

Behavior & Burnout Kit

Sales Page Conversion Audit

getbehaviorkit.com · Prepared for the flash sale · September 22, 2026

76

out of 100 · Fair

Category	Score	What is driving it
Above the fold	21 / 25	Strong CTA and mockup. Headline does not say what the product is or how much is in it.
Copy and messaging	16 / 20	Problem named in the abstract. Same arguments repeated three times.
CTA and conversion path	19 / 20	One offer, one price, six buttons, no competing asks. This is the strongest part of the page.
Trust and social proof	1 / 15	No testimonials, results, guarantee, or contact. The credential block carries all of it.
Design and UX	10 / 10	Clean, branded, consistent. Mobile renders; a full mobile pass was not done.
Technical	9 / 10	Fast, tracked. No page title or share tags on any of the three pages.

How this was done: the live page was fetched and screenshotted at desktop and phone width, all six product videos were pulled and frame-sampled, the checkout and thank-you pages were read, and the Meta Pixel and Clarity tags were checked on all three steps. Nothing on the live page was changed. Scores use the landing-page-auditor rubric (25 / 20 / 20 / 15 / 10 / 10).

Two separate lanes. The page and the checkout in GoHighLevel belong to the GHL person. Ads, audiences, and the Meta Pixel are a separate lane, handled apart from the page work. Nothing in this document asks the GHL person to do anything on the Meta side.

Decisions already made by Kimi and treated as fixed throughout: the Brunson-style structure stays. The value stack stays. The cover art on the resource cards stays. There is no money-back guarantee (digital product). Page counts are stated as "over 40" style figures, not exact numbers, because the kits keep growing. The sale price is \$47. The How It Works order is Regulate, Identify, Teach. The kit is print-first: a printout, with no phone or screen framing anywhere on the page. The sale ends Monday, October 5, 2026. One license covers every classroom in a building. "Lifetime" comes out in favor of "updates for the life of the product." The three ever-growing libraries carry no page count. No returns policy or "not a fit" language.

1. Conversion Diagnosis

Five reasons a qualified director lands on this page, gets interested, and still does not buy. They are ranked by how much revenue each one is probably costing.

1. The visitor never sees inside the kit

All ten resource cards show a designed title graphic, the equivalent of a book cover. There is not one interior page anywhere on the page. The interior pages do exist, but only inside six videos that run 8 to 17 seconds, and the real content in those videos occupies the middle 45% of the frame with blurred filler on both sides. A visitor who does not press play never sees a single page of what \$97 buys. For a buyer whose reference point is Teachers Pay Teachers, where every listing sells on interior previews, this is the biggest single leak.

2. There is no volume anywhere on the page

The only numbers on the page are prices. No page counts, no card counts, no file counts, no "everything you get" total. The checkout page repeats the problem: "What You Get Today" is ten checkmarks with nothing behind them. A "What's Included" slide with every count already exists, approved, inside an 8-second video: Companion Guide 71 pages, Birth to Three 42, Preschool 42, Visual Schedule and First/Then 63, 190+ cards. That is over 200 pages that the page never claims.

3. Zero proof and zero risk reversal

Trust and social proof scores 1 out of 15. No testimonials, no center results, no guarantee, no support contact. The school psychologist credential block and the sneak peek are doing all of the trust work. A guarantee is off the table, so the page has to earn trust with what it shows (interior pages, counts, the sneak peek) and with plainly stated answers (format, access, license, who to contact). Silence on those reads as risk.

4. The page argues two points five times

Cost of behavior appears twice ("The Real Cost Of Challenging Behaviors" and "What Is The Cost Of Not Having A Plan?"). "This is not a printable pack" is claimed three times. The teachers-stay, children-benefit, families-notice chain runs in the hero, in "Now Imagine A Different Story," and again in "Better Systems. Better Teachers. Better Outcomes." Momentum drops on each repeat because the visitor is scrolling without learning anything new. The page is long, but it is not long because it has a lot to say.

5. The problem is abstract

"Challenging behaviors" is the phrase doing the work almost everywhere. The behavior itself is described once, in one card. Staff loss, the strongest business angle, also gets one card. The chain the page needs to make, child behavior to staff response to burnout to turnover to enrollment, is asserted in the subhead but never walked through in a way a director can recognize as her own building.

6. On a phone it is 26 screens long

The full page at 390px width is about 22,000 pixels tall. The ten resource cards alone are ten screens, because every cover sits one per row at full width. The six role tiles, the four cost cards, and the four

"imagine" cards are one box per screen, each holding one icon and three lines inside a lot of padding. On desktop the hero stacks the headline, two buttons, and three pills down the left and leaves the right side empty below the mockup. The page is not long because it has a lot to say; it is long because everything is one per row with room around it.

One technical item that belongs in this list: none of the three pages has a `<title>`, a meta description, or Open Graph tags. Every shared link and every browser tab shows a bare URL. This is a ten-minute fix that touches every ad click and every DM share during the sale.

