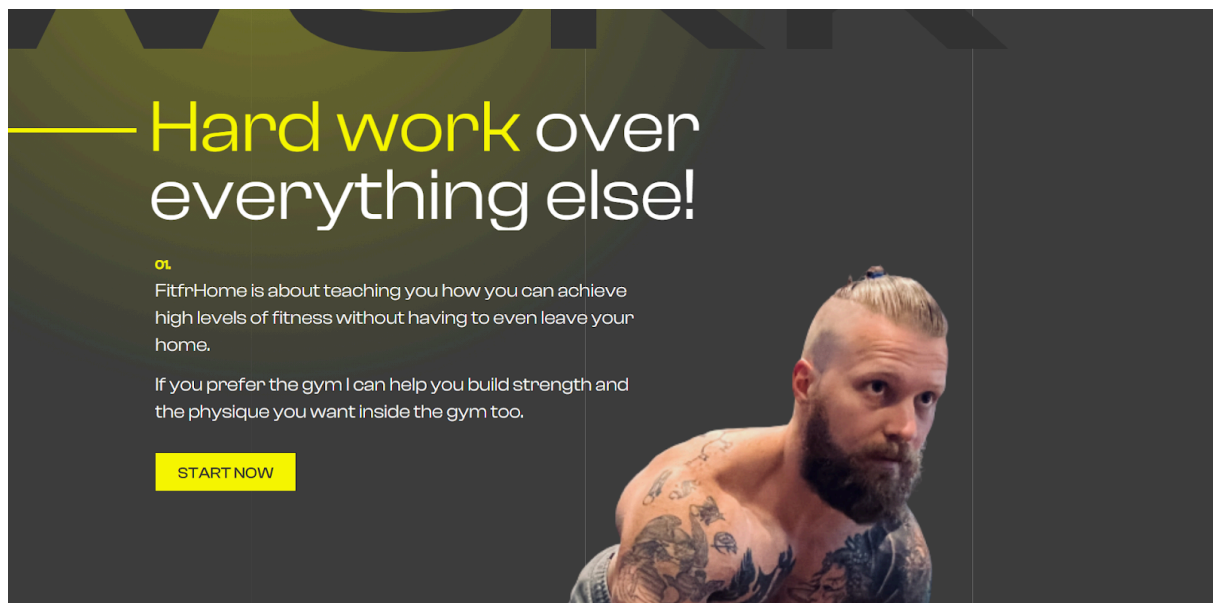


The visual aspect of the site is great.

A form is a very good conversion mechanism. It creates a sense of urgency. They will feel like the program is being tailored to their needs specifically. Great idea here!

The photo is also a great way of advertising your product. It helps them imagine what their transformation would be like if they buy your course. Makes their dream more vivid. 😊

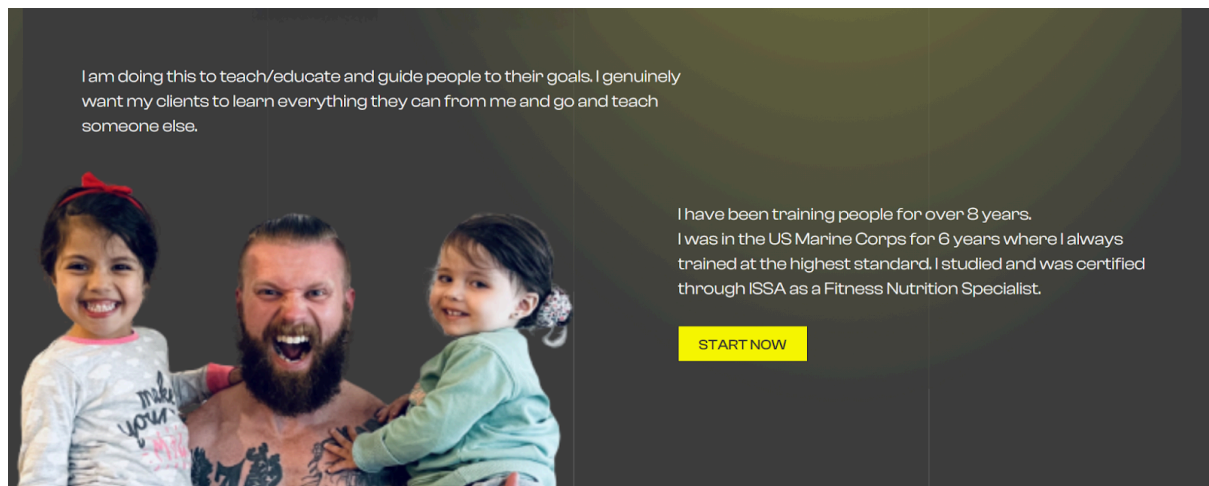


I like that quote. People know how hard it is to achieve that type of body. Also from the start, you filter out the people who don't want to put in the work. No sugar coating, keeping it real!

I love this quote from Socrates.

"It is a shame for a man to grow old without seeing the beauty and strength of which his body is capable." - Socrates.

Do you think it would match your brand?



I think it would be a great idea to combine these 2 parts of your page. It would make a good "About me" section, that will let them get to know you and your skills.

Since I don't know your entire back story I filled in the gaps with some nice details 😊

This is how I would combine these 2 parts into 1 concise "About me" section:

My mission is to help people change their lives for the better!

My fitness journey began in the US Marine Corps. I proudly served my country for 6 years. In the marines, fitness became my passion. The time spent there made me into a soldier in my mind and body. I had the best training possible and became a superhuman. Able to withstand any challenge that I may face.

