

**SL: Shane English**

Hey Shane,

I wanted to say that the way you have structured your website is different from any other coaching website I have seen, it's clear, high quality, and simple for consumers to get around, keep it up.

One thing I noticed that needs some touching up was the lack of emotion that your writing is instilling into your consumers. It's clear that you're slipping up visitors who will leave for higher performing coaches who make them more hopeful for a course that will solve their problems.

Learning a language isn't a process that happens overnight. Consumers are very aware of this, meaning they need something that they believe will drive them to success in an act they have failed in time and time again. Providing them with descriptions of how your course will get them away from their pain points, and get them to their 'dream state' is exactly what you need to assure them that your course is the direction to their success.

I've created a quick sample of what this writing would look like (attached below).

Do the descriptions match your course results?

All the best,  
Sam Farwell