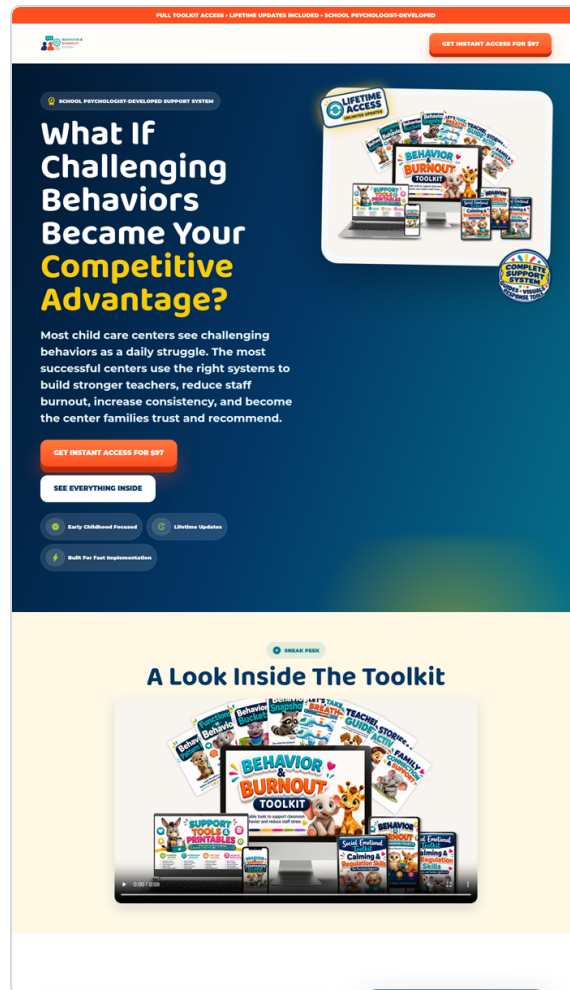
2. Keep / Kill / Fix / Add

Verdict	Element	Why
KEEP	Hero headline question	Intentional positioning: business solution, not a behavior binder. The fix is in the subhead, not the H1.
KEEP	Sticky top bar with CTA	Visible CTA at every scroll depth. During the sale it becomes the timer bar.
KEEP	Single CTA, price in the button, six placements	The strongest thing on the page. No competing asks, no form on the page, direct to checkout.
KEEP	Hero product mockup and badges	Reads as a real product. The lifetime access badge is the right claim to make first.
KEEP	Credential block (school psychologist, credentialed IT/EC mental health specialist)	Currently the only proof on the page. Keep, and give it a face and a one-line reason the kit exists.
KEEP	Before / After table	Text only, scannable, no ad-platform risk. Does its job in five seconds.
KEEP	Value stack with \$1,970 anchor	Stays by decision. It gets stronger when volume is added to every line.
KEEP	Cover art on the resource cards	Stays by decision. Covers become the card header; interiors get added beneath.
KEEP	Launch bonuses, Who This Is For, FAQ format	All doing their jobs. FAQ needs four more questions, not a redesign.
KILL	"Better Systems. Better Teachers. Better Outcomes." section	The hero subhead said a third time, right before the FAQ. Cut it, or hold the slot for real proof when it exists.
KILL	The heading "A Simple Behavior Path Your Team Can Remember" and the three-card diagram under it	Hokey, and the steps are in the wrong order. Replaced by the kit's own Behavior Response Support framework, shown as a real page, with the steps as Regulate, Identify, Teach.
KILL	The nine icon chips under the three How It Works steps	Three decorative icons per step, no information. They make the section look busy while saying nothing about the tools.
KILL	The current body copy of "Now Imagine A Different Story"	A repeat of the hero chain. The heading can stay; the section gets a different job (staff retention).
KILL	The current body copy of "This Isn't Another Printable Bundle"	Third statement of the same claim. The section gets a different job: one piece vs. the whole plan, with the format owned rather than denied.

FIX	"Lifetime" wording: top bar, hero pill, value stack, FAQ, and the hero badge image	"Lifetime" promises more than any product can. Becomes "updates for the life of the product" everywhere. The hero badge reads LIFETIME ACCESS / UNLIMITED UPDATES inside the image, so that one is a re-export, not a text edit.
FIX	Hero subhead	Names the outcome but not the product or the volume. It needs "the Behavior & Burnout Kit," "over 200 pages," and who it is built for.
FIX	Resource cards	Add three interior thumbnails and a volume line to every card. Covers stay as the header.
FIX	How It Works	Each of the three steps should show the actual tool a teacher picks up at that step. Right now it is three icon cards.
FIX	Value stack line items	Add volume to each line: "Birth To Three + Preschool Toolkits, 80+ pages, \$494 value."
FIX	"What Is The Cost Of Not Having A Plan?"	Currently a second emotional pass. Becomes the business math: turnover, incident reports, enrollment, leadership capacity.
FIX	"The Real Cost Of Challenging Behaviors"	Becomes the one section that shows what the behavior looks like, in scenes with a clock on them, not lists of verbs.
FIX	FAQ	Add format, access, license, and updates. None of the current four questions answer "what exactly happens after I pay."
FIX	Title, meta description, Open Graph tags (all three pages)	Bare URLs in every tab and every shared link.
ADD	"Everything You Get" visual: contact sheet of interior pages with the over-200-page total	The single most convincing asset for this buyer. Answers "what do I actually get" in one image.
ADD	Flash sale bar with fixed-deadline timer, \$97 struck to \$47	Real urgency with a real end. Price reverts at zero.
ADD	One line under the hero CTA: what happens after checkout	Instant download, where it lands, lifetime updates. Removes the "then what" hesitation at the button.
ADD	A support email in the footer	The cheapest trust signal available and the page has none.
ADD	Page counts on the checkout "What You Get Today" list	The last thing a buyer reads before paying should not be ten unquantified checkmarks.

3. Scroll-by-Scroll Audit

The page in its actual order, as a cold visitor experiences it. For each section: what the visitor is thinking, what the section accomplishes, what is weakening conversion, and the exact change.



Hero and sneak peek as rendered on the live page, desktop width.

The five-second test

- | | |
|---------------------------|---|
| What is this? | Partly clear. A toolkit for child care centers about behavior. The word "kit" and the mockup carry it; the headline does not. |
| Who is it for? | Clear. "Child care centers," "teachers," "the center families trust." A director recognizes the room. |
| What do I do next? | Very clear. Orange button, price in it, twice above the fold. |
| Why trust it? | Weak. "School Psychologist-Developed" in a pill. Nothing else. |

Two of four answers are solid. "What is this" and "why trust it" are the two the rest of the page has to earn, and they are the two it earns least.

Length on a phone

Twenty-six screens at phone width. Cutting the three repeat sections, showing covers two across, and tightening card padding takes the scroll down by a third to half without removing an argument.

FULL TOOLKIT ACCESS • LIFETIME UPDATES INCLUDED • SCHOOL PSYCHOLOGIST-DEVELOPED



SCHOOL PSYCHOLOGIST-DEVELOPED SUPPORT SYSTEM

What If Challenging Behaviors Became Your **Competitive Advantage**?

Most child care centers see challenging behaviors as a daily struggle. The most successful centers use the right systems to build stronger teachers, reduce staff burnout, increase consistency, and become the center families trust and recommend.

GET INSTANT ACCESS FOR \$97

SEE EVERYTHING INSIDE

Early Childhood Focused

Lifetime Updates

Built For Fast Implementation



SNEAK PEEK

A Look Inside The Toolkit



Spend less time replacing staff and more time building the center families trust.

THE SHIFT

One Toolkit. One System. One Stronger Center.

Instead of every classroom figuring it out alone, your entire team follows the same practical, evidence-based approach.

Before The Toolkit

- ✗ Staff wonder what to do.
- ✗ Teams react in the moment.
- ✗ Leaders search for answers.
- ✗ Every classroom does something different.



After The Toolkit

- ✓ Teachers know where to start.
- ✓ They understand what behavior communicates.
- ✓ Everything they need is organized in one place.
- ✓ The whole team follows one practical system.

HOW IT WORKS

A Simple Behavior Path Your Team Can Remember

Each step is built around the real decisions staff need to make when behavior is happening.



Identify The

Buckets Framework



Behavior Snapshot Library



Behavior Quick Guide Library



Behavior Function & Pattern Forms



Companion Guide



Actually Use It

These launch resources help leaders roll the system out quickly and keep staff moving.



Quick-Start Implementation Map

A simple launch path so your team knows where to start first.



Director Planning Checklist

Use it to organize staff support, classroom expectations, and next-step follow-up.



Family Conversation Starters

Plain-language prompts for difficult behavior conversations.

WHO THIS IS FOR

Built For Programs That Need Practical Behavior Support Now

This is for early childhood leaders who want a ready-to-use support system, not another vague training binder.

Childcare Center Owners

Childcare Directors

Preschool Leaders

WHY I CREATED THE TOOLKIT

The Real Cost Of Challenging Behaviors

Challenging behaviors don't just affect the children in your classroom. They affect the teachers supporting them every day.

