

Hey Georgie and Neto,

[Gym name] was my introduction to combat and brotherhood in 2017. Muaythai with Sami, K2 with the Argentinian coach (in his 50's), but I can't remember his name. And BJJ with the young lad who was sleeping upstairs.

You guys might remember us, Chris and Sebastian, French and Polish, wearing the same black Venum Gi.

A big thank you for the impact you had on my life.

I saw that you guys expanded; this is amazing but not surprising; you are doing a great job. You are doing a great job with your website, it deserves to be well-watched, this is why I came up with a couple of suggestions:

1- Block writing is unattractive to the eyes. Your content should be broken down into smaller paragraphs and bullet points. Otherwise, you reduce the incentive to go down the funnel (I rewrote your [Brazilian Jiu-Jitsu for Kids](#) section to show you what I mean. Feel free to use it).

2- I haven't seen a real **landing page** linked to your social media. This is a loss in terms of leads.

3- I subscribed to your newsletter and received nothing. You absolutely need an **automated welcoming email sequence** to increase your conversion rate.

4- A monthly newsletter about offers is not optimal. You should send a **weekly newsletter** with free value (A story to justify a BJJ tip, health tip, or any relevant tip) to increase your sales (merchandising, classes, offers, 1 to 1).

I'm currently in Stockholm, but I work as a freelance copywriter with clients from abroad. Feel free to get in touch if you have any questions about my suggestions.