

Behavior & Burnout™ Kit, Conversion Audit

Reviewed September 22, 2026. Sources: [live sales page](#) and [checkout](#).

The page makes a stronger case for needing a behavior-support system than for buying this particular kit today. The strongest improvement is to connect recognizable classroom moments to readable examples of the tools, then make the purchase terms clear before checkout.

I reviewed the full desktop page, sampled the product videos, expanded the classroom-sharing FAQ, and followed a purchase CTA through the loaded checkout. These are evidence-based conversion hypotheses, not measured abandonment findings. Mobile rendering, complete video narration, payment completion, and post-purchase delivery were not verified. No customer information was submitted.

1. Conversion Diagnosis

1. Visitors can see the packaging more easily than the usefulness. There are already individual resource graphics and six video placements. The videos do reveal interior materials, including guides, printable supports, and visual boards. But the page largely presents covers, device mockups, and brief moving previews. A buyer still cannot comfortably read a response guide and decide, “My teacher could use this.” More cover images will not solve that. Readable interior samples will.

2. The opening sells an ambitious outcome before clearly defining the purchase. “What If Challenging Behaviors Became Your Competitive Advantage?” is worth retaining. The paragraph underneath moves immediately into successful centers, stronger teachers, burnout, and referrals. It does not quickly establish the concrete offer: a digital resource hub with practical staff guides, family supports, and classroom tools. At the inspected desktop size, the headline occupies six lines, and the main hero CTA sits below the first viewport. A header purchase button is visible, but the complete buying proposition is not.

3. The page asks for more belief than its proof supports. “When teachers know what to do, they stay” treats retention as an assured consequence. “Trust Builder” is actually a visible label above another claim. The creator is described by credentials without being named in the visible copy. The checkout includes a broad five-star quote attributed only to “Child Care Director.” None of this demonstrates that a specific resource helped a real team handle a specific situation.

4. The amount of material can look like another implementation burden. Ten resource cards introduce a hub, system, framework, libraries, forms, a companion guide, and age-based kits. Their relationships are unclear. A busy director can reasonably think, “This looks useful, but I need time to figure out how we would use it.” The Quick-Start Implementation Map directly addresses that objection, yet appears later as a launch bonus.

5. Price and purchase uncertainty remain unresolved. The \$1,970 stack value has no visible valuation basis. Digital delivery, one-time payment, and all-sales-final terms are clearer on

checkout than on the sales page. Exact staff access and site licensing remain unclear. A further 50% reduction can make the price more attractive while leaving the buyer uncertain about what they are committing to.

The likely postponement thought: “I agree with the problem. I like the idea. I still need to look through this and figure out whether my team would actually use it.”

2. Keep / Kill / Fix / Add

Decision	Specific recommendation	Conversion problem it addresses
Keep	Competitive-advantage positioning, the behavior-to-business connection, early childhood focus, visible price CTAs, lifetime updates, and one hero bundle image.	These establish the buyer, distinguish the offer from isolated worksheets, and make the purchasing action clear.
Kill	The visible “Trust Builder” label, “Simple Answers Before They Buy,” and the second extended fear section. Remove unsupported component dollar values unless their basis can be explained.	These expose page-building language, repeat persuasion without evidence, and risk weakening credibility.
Fix	Hero definition and size, resource-card explanations, creator identification, proof, implementation guidance, licensing, and purchase terms.	Interest needs to become confidence about fit, use, and purchase risk.
Add	Readable paired teacher/family guides, an actual tool in use, a first-use demonstration, one real staff-support sample, and a concise purchase-facts block.	These answer the questions the current graphics and promises leave open.

Do not add another large “Everything You Get” section. You already have one. Rebuild the existing section around use.

3. Scroll-by-Scroll Audit

The step numbers below follow the current journey. “Needs work” identifies a conversion hypothesis tied to observed content, not a measured failure rate.

1. Header and hero, needs work

Visitor thought: “Interesting. What exactly am I buying?”

Current job: Establishes the business angle, credentials, bundle, and \$97 price.