Without practical systems, teachers become overwhelmed. Burnout increases. Great teachers leave.

Children lose the consistency they need, and families begin to lose confidence.

Directors spend more time hiring than growing their center.

It becomes a cycle that impacts every part of your business.



Developed By A School Psychologist. Built For Early Childhood.

Created by a School Psychologist and Credentialed Infant, Toddler, and Early Childhood Mental Health Specialist, so your team can use practical behavior support without needing ongoing consultation for every hard moment.

 **School Psychologist**

 **Credentialed Infant, Toddler, And Early Childhood Mental Health Specialist**

 **Evidence-Based Practices + Practical Classroom Strategies**

Pattern

Look beyond the moment to understand what the behavior may be communicating.



Regulate First

Help the child and adult return to calm before trying to correct or teach.



Teach The Missing Skill

Use practical tools to model and reinforce what the child can do next time.



PRACTICAL GUIDES

The Guide Behind Every Response



EVERYTHING INSIDE

A Complete Support System, Not A Scattered Printable Pack

Every piece has a job: help staff understand behavior, respond consistently, teach replacement skills, communicate with families, and protect their own capacity.

 **Staff-Facing Guides**

 **Family-Facing Supports**



Visual Schedule & First-Then System



Birth To Three Social Emotional Kit

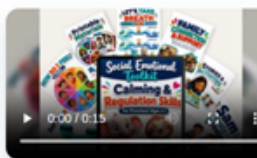


Preschool Social Emotional Kit



AGE-BASED SUPPORT

Social Emotional Toolkits



VISUAL SUPPORT

Visual Schedule System

 **Early Childhood Educators**

 **Infant And Toddler Teams**

 **Classrooms Without A Behavior Specialist**



What Is The Cost Of Not Having A Plan?

When behavior support is missing, the cost does not always show up as one big bill. It shows up as staff turnover, parent complaints, classroom stress, safety concerns, and children escalating because the adults do not have a shared system.



Good Staff Start Looking For A Calmer Place To Work

When behavior support feels like constant survival, strong teachers burn out faster and programs pay for it through churn, retraining, and lost classroom consistency.



Small Patterns Turn Into Bigger Incidents

Without a clear plan, the same behavior keeps escalating: biting, hitting, elopement, injury reports, emergency calls, and days that feel out of control.



Families Lose Trust When Safety Feels



The full page at 390px width, split into four columns to fit. Read top to bottom, left column first.

1. Sticky top bar

Visitor is thinking

Nothing yet. It registers as chrome.

Accomplishes

Keeps the CTA reachable at every scroll depth. Three claims: full access, lifetime updates, psychologist-developed.

Weakening

Nothing during normal operation. During the sale it is wasted real estate if it does not carry the deadline.

Change

During the flash sale the bar becomes: "Flash sale: \$97 → \$47 until Monday, October 5" with the countdown. The CTA button reads "\$47" to match. Outside the sale, leave it alone.

2. Hero

Visitor is thinking	"Competitive advantage? Okay, this is aimed at me as an owner, not at my teachers. What is it, though?"
Accomplishes	Positions the product as a business solution, which is the intent. Mockup makes it look substantial. CTA is unmissable.
Weakening	On desktop, everything stacks down the left and the right side is empty below the mockup. The subhead is the only place above the fold that could say what the thing is and how much of it there is, and it says neither. "The right systems" is the closest it gets. A visitor can leave the fold without the words "kit," "guides," "pages," or "download" ever appearing.
Change	Keep the H1. Rewrite the subhead to name the product, the volume, and the format (copy in section 7). Add one line under the buttons: what happens after checkout. Point "See Everything Inside" at the new Everything You Get section rather than at the card grid.

3. Sneak Peek: "A Look Inside The Toolkit"

Visitor is thinking	"Oh good, I can see it." Then, if they press play: eight seconds of covers fanning across a desk. If they do not press play: a poster of the same mockup they just saw in the hero.
Accomplishes	Right idea, right position. The visitor wants to look inside at exactly this moment.
Weakening	The video is 8 seconds and shows covers, not pages. It does not deliver what its heading promises. Most visitors never press play, and the poster is a duplicate of the hero image.
Change	Keep the position and the heading. Under the video, or in place of it, put the "What's Included" content as static text and a still: the counts, the component list, over 200 pages. That slide already exists inside the video. The visitor should get the volume story here whether or not they press play.

4. "The Real Cost Of Challenging Behaviors"

Visitor is thinking	"Yes, I know it is expensive. Tell me something I do not know."
Accomplishes	Sets up the chain: behavior, overwhelmed teachers, burnout, turnover, families lose confidence, director stuck hiring.
Weakening	Five one-line paragraphs, every one of them abstract. "Challenging behaviors don't just affect the children." Which behaviors? The section never says. The visitor nods and scrolls without seeing her own building in it.
Change	This becomes the one section on the page that shows the behavior: six specific scenes with a clock on them, then one line each for the infant/toddler rooms and the preschool rooms. Replacement copy in section 7. Ad-platform note: scenes, not lists of aggression verbs; no self-injury language.

5. "Developed By A School Psychologist. Built For Early Childhood."

Visitor is thinking	"Okay, a real credential. Who is she, though?"
Accomplishes	Carries the entire trust load of the page. Credentials are specific and relevant.
Weakening	No name, no face, no sentence about why the kit exists. A credential without a person behind it is a claim. The "Why I Created The Toolkit" eyebrow above section 4 promises a story that never arrives.
Change	Add Kimi's name, a photo, and two sentences on why the kit was built (the moment in a classroom that made it necessary). Mention the Psychology Today listing as text, not as a link; it adds credibility without sending the visitor off the page. Keep the three credential pills. This is the closest thing to social proof the page can honestly offer today, so it should be as concrete as the credential itself.

6. "Now Imagine A Different Story"

Visitor is thinking	"This is the hero subhead again." Children benefit, families trust, directors grow. Same three beats.
Accomplishes	Future-pacing, which is the right move structurally. The three-card layout is clean.
Weakening	It repeats rather than advances. The visitor has already read this chain twice. Staff retention, the angle a director feels in her budget, gets one line here and one card later.
Change	Keep the imagine framing. Change the job: this is the losing-great-staff section, told from the teacher's side. What a supported teacher's Tuesday looks like, why she is still on the schedule in March, and what replacing her costs. Copy in section 7.

7. "One Toolkit. One System. One Stronger Center." (Before / After)

Visitor is thinking	"Every classroom does something different. Yes. That is exactly my problem."
Accomplishes	The clearest statement on the page of what the product changes: one shared approach instead of eight improvised ones. Scannable in five seconds.
Weakening	Very little. The "After" column says "everything they need is organized in one place," which would be stronger if the visitor had already seen what "everything" is.
Change	Leave alone. Its impact rises automatically once the volume and interior visuals land above it.



Before / After, How It Works, and "The Guide Behind Every Response" as rendered. The three steps show icons only; the video content sits in the middle of its frame.

