

SL: Quick suggestion

Hey Alex,

I find your content and services quite valuable, the "Present Like a Pro" course is a brilliant investment in self development.

I've been subscribed to your email newsletter for some time now and have noticed some opportunities to add an element of persuasion and mystery to your emails - not only to increase engagement for your YouTube videos but also guide more people to take action and get enrolled in the course.

I actually went ahead and sketched up an opt in page + 2 emails for your newsletter so you can get an idea of what I had in mind. (see Google doc. in attachments)

If this seems interesting to you, don't hesitate to reach out back to me, so we can brainstorm some more ways to increase sales for your courses.

Best regards,

Chris

PS. The video of you analyzing the Steve Jobs iPhone 1 presentation was an absolute banger!

I've always been fond of the speech and you made it very clear why it is such an iconic presentation and what we can all take away from it.