

ùArno's PAS format (Problem, Agitate, Solve).

SL: A major problem with efiL's website...

Hello Mrs Lisa,

efiL's website is written in a really informative manner, which is great for quickly navigating it,

But to really persuade a potential client to buy your coaching service you need to resonate with people's deep desires and pains, and that's where you could use some **copywriting**.

And let's not forget,

In 2023 your website is almost as important as having a good product,

So if you don't solve this issue quickly you might be cut out of the competition and lose!

To solve this problem you can do 2 things,

Either try and do everything on your own, which will cost you a lot of time,

Or you can get someone like me to do it,

And to show you I can deliver the result you need, I've re-written your home page for FREE,

[efiL's home page idea](#)

Do you like it?

And if you do, let's get on a quick call Monday next week.

Wishing you a good and productive day.

A.V.J.