8. "A Simple Behavior Path Your Team Can Remember" (How It Works)

Visitor is thinking	"Regulate, identify, teach. Fine. What does my teacher actually pick up when the child is under the table?"
Accomplishes	Gives the system a shape. Three steps is the right number.
Weakening	Three problems. The steps are in the wrong order: the page shows Identify, Regulate, Teach, and the kit's own sequence is Regulate First, then Identify The Pattern, then Teach The Missing Skill. The heading undersells the system. And not one tool is shown: three icon cards and nine decorative icon chips, at the exact moment the visitor is asking how it works.
Change	Put the steps in the kit's order. Replace the heading and the three-card diagram with the kit's actual Behavior Response Support (BRS) framework, shown as the real page it is, and pair each step with the tool used at it: Regulate, a calming strategy card or the "Let's Take A Breath" page. Identify, the Behavior Function & Pattern Form with a filled-in example. Teach, a Quick Guide teacher side or the First-Then

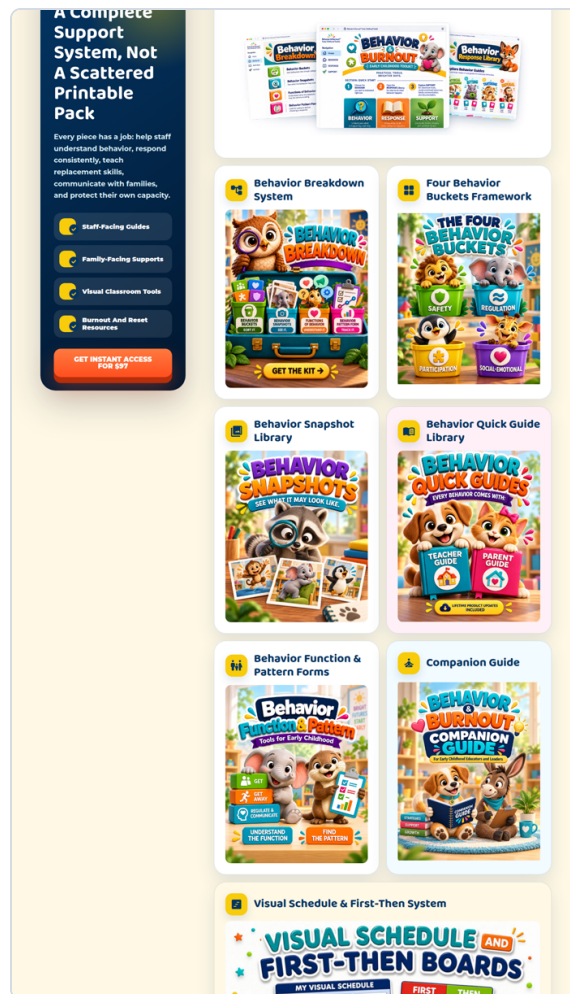
board. Delete the nine icon chips. Move the Quick-Start Implementation Map here as "where to start on day one." [Open: where the BRS page lives in the kit, and whether it is the same asset as the Behavior Response Guides seen in one of the videos.]

9. "The Guide Behind Every Response" (video)

Visitor is thinking	"Another video. Small. Grey bars."
Accomplishes	Shows the Companion Guide chapters, displayed on phone screens.
Weakening	The footage is 1280×720 but the real content occupies the middle 45% of the frame; the grey bars are baked into the video, not a CSS problem. It runs 16 seconds. The visitor sees a small portrait strip in a wide box. It also sells a phone angle to a paper-first audience: teachers in these rooms do not have phones out, they print and copy.
Change	Either re-export the video to fill the frame, or replace it with two stills: a chapter spread and a readable chapter page. Drop the phone framing and show pages.

10. "A Complete Support System, Not A Scattered Printable Pack" (resource cards)

Visitor is thinking	"Nice covers. What is in them?"
Accomplishes	Lists the ten components with a category label and an illustration for each. The sticky left panel with the four category checks is good orientation.
Weakening	Every card is a cover. No card shows a page. No card says how many pages, cards, or guides it contains. One card (Behavior Breakdown System) has "GET THE KIT" printed inside the product image, which makes it an ad rather than a product photo. The section that should answer "what am I buying" answers "what are the ten things called."
Change	Two additions, no removals. (1) Open the section with the Everything You Get contact sheet and the over-200-page total, so the visitor sees the volume before the detail. (2) On every card, keep the cover as the header and add three interior thumbnails plus three lines beneath it: name, volume and value, and the job in under ten words (format in section 7). Where interior source files exist, use them; where only video exists, the stills pulled from the videos are usable at card size.



The resource card grid as rendered. Ten title graphics, no interior pages, no counts.

11. "This Isn't Another Printable Bundle"

Visitor is thinking	"It said that already. Twice."
Accomplishes	Restates the previous section's heading.
Weakening	Third time the page makes this claim. It sits right after the card grid, at the point the visitor has just seen ten covers and is forming the "I have bought things like this before" objection. The section does not address that objection; it repeats a slogan.
Change	Keep the position, change the job. This is where the page stops saying what the kit is not and sells completeness: one piece vs. the whole plan. Copy in section 7.

12. Launch Bonuses

Visitor is thinking	"Launch? When was the launch? Is it still on?"
Accomplishes	Three useful bonuses: Quick-Start Implementation Map, Director Planning Checklist, Family Conversation Starters. The implementation map directly answers "will my staff actually use this."

Weakening	"Launch" implies a window with no date. It is soft urgency the page never cashes. During a dated flash sale it reads as a second, vaguer deadline.
Change	Rename to "Included Bonuses" or "Implementation Bonuses." Move the Quick-Start Implementation Map up into the How It Works section as the fourth item (step zero: "where to start on day one"). Keep the other two here.

13. "Built For Programs That Need Practical Behavior Support Now" (Who This Is For)

Visitor is thinking	"Childcare directors. That is me."
Accomplishes	Six clean role tiles. "Classrooms Without A Behavior Specialist" is the sharpest line on the page; it names the gap the kit fills.
Weakening	Nothing significant.
Change	Leave alone. Consider leading with "Classrooms Without A Behavior Specialist" instead of burying it sixth.

14. "What Is The Cost Of Not Having A Plan?"

Visitor is thinking	"This is section 4 again."
Accomplishes	Four cards: staff leave, incidents escalate, families lose trust, directors stay in crisis mode. The four-card layout is good.
Weakening	It is the same argument as section 4 with more words. It also holds the page's one list of specific behaviors ("biting, hitting, elopement, injury reports, emergency calls"), which is already ad-approved but is the kind of list that should not get longer.
Change	Keep the four cards; change what they argue. This becomes the business math a director can put a number to: turnover and retraining cost, incident reports and licensing, enrollment and reputation, leadership capacity. Section 4 owns the classroom; this section owns the office. Copy in section 7.

