a job that aligns with their passions, where their skills are fully utilized, and they feel a strong sense of purpose & fulfillment.
 - **Personal Growth:** Continuous professional development and growth, with opportunities for advancement.
 - **Work-Life Balance:** They desire a career that allows for a balanced and fulfilling personal life, avoiding burnout and stress.
- Who do they want to impress?
 - **Impressing Others:** They aim to impress themselves first, by achieving their career goals. They also want to earn the respect of their peers, family, and professional network.
 - **Desired Self-Perception:** In their dream state, they would feel confident, motivated, and proud of their achievements.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - **Effortless Success:** They secretly wish for a career that feels almost effortless because it is so well-aligned with their strengths and passions.
 - **Purpose and Passion:** Their deepest desire is to find a career that they are genuinely passionate about, where they feel they can make a meaningful impact.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- Over Dinner: They might express their dreams with phrases like:
 - *"If I could find a job that feels as if it were made for me, I'd be so much happier."*
 - *"I just want to wake up and feel excited about going to work every day."*
 - *"I want to find my purpose in my career, something that truly makes me feel alive. –Work that feels like me"*

Values, Beliefs, and Tribal Affiliations

1. What do they currently believe is true about themselves and the problems they face?
 - a. Linda believes that she is a capable and skilled professional who has somehow lost her way in her career. She sees herself as someone with significant potential but feels that her current role does not reflect her true capabilities. She believes that the root of her problem lies in her inability to effectively market herself and her skills in a competitive job market. She also feels that she's not receiving the recognition or opportunities she deserves, which is causing her frustration and a sense of being stuck.
2. Who do they blame for their current problems and frustrations?
 - a. Linda primarily blames herself for not having figured out her career direction sooner and for allowing herself to remain in a job that doesn't fulfill her. Externally, she blames the oversaturated job market and the changing demands of employers that seem to favor trends over experience. She might also feel some resentment towards her current employer for failing to recognize her potential and not providing avenues for growth.
 - b. Recruiters... she feels like she isn't being respected like she should.
3. Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - a. Probably yes, Linda has tried to solve her career issues before. She has likely applied for different jobs, sought advice from friends or mentors, and may have even dabbled in self-help strategies like career workshops or online courses. She believes she failed in the past because she didn't have the right tools, guidance, or clarity about what she truly wants. Additionally, she might feel that she didn't fully commit to making a change due to fear of the unknown and the risk of failure.
4. How do they evaluate and decide if a solution is going to work or not?
 - a. Linda evaluates potential solutions based on credibility, expertise, and personalization. She looks for solutions that come from reputable sources with a proven track record of helping others in similar situations. Testimonials and success stories from others who have faced similar challenges are particularly persuasive to her. Ultimately, while she may approach the decision logically, her final choice is heavily influenced by whether she feels understood and whether the solution addresses her

specific needs and concerns.

5. What figures or brands in the industry do they respect and why?
 - a. Linda respects figures who are recognized for their deep expertise in career development and coaching. She values those who combine professionalism with empathy, offering practical and actionable advice. Brands that are transparent, results-oriented, and have a strong reputation for helping professionals achieve their career goals are particularly respected by her. These might include well-regarded career coaching services, online learning platforms that specialize in professional development, and industry-specific leaders known for their thought leadership.
6. What character traits do they value in themselves and others?
 - a. Linda values determination, resilience, and a strong work ethic. She appreciates honesty, integrity, and the willingness to continue learning and growing. Professionalism and a commitment to excellence are key traits she admires in both herself and others. She also values empathy and the ability to listen and understand others' perspectives.
7. What character traits do they despise in themselves and others?
 - a. Linda despises complacency, dishonesty, and a lack of ambition. She is frustrated by people who are unprofessional, unreliable, or who don't take their work seriously. Inaction or self-doubt that hold her back from making decisive career changes.
8. What trends in the market are they aware of? What do they think about these trends?
 - a.
9. What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - a. She has a family and her family influences her decisions towards her work, she gains status if she's happy.

VALUE EQUATION

- **Dream outcome:**
 - Getting their dream job & working in a career that brings them alignment & purpose.
 - Excited about the future of their career & what they want.
 - Having a clear career "roadmap" on what to do next.
 - Having a safe space to talk about their career issues & expert who gives her outside feedback and support.
- **Perceived likelihood of success**
 - High: Expert with over 20 years of experience and proven success in helping people like the avatar.
 - Over 90% success rate in her coaching programs.
 - 500+ happy clients who've gotten help through the product.
 - The average review is 4.8/5
- **Effort and sacrifice**
 - Semi-high cost - Quite expensive and takes a lot of time and effort.
 - The dream outcome results in them finding better work that they like more & see more potential in, which results in them being more motivated to make

- more money.
- A risk-free, full money-back guarantee first session.
- Free intro call –doesn't tie them to anything.
- Without my product, they risk feeling sad & stuck in their current career position for a long time—WITHOUT HELP.
- **Time delay**
 - This is the fastest way for them to get unstuck from their situation.
 - They call my client → Get first tips on their situation in the call → Book the first session & start making progress ASAP.