After I finished my service, I felt like I was missing something. During that time, my passion for protecting people turned into a new thing. I had found my calling anew. Helping people become the best version of themselves became my life's mission.

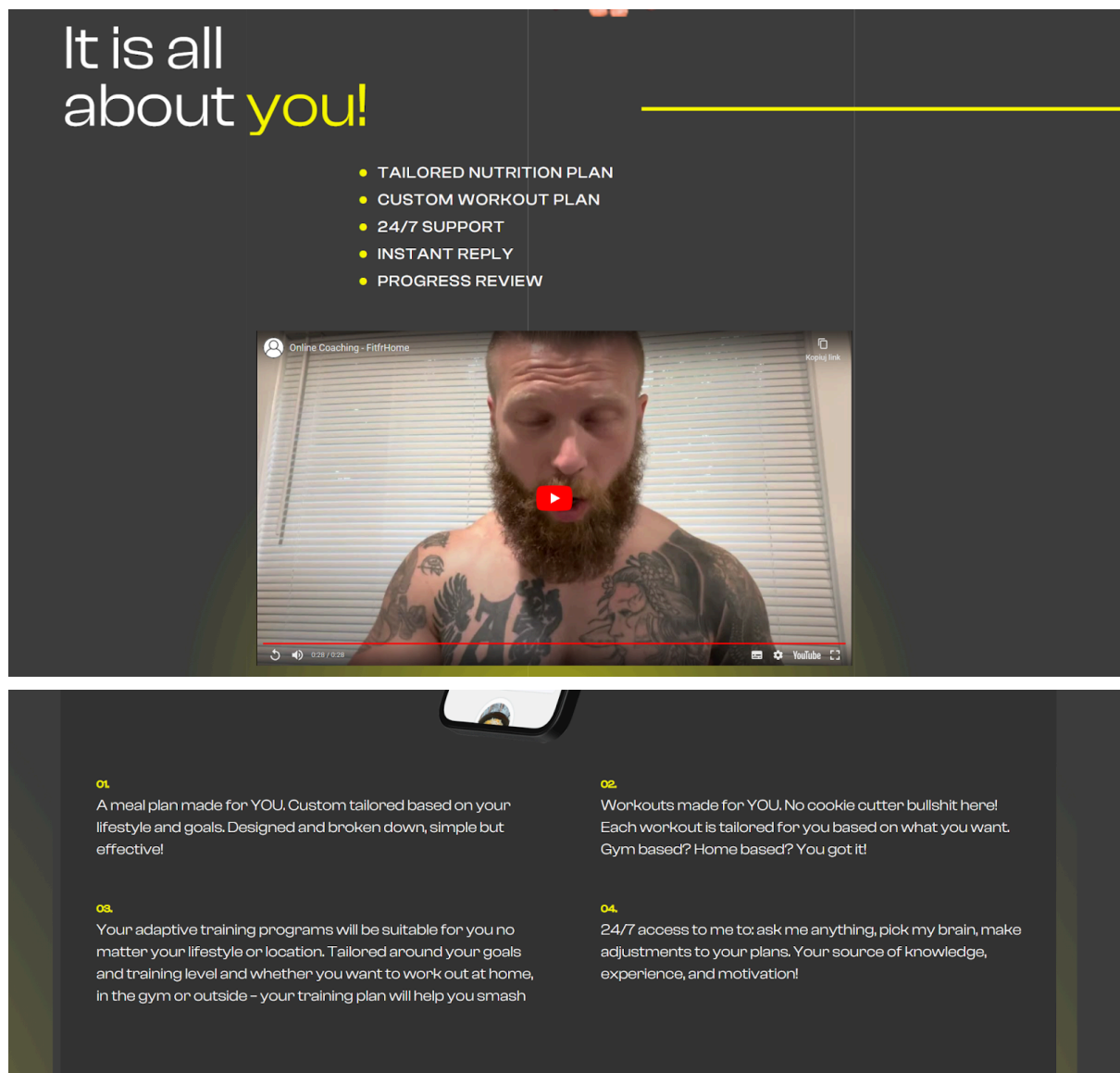
I learned how the food we eat affects our bodies. I studied hard and became an ISSA-certified Fitness Nutrition Specialist. Armed with all this knowledge I have been training people for over 8 years so far!

With my expertise, I will help you unlock the full potential of your body with or without the gym! Whatever works best for YOU!

This will be more concise and leave more room for a CRUCIAL part that would make a huge difference on your website. By that, I mean your clients' transformation and testimonials.

Social proof plays a big role in any purchase these days.

This will build massive trust in your product. When people see that others are successful with your help, they're more convinced that they're going to succeed too.



This section has a HUGE potential to make your conversion rate skyrocket.

Instead of these numbers, I would put a headline from the list above your introduction video.

Usually, people don't bother reading through the whole description. It's a good idea to shorten each caption. Keep it simple and clear.

e.g.

Tailored nutrition plan

- *A meal plan custom-tailored for YOU.*
 - *Fully based on your lifestyle and goals.*
 - *Shopping list for EACH day*
 - *Easy-to-do, fast meals*
-

I don't know if you offer a shopping list, but it would be a cool addition to your program 😊

=====

Overall I think your website has huge potential. With the tips provided above you can improve it, so it better resonates with your audience and converts more customers.

Feel free to test these out for yourself! 😊

Let me know how you like it.

If you're interested in taking full advantage of your website and online marketing, let's get on a call!

Best regards,
Adrian