15. "What Would It Cost To Build This Yourself?" (value stack)

Visitor is thinking	"\$1,970? For what, exactly?"
Accomplishes	Anchors the price. The six line items are the right six. "Lifetime Updates: Included" is a good closer.
Weakening	Each line carries a dollar value and no volume. "Behavior Breakdown System, \$297 value" invites the question "what is that." The stack is asking the visitor to accept six numbers it has not justified.
Change	Move the per-item volume and value onto the resource cards (format in section 7) and shrink this section to the three-number close: total value, regular price, sale price. The dollar figures become defensible the moment there is a quantity next to them, and the page loses a section without losing a number. Flash sale presentation for this block is in section 6.

16. "Better Systems. Better Teachers. Better Outcomes."

Visitor is thinking	"I have read this three times now."
Accomplishes	Restates the hero chain under a "Trust Builder" label.
Weakening	It is labeled as trust and contains none. It sits exactly where proof belongs, directly above the FAQ and the final CTA.
Change	Cut it. When a director quote, a center name, or a before-and-after from a real classroom exists, this is where it goes. Until then, an empty slot is better than a third repeat.

17. FAQ: "Simple Answers Before They Buy"

Visitor is thinking	"Is it a course? No. Can new staff use it? Yes. But how do I get it, what is it, and can my whole center use it?"
Accomplishes	Four good objection handlers: severity, new staff, not a course, multiple classrooms.
Weakening	None of the four answer the last-minute purchase questions: format, delivery, license, and updates.
Change	Add four questions (copy in section 7). No returns policy and no "what if it is not a fit" entry; a support email in the footer covers anyone who has trouble getting in.

18. Final CTA: "Give Your Team The System They've Been Missing"

Visitor is thinking	"Okay. \$97. Do I do this now?"
Accomplishes	Clean close. "Stop guessing. Start responding with confidence." is one of the better lines on the page.
Weakening	Two identical buttons stacked. Nothing under them about what happens next.
Change	One button. Under it, the same after-checkout line as the hero, plus the flash sale deadline during the sale.

19. Checkout page

Visitor is thinking	"Behavior & Burnout Toolkit, \$97.00. Ten checkmarks. Right."
Accomplishes	Standard GoHighLevel two-column checkout with a benefits column and a "What You Get Today" list.
Weakening	The list has no counts and no image of a page. The product line reads "Behavior & Burnout Toolkit" with no volume. No page title. It is the last screen before payment and it is the least specific screen in the funnel.
Change	Add the volume to each checkmark line and to the product name ("Behavior & Burnout Kit, 200+ pages, updates included"). During the sale the product price in GoHighLevel changes to \$47 so the checkout matches the page. Add the page title.

4. Missing Conversion Assets

The assumption under test was "the page needs more images of what is inside the kit." The evidence supports it, but narrowly: the page does not need more images, it needs a different kind of image. It has ten covers, two device mockups, and a hero flat lay. It has zero interior pages. Adding more covers would not move conversion. Adding interior pages would.

Asset	Conversion job	Where it goes	Source
Everything You Get contact sheet	Answers "what do I actually get" in one image: a grid of page thumbnails with the over-200-page total. The Teachers Pay Teachers preview convention.	Top of the resource section, above the cards. Also linked from "See Everything Inside."	Needs source page files. Not recoverable from video at usable resolution.
Three interior thumbnails per resource card	Turns each cover into a product. A visitor sees a Behavior Snapshot, not the words "Behavior Snapshots."	Beneath the cover on every card.	Stills from the six videos work at this size. Eight candidates already pulled.
One full-width readable page	Lets the visitor judge the typography, density, and quality before trusting it. Proves it is not clip art.	Sneak Peek section, or the Everything You Get section.	Needs source page files.

The tool at each How It Works step	Converts the three-step path from a diagram into a demonstration. The visitor sees herself handing a teacher the form, the card, the guide.	How It Works, one thumbnail per step.	Function & Pattern Form, calming card, Quick Guide: stills exist in the videos; source files better.
"What's Included" counts as text	The volume story. Currently exists only inside an 8-second video.	Sneak Peek section, hero subhead, cards, value stack, checkout.	Exists. Pulled from the video already.
Founder line with photo	The honest substitute for testimonials: a named person with a credential and a reason.	Credential block.	Kimi: photo and two sentences.
Support email	The cheapest trust signal that exists. The page has no contact of any kind.	Footer, and the FAQ.	Kimi: which address.
Four FAQ entries	Format, delivery, license, updates. The "then what" objections at the button.	FAQ.	Copy in section 7.
Flash sale bar and timer	Real urgency, real end, price reverts.	Sticky bar, hero, value stack, final CTA.	Build. Needs the end date.

Testimonials or center results	The missing 14 points of trust. Nothing on this page can substitute for a real quote from a real director.	The "Trust Builder" slot above the FAQ.	Does not exist yet. Not to be invented.
Page title, meta description, OG image (three pages)	Every shared link and tab currently shows a bare URL.	Page settings in GoHighLevel.	Ten minutes.

What the videos already contain

All six videos were frame-sampled. They are 1280×720, 8 to 17 seconds, and the real content sits in the middle 45% of each frame with blurred filler either side. Cropped stills top out around 600px wide: fine for a card thumbnail or a fanned spread, too soft for the full-width readable page. Two frames are especially useful: the "What's Included" slide with every count, and the Visual Schedule frame carrying the "190+ Visual Cards" badge.

TOOLKIT

WHAT'S INCLUDED

Companion Guide (71 pages)

- **Behavior Pattern Form and Planning Template**
- **Communication Templates and SOPs**
- **Staff Burnout tools**

Birth to Three Toolkit (42 pages)

- **Co-regulation cards**
- **Breathing tools**
- **2 calming stories**
- **Family guide and calm corner setup**

Preschool Toolkit (42 pages)

- **Calming strategy cards**
- **Feelings wheel**
- **Self-talk phone**
- **Stories and games**

Visual Schedule and First/Then System (63 pages)

- **Schedules and First/Then boards**
- **Token boards**
- **190+ task, reward, and behavior cards**

Response Library

- **Lifetime Access to Ever-expanding resource library**

The "What's Included" slide, pulled from the 8-second hero video. Every count the page is missing is on it.



Eight candidate stills pulled from the six videos, cropped to the content area. Usable at card-thumbnail size.

Visuals that would be decoration, not conversion

- More covers, more device mockups, or a second flat lay of the same covers. The page has enough of those.

- Stock classroom photography with no kit in it.
- Additional icon rows, badges, or pills. The page has more of these than it needs already.
- A longer version of the same 8-second video. Duration is not the problem; content is.

5. Offer Audit

The offer, evaluated apart from the copy: does the visitor understand what she receives, why each piece matters, and why the complete kit beats an afternoon on Google and Teachers Pay Teachers?