Where are they now?

1. **Current state** - Stuck in a career they don't like & unhappy at work.
 - a. Frustrated about not being able to do what they want.
 - b. Have spent some time on a career they don't like and have decided they want a change.
 - c. **Active pain** - Dreading their daily work, lack motivation for it.
 - d. **Long-term pain** - slowly starting to panic about where they are heading towards.
 - i. They feel anxious & confused whenever they start thinking about their career's future.
 - e. Feeling lost/burned out every day at work, but don't know what to do & how to proceed with their career.
 - f. Lack of tribal status:
 - i. Feel alone/stuck
 - ii. They fear being the person that people pity as the loser who isn't going anywhere and is completely purposeless.
 - iii. They have a burning desire to get further in their career but don't know how to initiate a change.
2. **Dream state** - Working in a career they love and that matches their strengths & values better
 - a. More driven and motivated to do their work, more confidence in the workplace, a boost of self-worth, better opportunities to grow, and spark their passion again.
 - b. They secretly desire their work to feel "almost effortless" because it's "so meant for them."
 - c. They want to wake up with a feeling of purpose and alignment that they currently don't have.

- d. They are looking to know more about themselves and their strengths/possibilities.
 - e. They want to know the “exact right steps” towards their career growth.
 - f. They want to be the best they can be at work. They want to be more.
- 3. **Roadblock** - They don't know what to do next and/or how to move further in the direction they desire to go.
 - a. They don't know how they can achieve their dream career path... In many cases, they don't even know exactly what that dream career path is. They're lost in their career and lack direction.
 - i. *“I felt completely lost in my career. I woke up a year from college with a fancy degree in a fancy job and a sense of total emptiness, and meaninglessness.”*
- 4. **Solution** - A safe space to talk about their career problems with an expert trained to help them and push them to find the motivation and the right career solutions/moves for them.
 - a. What they're looking for in the solution:
 - i. **Personalized Guidance**
 - 1. Tailored career solutions specific to their situation, with one-on-one support from a career coach or consultant.
 - ii. **Confidence**
 - 1. They want to find out more about themselves and boost their self-belief in themselves when it comes to their work
 - iii. **Clarity and Direction**
 - 1. Actionable tips & strategies that help them to see how to get to their dream career.
 - iv. **Motivation**
 - 1. To find the spark that lights up their desire for better work, passion, and a dream career.
- 5. **Product** - Helps them access this solution effectively by offering them the personalized 1-1 guidance of an expert career coach and a previous recruiter who knows exactly how to identify their most pressing issues of the avatar and how to start fixing them
- 6. **Level 3 awareness:** (Know they need professional help with their career issues –Show our solution as the best form of the solution)
- 7. **Sophistication level 4:** (Position my mechanism as more unique, bigger and better)
- 8. **Perceived cost:** Fairly high - Money, Time, Effort
 - a. Current desire levels - 7-8: (threshold is 7-8)
 - b. Current trust that the idea will work - 7-8: (threshold is 7-8)
 - c. Current trust/like in the seller- 0: (New customer, doesn't know them at all, threshold is 7)

9. Steps they've taken as far:

- a. They've decided they want help with their problem and have started looking for solutions.
- b. Googled "Career coaching"
- c. Saw "experienced career coach" and clicked the link.
- d. BOOM they're on my site (<https://www.incoaching.fi/>)
- e. Navigated to my career coaching sales page.

Where do I want them to go?

1. Land on my page
2. Read my page
3. Realize that "Oh this is just what I've been looking for.... She can probably help me."
4. Call my client.

What steps to get them there? *(rough outline)*

Headline:

1. Get X outcome faster through my mechanism.
2. Free consultation button
3. Crank reputation more (Google, 5-star rating)

Lead/body:

1. Establish authority through experience & past results.
2. Demonstrate the volume of past results
3. Keep it simple — match 2 desires
4. Who's this for:
5. Call out the avatar by categorizing them into 3 different archetypes.
6. **Show a testimonial**
7. **Demonstrate experience & how you can help**
8. Stack the value with curiosity-enticing bullet points.
9. First CTA button
10. Explain why the mechanism works
 - i. Social proof.
 - ii. Tap into desire to build a sustainable future
 - iii. Address fears.
 - iv. Success rate (over 90%)
 - v. Familiarity/likeability play.
 - vi. Derisk the offer.
11. Testimonial

Close:

1. Address will this work for me with free consultation and success rate.
2. CTA button
3. Explain what happens next & CTA
4. Testimonial dump
5. FAQs to handle objections.

