

Dear,

The person sending you this letter has an important question for you.

They would like to participate in the summer training “**Converting copy for everyone who wants to make an impact**” by HumanEyes.

We understand that such a request may give you pause. After all, you want to make sure that the training budget is spent as efficiently as possible.

That’s why we’re happy to answer a few key questions for you.

Is it really useful?

Without copy, there is no conversion.

Every text is meant to encourage someone to take a specific action.

So it’s a smart move to teach your employees how to write copy that converts.

In the training, participants will learn:

- ✓ More than 10 **proven conversion techniques**
- ✓ The psychology behind **conversion**
- ✓ How to translate these techniques into persuasive **copy**

What does your organization gain from this?

A fair question — let’s make it concrete.

- Right after the training, you’ll already have **improved texts** for your emails, website, and ads, because we immediately apply the theory to your own cases.
- You’ll also receive the training content in the form of slides and a cheat sheet, which you **can share with colleagues and use daily**.
- After the training, your employee will write with **more confidence, and your communications will generate more conversions**.

What does it cost, and is it worth the investment?

950 euro, and with the knowledge your employee will gain, you’ll earn back this investment in no time. Because anyone who understands the psychology behind conversion knows how to drive people to action.

We regularly provide these kinds of trainings for clients such as Proximus, Telenet, and Mediahuis... In fact, we’ve already trained over 500 people. So this is far from our first time.

Do you still have questions, want to discuss further, or plan to send multiple employees? Let us know via renze@humaneyes.be— we’ll be happy to answer all your questions.

Kaat, Elien & Renze