What the visitor receives, as the page presents it today

Component	Volume stated on page	Problem it solves, as stated on page	Value stack line
Behavior & Burnout Resource Hub	None	Not stated	\$197
Behavior Breakdown System	None	Not stated	\$297
Four Behavior Buckets Framework	None	Not stated	(in Breakdown System)
Behavior Snapshot Library	None	Not stated	(not itemized)
Behavior Quick Guide Library	None	Not stated	\$394 (with Parent Guides)
Behavior Function & Pattern Forms	None	Not stated	(in Companion Guide)
Companion Guide	None	Not stated	\$341 (with burnout supports)
Visual Schedule & First-Then System	None	Not stated	\$247
Birth To Three Social Emotional Kit	None	Not stated	\$494 (with Preschool)
Preschool Social Emotional Kit	None	Not stated	(with Birth To Three)

Ten components, zero volumes, zero problem statements. The cards give a name and a category label ("Staff-Facing Guides," "Visual Classroom Tools"). The value stack gives a dollar figure. Neither says what the piece does for a teacher on a hard day.

The same table, as it should read

Component	Volume	Problem it solves
Companion Guide	70+ pages	The director's playbook: behavior pattern forms and planning templates, communication templates and SOPs, staff burnout tools. The "what do we do as a building" answer.

Behavior Breakdown System + Four Buckets	Ever-growing; not page-counted by design	Sorts any behavior into one of four functions so every teacher reads the same behavior the same way. The shared-language piece.
Behavior Snapshot Library	Ever-growing; not page-counted by design	Pictures of what a behavior looks like in the room, so a new teacher can recognize it before it escalates.
Behavior Quick Guide + Parent Guide Libraries	One guide per behavior, two sides each; ever-growing	One behavior, two guides: the teacher's response in the moment and the family conversation at pickup. Ends "every classroom does something different."
Behavior Function & Pattern Forms	(in Companion Guide)	Identify the pattern before responding to the moment. Step two of the three-step path.
Visual Schedule & First-Then System	60+ pages, 190+ cards	Transitions, which is where most of the day's incidents happen. Schedules, First/Then boards, token boards, task and reward cards.
Birth To Three Social Emotional Kit	40+ pages	Co-regulation cards, breathing tools, two calming stories, family guide, calm corner setup. Step one, regulate first, for the youngest rooms.
Preschool Social Emotional Kit	40+ pages	Calming strategy cards, feelings wheel, self-talk phone, stories and games. Steps one and three for preschool.
Resource Hub	Ever-expanding	Where it all lives and where updates land. Print from here; each room copies what it needs.

The Breakdown System, Snapshot Library, and Quick Guide Library carry no page count by design: they are ever-growing sets of pieces, not page-numbered documents. Every other figure is on the "What's Included" slide already.

Why the kit beats searching online

The page's answer is "a complete support system, not a scattered printable pack," said three times. The real answer is more specific and the page never makes it:

1. **Sequence.** Regulate, identify, teach, in that order, with a tool at each step. A folder of downloads has no order of operations.

2. **Shared language.** Four buckets and one quick guide per behavior means the toddler room and the pre-K room describe the same behavior the same way, and the director hears one vocabulary instead of eight.
3. **Both sides of the pickup conversation.** Every quick guide has a teacher side and a parent side. Found resources cover the classroom and leave the teacher to improvise with the family.
4. **The adult is in the system.** Burnout and reset tools for staff sit inside the same kit as the child tools. Nobody's free printable covers the teacher.
5. **It keeps growing, and it was built by someone who does this for a living.** A credential and lifetime updates versus an anonymous PDF from 2019.

Those five points are the offer. They should replace the three "not a printable pack" slogans, once, in the objection section.

Where the offer is unclear at the button

- **Format.** PDF? Printable and digital? Editable? The videos show "Print & Digital" badges; the page text never says.
- **Delivery.** Instant download? A login to a hub? An email? "Get Instant Access" implies it and nothing confirms it.
- **License.** One purchase per center, or per classroom, or per teacher? A director buying for six rooms needs to know before she pays.
- **Updates.** "Lifetime updates" is on the page four times. How they arrive is never said, and "lifetime" itself is coming out: it promises more than any product can. The wording becomes "updates for the life of the product."
- **Who to contact.** Nothing on the page tells a buyer who to reach if there is a problem getting in. A support email in the footer does that job at \$97. No returns policy, no "what if it is not a fit" entry; Kimi does not want that language on the page.

6. Flash Sale Structure

The discount is roughly 50%: \$97 to \$47. The rule for every decision below: the sale accelerates a purchase the page has already made desirable. Volume and the interior visuals establish value first; the discount is the reason to do it this week, not the reason it is worth buying.

Layer	Change during the sale	Why
Sticky top bar	"Flash sale: \$97 \$47 until Monday, October 5 · [countdown]." Button reads "Get Instant Access For \$47."	The one place every visitor sees at every scroll depth. It carries the deadline so nothing else has to.
Hero	H1 unchanged. Subhead unchanged (product, volume, format). Under the CTA, one line: "Flash sale price. Regular price \$97. Ends Monday, October 5." The price in the button is \$47.	The headline is positioning, not price. Putting the discount in the H1 makes the product read as a discount product.
Price presentation	\$97 struck, \$47 shown, in the bar, the hero line, the value stack, and the final CTA. Not on every one of the six buttons; the buttons say \$47 and that is enough.	Four strike-throughs establish the discount. Twelve turn the page into a coupon.
CTA copy	"Get Instant Access For \$47." Below the final CTA: "Sale ends Monday, October 5. Price returns to \$97."	Same verb, same structure, new number. Changing the CTA wording mid-sale would introduce a variable for no reason.
Offer stack	Volume added to every line (section 3, item 15). Then the close reads: "Total value \$1,970. Regular price \$97. This week: \$47." Three numbers, in that order.	Two anchors, not one. The stack anchors \$97 as reasonable; \$97 anchors \$47 as the sale. Discounting straight from \$1,970 to \$47 makes the stack look invented.
Urgency	One fixed deadline for everyone, a countdown that reads it, and a price that actually returns to \$97 at zero. No per-visitor timers. No "today only" without a date.	The page will sit behind approved ads. A timer that resets per visitor is a misleading claim on a destination page, and a repeat visitor notices. A real deadline is the urgency.
Value anchoring	Volume before price. "Over 200 pages" and the contact sheet appear above the first price mention below the fold.	The discount should land on a number the visitor already believes is worth \$97.

Repetition	Bar, hero line, value stack close, final CTA. Four places.	Enough that nobody misses it. Few enough that the page is still about the kit.
Checkout	GoHighLevel product price to \$47. Product name gains volume. One line: "Flash sale price, ends Monday, October 5."	The page and the checkout must match to the dollar or the visitor assumes a bait.
After the sale	Bar reverts, buttons revert to \$97, GoHighLevel price reverts. Same day.	The next sale is only believable if this one ends.

Retargeting during the sale (ads lane, separate from the page work)

In plain terms: Meta can show an ad only to people who already visited the page and did not buy. Setting that up means going into Meta Ads Manager, creating two "audiences" (lists Meta fills automatically from the pixel), and pointing a small campaign at them. No page changes are involved.

Both audiences below use signals the pages already send. No pixel changes are needed, and none are recommended; the tracking stays exactly as it is.

- **Visited getbehaviorkit.com, no Purchase.** The broad drop-off pool. Creative: the flash sale and the over-200-pages number.
- **Reached /checkout, no Purchase.** Small and hot. These people saw \$97 and stopped. Creative: the \$47 price and the deadline, nothing else.