SALES PAGE

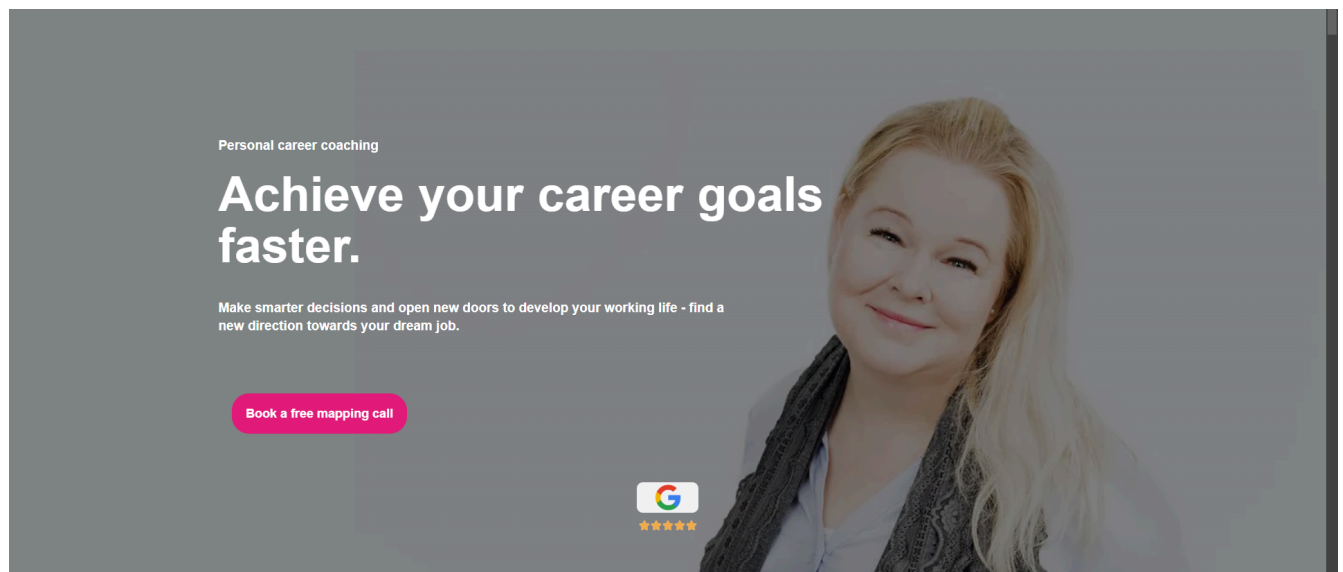
- Here's the first sales page I used to model this:
<https://apaththatfits.com/career-coaching/>
- And this is another page I used that Micah linked me to:
<https://www.betterup.com/for-individuals/career-coaching>

Other things to note:

- This is translated from Finnish
- The screenshots are taken in the same way you would scroll the page.
- –I've **bolded** the text you can't see from the images.

I've gotten this reviewed a couple of times and have made massive refinements from the feedback, now I think it's solid, but I feel like something may be missing — I might be overthinking this though.

If you Gs can spot any obvious flaws, please point them out, I'd highly appreciate it.



Personal career coaching

Make smarter decisions and open new doors to develop your working life - find a new direction towards your dream/ideal job.

Book a free mapping call

My career coaching has helped hundreds of people find meaningful work over the past 10 years.



My coaching method is simple — I help you identify what is your special thing in working life, so that you can build a unique career in which you can succeed.

My customers are satisfied

"Pilvi is a great coach who quickly grasps wishes and goals. He helps to create both a long-term plan and practical actions to make it happen. I recommend it!"

Salla K



Who is coaching suitable for?

The situations of my trainees vary widely, but typically they relate to some of these:



1. You want to find a new direction.

Do you feel that your current work no longer ignites you in the same way? Are you looking for a new direction and clarity in your working life?

Recognize your own strengths and values, and find a direction that will take you towards your new dream job.

2. Career change ahead.

Is it time for a career change but don't know how to start? Does the design feel overwhelming?

You will receive a clear plan that will help you make a smooth and safe career change.

