

Namaste Flo and Bre,

Just a little while ago, while looking for good stretch tutorials online, I came across your most recent video where Bre gives a full-body 5-minute workout. This really caught my eye because of the way you don't waste time and get right into it, and I'm sure your target audience appreciates the effort you put into your content.

YouTube however always has this one issue where it's so entertaining that the viewers may forget to visit your website where the real value lies.

Frustrating I know, it can really make it seem as though nothing can be done about it, and dealing with lower-than-wanted click-through rates seems inevitable.

But as hopeless as it may seem just one small fix can completely change the game, and that one fix is to excite your customers and create a hunger in them that will only be satisfied by going to your website.

You can achieve that by giving your about page on YouTube a bit of spice and creating mystery and excitement using words.

While having my short lunch break I decided to play around with it a little and ended up with a killer few Descriptions and Fascinations that will increase your click-through rates because your viewers will get curious as to what is hiding there. Here's a PDF for that quick list

Simply put these in your channel's description and watch as the crowds of people flow in to invest in your course.

Not to mention, everyone will be clawing at the purchase button to get their hands on some of your sleek yoga clothes and minimalist merch.

All the best,
Eddie.