

SL: This is not how you sell courses

Hey!

Me and my friend wanna say that we love your channel and found it pretty useful as we were actually considering having our own chickens

However..

I came across your different agriculture courses and noticed a couple of mistakes that are hindering the amount of customers

First off, you shouldn't always decrease the price of your courses as it ruins the perceived value of the course

To put it simply, if you see a product with a high price tag, you are gonna think that the product is good and is worth paying for

But if you would instead set a lower price for the same product..

It's automatically gonna be perceived as low value, and in some cases, even desperate, which we as humans are very repelled by

So what you're doing is essentially just repelling people away from your product!

Secondly, the way you attract your customers is very questionable, as there is no newsletter, no sales funnel, and none of that stuff that are gonna maximize the lifetime value of each customer

I would say that it's very possible to see an increase in sales by 30% if all of these stuff would be fixed

I would love to know your situation better so let me know your thoughts!