3. You feel stuck. It's time to take your career to the next level.

Do you feel that you have achieved everything that your current job can offer? Do you miss new challenges and career opportunities?

Career coaching helps you gain new insights and find inspiration that restores the joy of work and makes everyday life easier.

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Are you looking for a change in your working life?

Is now the time to make a career change? Perhaps the current motivation is lacking and you would like to get into a more exciting task? Do you feel like it's time to make a change? Do you want clarity on which direction to go and what to do next?

You have been able to go on for years without ever stopping to think about what kind of job would be right for you. This coaching is designed for you who are looking for clarity, new energy and a better feeling in your everyday work. You will learn what motivates you and what kind of work would be right for you. With my help, you will implement a career change smartly and efficiently, and you will find the courage and motivation to make the change, so that work inspires you now and in the future!

Are you looking for a change in your working life?

Is now the time to make a career change? Perhaps your current motivation is lacking and you would like to get into a more exciting role? Do you feel like it's time to make a change? Are you looking for clarity on which direction to go and what to do next?

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You will learn what motivates you and what kind of work would be right for you. With my help, you will implement a career change smartly and efficiently, and you will find the courage and motivation to make the change so that work inspires you now and in the future!

7 reasons to try my individual coaching:



- ➔ 1. You will find out what the right kind of work would be for you, where you can utilize your strengths.
- ➔ 2. You stop at the current situation, you clarify your situation in your current job, and the need to change your job also becomes clear at the same time.
- ➔ 3. You get clarity on how to start the change.
- ➔ 4. You get to grips with your own motivational factors and you get to clarify your goals and the next steps towards them.
- ➔ 5. You strengthen your own management skills, positive self-image and raise your own professional respect.
- ➔ 6. Your own strengths, values and interests become clear to you.
- ➔ 7. You will have an experienced career consultant by your side who will support, spar and help you keep your focus throughout the change situation.

Book a short mapping call and take the first step towards a new career!



[Book a free mapping call](#)

"Pilvi is one of the brightest people I've had the opportunity to work with. Pilvi's encouragement, encouragement and deep knowledge of the needs and expectations of working life spoke to me. We built a path together that led to good and desired things."

Elina Juntunen

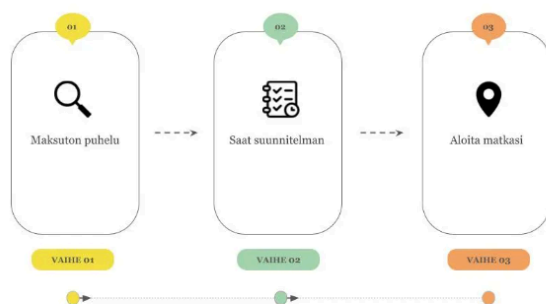
Would career coaching suit you?

More than 90% of people who go through my career coaching process find a career direction that suits them during the coaching. If you're wondering if career coaching can help you, the best way to find out is to book a free mapping call below.

The call is completely free and there is no obligation. It's an easy and risk-free way to find out how career coaching could help you. You will already receive preliminary career tips during the call .

[Book a free mapping call](#)

How to proceed?



STEP 1: Free initial call

Start your career considerations with a free 10-minute survey. The purpose of the call is to hear a little more about your situation, on the basis of which I can tell you how we should proceed.

STEP 2: You get a plan

Based on the discussion, you will get a plan for the course of the coaching. Then we can start already!

STEP 3: Start your journey

During the call, you already get preliminary tips for your situation and we usually book the first coaching meeting as well.

Shall we talk? Book a short mapping call and take the first step towards a new career!



[Book a free mapping call](#)

STEP 1: Free initial call

Start your career planning with a free 10-minute mapping call. The purpose of this call is to hear a little more about your situation, on the basis of which I can tell you how we should proceed.

STEP 2: You get a plan

Based on the discussion, you will get a plan for the course of the coaching. Then we can get started already!

STEP 3: Start your journey

During the call, you already get preliminary tips for your situation and we usually book the first coaching meeting as well.

Frequently asked questions about career coaching:

Here are some answers to the most common questions. If you have any questions about career coaching, please contact me - I'll be happy to tell you more!

What is personal career coaching?



What is done in career coaching?



How much does coaching cost?



Is coaching suitable for everyone, regardless of industry or career situation?



How long does this take?



What is the coaching success rate?



Read more experiences of career coaching

"I benefited a lot from the career coaching. During the coaching, I redefined my skills and made my own strengths visible. I realized how much I have already achieved in my career and at the same time my own professional self-respect grew. The coaching gave me faith in the future and helped me move forward after my dismissal."

