

G Outreach Review.

#1

Hey Carrie, came up with a cool idea for your couples conflict guide page to get more signups, by adding testimonials.

You're probably super busy helping people out, so the idea is in a google doc below. Should work well with your audience, since it talks about how your guide helps with fights/arguments, etc..

Does it fit your brand though?

Let me know. Not here to waste your time :)

Personal Analysis:

The message is too vague on what I'm exactly offering to them, and how the redesign of the page can help them or why they should even care.

There is no curiosity or little curiosity, so they don't feel inclined to take action (book a call/contact me). The message isn't personalized enough either. I should be direct and clear on what I'm offering to them, and express some credibility (although I'm not sure on how I'll do this since I've got no clients..) This is my analysis.

#2

Hey Nick, had a cool idea for your "difficult conversations mastery" page to get more signups.

You're probably pretty busy, so the idea for your page is below. By adding some testimonials, it adds credibility and make more people think it'll work for them as well.

Let me know Nick. Not here to waste a second of your time. :)

Personal Analysis:

Same problems as above. Too vague on what I'm offering, not personalized enough, and doesn't trigger any curiosity to make them want to take action. Also, they might think I'm lecturing them a little here. Curious to know your thoughts.

Overall, the 3 biggest issues I spotted:

- Not personalized enough.
- Too vague on what I'm offering.
- Doesn't trigger any curiosity or make the reader want to book a call or learn more.

What do you think?

