

Hey Richard,

Ready to boost Switch Bot's Recognition and attract a larger audience?

Well there is a sneaky strategy to do just that.

It shapes choices by tapping into human desires and discomforts.

Schneider Electric and other brands already have this attention magnet working for them 24/7 by implementing it in their emails, ads, and website.

The tireless attention thief? Persuasive writing.

But it seems like Switch Bot is a bit late to the trend.

So If you're interested in catching up, I can craft 10 homepage headlines that are way more captivating than your current one, giving you a head start in the world of influential writing.

Would you be up for it?

All the best.

Vanja Sesum