Ad-platform risk, flagged wording. The page will sit behind paid traffic. Wording to keep off it, or off any ad copy pointing at it:

- Self-injury language of any kind (head banging, hurting themselves). Not on the page today. Keep it off.
- Long lists of aggression verbs in a row. The existing "biting, hitting, elopement, injury reports, emergency calls" line is already approved; do not extend it.
- Per-visitor countdown timers, "today only" without a date, or a sale that visibly never ends.
- In ad copy specifically: second-person claims about the reader's state ("your teachers are burning out," "is behavior taking over your classroom?"). Meta's personal-attributes rule applies to ads, not the landing page. Same facts stated about centers in general pass.
- Anything implying a diagnosis of a child.

7. Copy Surgery

Only the pieces where replacement copy would materially move conversion. Everything not listed here stays as written. Page copy addresses the buyer as "you" and "your team," matching the existing page; that is deliberate and should not be sanitized. No em dashes anywhere.

Hero subhead

CURRENT

Most child care centers see challenging behaviors as a daily struggle. The most successful centers use the right systems to build stronger teachers, reduce staff burnout, increase consistency, and become the center families trust and recommend.

REPLACEMENT

The Behavior & Burnout Kit gives your whole team one system for the hardest moments of the day: over 200 pages of guides, visuals, scripts, and family tools, built by a school psychologist for infant, toddler, and preschool classrooms. Built so the hardest child in the building does not cost you your best teacher, your reputation, or your next enrollment.

What it fixes: names the product, the volume, the format, and the audience in the first sentence. The second sentence is the owner's bottom line, teacher, reputation, enrollment, written as what the kit is built for rather than a promise about results. Approved by Kimi.

Line under the hero CTA (new, one line only)

REPLACEMENT

Instant access. Print it for every classroom in your building.

Credential block (add to "Developed By A School Psychologist")

REPLACEMENT

[Photo] Kimi Walker, School Psychologist and Credentialed Infant, Toddler, and Early Childhood Mental Health Specialist. Listed on Psychology Today.

[Two sentences: the classroom moment that made the kit necessary.]

Sticky bar during the sale

REPLACEMENT

Flash sale: ~~\$97~~ \$47 until Monday, October 5 · [countdown]

Section: "The Real Cost Of Challenging Behaviors" (full replacement)

REPLACEMENT

Ask a teacher about her hardest hour and she will not say "challenging behavior." She will tell you about Tuesday.

The bite at the sensory table, ten minutes before lunch, the third one this week.

The cleanup song that ends with a chair on its side.

The child who is out the classroom door and down the hall before an adult can stand up.

The drop-off that is still going forty minutes later, long after the parent has left the parking lot.

The morning that had three incidents in it before nine o'clock.

The afternoon that needed a second adult in the room just to get everyone to lunch.

In the infant and toddler rooms it is the bite that happens at the same time every day. The screaming through every transition. The child who will not sleep, will not eat, and is still crying an hour after drop-off.

In the preschool rooms it is the child who leaves without warning. The tantrum that outlasts the activity it started over. The materials that come off the shelf. The same two children at the same table, every single day.

None of it is dramatic enough to call anyone about.

All of it is a moment a teacher has to decide what to do, with no plan, alone, in front of nine other children.

And then the day keeps going.

What it fixes: the one section that shows the behavior. Scenes with a clock, not lists of verbs. Ad-safe: ordinary industry words (bite, screaming, tantrum), no self-injury, no pile-up.

Section: "Now Imagine A Different Story" (full replacement, new job: the teacher who stays)

REPLACEMENT HEADING

Now Imagine The Teacher Who Stays

REPLACEMENT BODY

She walks in Tuesday morning already knowing what to do when the biting starts, because it is the same thing she did Monday and the same thing the teacher next door will do.

She is not guessing. She is not waiting for the director. She is not going home wondering whether she handled it wrong.

That is the teacher who is still on your schedule in March.

The one who leaves does not leave over pay alone. She leaves because every hard moment felt like her problem to solve by herself, and no one could tell her what to do differently.

Then the classroom runs on floats. Ratios get tight. A family meets a new face for the third time this year. The director is back on the phone with hiring instead of running the program.

Replacing her is weeks of hiring, onboarding, and retraining, paid for while the room runs short. The behaviors that push good teachers out the door are the ones this kit is built around.

Section heading: "A Complete Support System, Not A Scattered Printable Pack"

REPLACEMENT HEADING

Print It. Put It In Every Room. It Is The Whole System.

What it fixes: the page says what the kit is not, three times. It is printable, most of it is meant to be printed, and that is the point. Stop denying the format and sell the completeness.

Section: "This Isn't Another Printable Bundle" (full replacement, new job: one piece vs. the whole plan)

REPLACEMENT HEADING

This Is Not One Social Story. It Is The Whole Plan.

REPLACEMENT BODY

Most behavior resources are one piece: a First-Then board, a social story, a feelings chart. The Behavior & Burnout Kit is what those pieces are missing: the order to use them in, the guide for the teacher, the script for the parent at pickup, [and what to do when a child needs more than the classroom can give].

Print it, put a copy in every room, and every classroom is working from the same pages.

[Bracketed clause stays only if a community referral form is in the kit. Unconfirmed.]

Section: "What Is The Cost Of Not Having A Plan?" (four cards, full replacement, new job: the business math)

REPLACEMENT INTRO

The cost never shows up as one invoice. It shows up in four places on the director's desk.

CARD 1: TURNOVER

Every teacher who leaves takes weeks of hiring, onboarding, and retraining with her, and the classroom is inconsistent the entire time.

CARD 2: INCIDENT REPORTS

The same behavior repeats until it has to be written up. Then it is a phone call, a report, and a licensing question.

CARD 3: ENROLLMENT AND REPUTATION

Parents talk. One hurt child or one unclear pickup conversation can turn into a withdrawal, and withdrawals turn into a waitlist you no longer have.

CARD 4: LEADERSHIP CAPACITY

When there is no shared plan, the director becomes the plan. Every room escalates to the office, and no one is growing the business.

Section: "Better Systems. Better Teachers. Better Outcomes."

REPLACEMENT

Cut. Hold the slot for a director quote, a center name, or a real before-and-after when one exists.

Everything You Get: the card format (replaces the resource card pattern and the value stack line items)

Six cards that match the six lines of the value stack, three lines each: the name, then what is included and the value, then what it does in one phrase. The system leads, the director's guide comes fifth, the hub closes. The Function & Pattern Forms live inside the Breakdown System and the Quick Guide and Parent Guide are one growing library, so neither gets its own card. This merges the resource cards and the value stack into one section; the value stack shrinks to the three-number close at the bottom.

BEHAVIOR BREAKDOWN SYSTEM

Includes the behavior function and pattern forms · \$297 value
Gives every classroom the same behavior language.

QUICK GUIDE + PARENT GUIDE LIBRARY

One growing library, two guides per behavior · \$394 value
Aligns staff responses and family communication.

