

#1: Newsletter

Add an Opt-in Page for your newsletter and include some sort of free guide/eBook (In case you have one, I probably missed it)

Since you focus a lot on the “family” aspect of chess and how it helped your family connect on a deeper, hone in more on that and make it your sole focus in your newsletters. If you need more info about how to do this just ask me.

There are a couple of frameworks that are crucial for good newsletters: DIC, PAS, and HSO

#2: Sales Pages

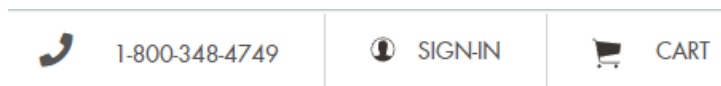
You have quite a few exclusive products. For me personally “The House of Hauteville” and “Bauhaus” are the most interesting. I like the electronic chessboard too.

You could have more interesting sales pages for your more important products. Having a good lead, body, and close is crucial.

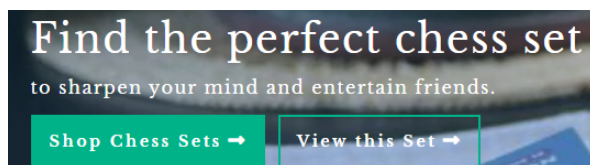
There are a few ways to use the human psyche to your advantage. Pain/Desire, Value Stacks, Exclusivity (which you already do), Fascinations, etc.

#3: Main Website

You use a lot of fonts...



TOP CHESS SETS UNDER \$50



Large 4 Player Chess Set



Chess House has been very supportive of our new elementary school club! Thank you for your help as we encourage children to learn and play chess!

Try to limit yourself to 1-2 fonts.
Advertise your exclusives more.