BIRTH-TO-THREE + PRESCHOOL TOOLKITS

80+ pages · \$494 value
Age-matched regulation and social-emotional tools.

VISUAL SCHEDULE + FIRST-THEN SYSTEM

60+ pages · 190+ cards · \$247 value
Supports routines and transitions.

COMPANION GUIDE

70+ pages · \$341 value
Building-wide planning and staff support.

RESOURCE HUB + PRODUCT UPDATES

Growing library · \$197 value
Keeps every printable organized and current.

THE CLOSE, UNDER THE GRID

Total value \$1,970 · Regular price \$97 · Through Monday, October 5: \$47

FAQ additions (four)

WHAT FORMAT IS IT?

A printout. It is made to be printed and copied for each room. Nothing ships; everything is available the moment checkout is done.

HOW DO I GET IT AFTER I PAY?

Instant access to the Resource Hub right after checkout, plus an email with the link so it is easy to find again.

CAN MY WHOLE CENTER USE IT?

Yes. One license covers every classroom in your building. Print it off and have the whole thing as a resource for your team.

DO I GET THE NEW RESOURCES AS THE LIBRARY GROWS?

Yes. Updates are included for the life of the product. When something is added to the Resource Hub, it is yours at no additional cost.

Final CTA block

REPLACEMENT

Give Your Team The System They've Been Missing

Stop guessing. Start responding with confidence. Build calmer classrooms, stronger teams, and a center families trust.

[One button: Get Instant Access For \$47]

Instant access after checkout. Updates for the life of the product. Sale ends Monday, October 5; price returns to \$97.

Page titles and share tags (all three pages)

OPT-IN

Title: Behavior & Burnout Kit: One Behavior System For Your Whole Center

Description: Over 200 pages of guides, visuals, scripts, and family tools, built by a school psychologist for infant, toddler, and preschool classrooms. Updates included.

OG image: the hero mockup.

CHECKOUT

Title: Checkout: Behavior & Burnout Kit

THANK YOU

Title: You're In: Behavior & Burnout Kit

8. Priority Action Plan

Two separate lanes. The page and the checkout in GoHighLevel belong to the GHL person. Ads, audiences, and the Meta Pixel are a separate lane, handled apart from the page work. Nothing in this document asks the GHL person to do anything on the Meta side.

MUST FIX BEFORE FLASH SALE

#	Change	Conversion problem it solves	Owner / dependency
1	Volume on the page: hero subhead, every card, value stack lines, checkout list. "Over 200 pages," "190+ cards," per-component figures.	The page has no numbers. The discount has nothing to anchor to.	Copy exists. The three ever-growing libraries get no count, by design.
2	Interior visuals: three stills per card from the videos; the "What's Included" content as static text under the sneak peek.	Visitor never sees inside the kit.	Stills pulled. The GHL person places them.
3	Flash sale layer: bar with fixed-deadline timer, \$47 in buttons, strike-through in four places, GoHighLevel product price to \$47, revert plan.	The sale itself. Page and checkout must match.	Ends Monday, October 5, 2026, 11:59 PM Eastern. Price and bar revert the next morning.
4	FAQ: format, delivery, license, updates. Support email in the footer.	The "then what" objections at the button, with no guarantee to absorb them.	The GHL person has the support email address.
5	Title, meta description, OG tags on all three pages.	Every shared link during the sale shows a bare URL.	Page settings. Ten minutes.

HIGH IMPACT

#	Change	Conversion problem it solves	Owner / dependency
6	The five section rewrites (section 7): behavior scenes, the teacher who stays, the printables objection, the business math, cut the third repeat.	Page argues two points five times; problem stays abstract; staff loss gets one card.	Copy drafted. Kimi approves, the GHL person pastes.
7	How It Works: one real tool per step, delete the nine icon chips, move the Quick-Start Implementation Map here.	The "how does it work" moment answered with pictograms.	Needs three page images. Stills work; source files better.
8	Everything You Get contact sheet and one full-width readable page.	The TPT preview convention; the one asset that answers "what do I get" completely.	Needs source page files from Kimi.

9	Credential block gains a name, a photo, and two sentences on why the kit exists. Support email in the footer.	Trust is 1/15 and no guarantee is coming. This is the honest substitute.	Kimi: photo, two sentences, email address.
10	"Lifetime" wording replaced everywhere with "updates for the life of the product"; the hero badge image re-exported.	A promise the business cannot guarantee forever, on a page behind paid ads.	The GHL person for the text; the badge image needs a new export.
11	Mobile compression: covers two across, tighter card padding on every one-per-row block, the three repeats cut.	Twenty-six screens at phone width. Most traffic is on a phone.	The GHL person, after the copy changes land.

TEST NEXT

#	Test	What it would tell us
11	Hero subhead: product-and-volume version vs. outcome-first version.	Whether naming the kit above the fold beats leading with the business outcome for cold traffic.
12	Sneak Peek video vs. static "What's Included" block in the same slot.	Whether the video earns its place or the counts do more work.
13	Section 4 (behavior scenes) above vs. below the credential block.	Whether the visitor needs the problem before the person, or the person before the problem.
14	Abandoned-checkout retargeting: \$47 and deadline only vs. \$47 plus the over-200-pages line.	Whether that audience needs value restated or just the price.

LEAVE ALONE

- The hero headline question. Positioning is intentional and it is the page's voice.
- The single CTA, its wording, and its six placements.
- The value stack and its \$1,970 anchor.
- The Before / After table.
- The cover art on the resource cards.
- The three credential pills.
- Who This Is For.
- The four existing FAQ entries.
- The three bonuses (rename the section; do not change the bonuses).
- The Brunson structure overall. The problems on this page are missing evidence and repetition, not voice.

What is not recommended

- A money-back guarantee. Decided.
- Invented testimonials, center names, or results. Nothing goes on the page that did not happen.

- A per-visitor timer.
- Making the page longer. Every rewrite above replaces a section; the only additions are visuals, counts, and five FAQ lines. Cutting the third repeat and the icon chips makes the page shorter.
- Any change to the checkout flow beyond price, product name, volume, and title.
- Any change to the Meta Pixel or tracking code. It stays exactly as it is.

Open items that only Kimi can answer

- Source page files, for the contact sheet and the readable page.
- Where the Behavior Response Support (BRS) page lives, so it can replace the How It Works diagram.
- Whether a community referral form is in the kit.
- A photo plus two sentences for the credential block. (The GHL person has the support email address.)
- A turnover statistic, only if there is a source Kimi trusts. The section reads complete without one.
- Retargeting: someone with access to Meta Ads Manager builds the two audiences and points a small campaign at them. Ads lane, separate from the page work. A paste-ready browser prompt can be written for it.

Technical notes for the GHL person: the opt-in page is one custom-code block in GoHighLevel (about 58,700 characters of HTML; the block reports itself as version "v3-mobile-conversion-polish"). The HTML document weighs 692 KB, largely because two video poster images are embedded as base64. Videos lazy-load via data-src.