Conversion weakness: Oversized headline, abstract subhead, and no prominent plain-language digital-product definition.

Recommended change: Keep the headline. Reduce its visual footprint. Add a clear product definition and a concrete staff-use benefit next to the preview and CTA.

2. “A Look Inside The Toolkit,” needs work

Visitor thought: “Show me something I can use.”

Current job: Provides an eight-second overview video.

Conversion weakness: The sampled frames emphasize the bundle and covers, so the first promised look inside provides limited decision evidence.

Recommended change: Show a readable guide or completed classroom tool beside this video. Label the video as a brief overview.

3. “The Real Cost...” and credentials, mixed

Visitor thought: “Yes, that is why I am here. Who made this?”

Current job: Connects child behavior, teacher stress, turnover, families, and leadership burden.

Conversion weakness: It jumps quickly to turnover and hiring. Credentials have no named person attached in the visible copy.

Recommended change: Shorten the chain, add one familiar classroom moment, and identify Kimi Walker with the exact relevant credentials and a real photo.

4. “Now Imagine A Different Story,” repetitive

Visitor thought: “I want this, but how does the kit create it?”

Current job: Describes the desired future for children, families, and directors.

Conversion weakness: Adds another outcome section without product evidence.

Recommended change: Merge its strongest points into the before/after section. Reuse the space for a practical example.

5. “One Toolkit. One System. One Stronger Center,” useful but generic

Visitor thought: “Could my team respond more consistently?”

Current job: Shows a clear before/after comparison.

Conversion weakness: “Staff wonder what to do” and “teachers know where to start” do not show the actual change in work.

Recommended change: Keep a compact comparison. Connect each improvement to a named tool, such as a shared guide or family communication support.

6. “A Simple Behavior Path...” and guide video, useful foundation

Visitor thought: “This sounds manageable. What do I open first?”

Current job: Explains identifying what behavior communicates, regulation, and teaching skills.

Conversion weakness: The three concepts are not clearly connected to the hub, four buckets, libraries, and forms introduced later.

Recommended change: Show how someone finds the appropriate resource in the actual hub. Add a readable teacher-guide excerpt below the existing guide preview.

7. “Everything Inside,” major revision

Visitor thought: “There is a lot here. What does each part do?”

Current job: Establishes breadth through ten resource cards.

Conversion weakness: Many cards are title-plus-cover. Parent systems and their components appear as equally separate purchases.

Recommended change: Group related resources by job, retain exact product names underneath, and pair each group with one real interior sample and one use sentence.

8. Three focused videos and “This Isn’t Another Printable Bundle,” mixed

Visitor thought: “Can I use the visuals and access this on my phone?”

Current job: Shows age-based materials, visual schedules, and digital access.

Conversion weakness: Videos are small. Useful interiors require playing, pausing, and interpreting them. The yellow panel repeats a positioning claim.

Recommended change: Keep the videos as optional detail. Place static samples above them. Replace the yellow panel’s repeated claim with the included-access facts and CTA.

9. Launch bonuses, misplaced strength

Visitor thought: “Will this create more work for me?”

Current job: Offers a Quick-Start Map, Director Planning Checklist, and Family Conversation Starters.

Conversion weakness: The best answer to implementation anxiety appears late and sounds optional.

Recommended change: Move the map preview directly after the practical demonstration. Include the other resources in their relevant groups.

10. “Who This Is For,” too late

Visitor thought: “Does this fit our program and age groups?”

Current job: Names owners, directors, preschool leaders, educators, and infant/toddler teams.

Conversion weakness: Basic audience identification arrives after a long product presentation.

Recommended change: Put the primary buyer in the hero. Compress this into a brief age/program-fit block near the offer, including the actual age boundaries.

11. “What Is The Cost Of Not Having A Plan?”, excessive pressure

Visitor thought: “I already know the stakes. Are you trying to scare me?”

Current job: Connects the problem to operational cost.

Conversion weakness: Repeats the earlier cost section and escalates to injuries, withdrawals, emergency calls, and reputation damage.

Recommended change: Remove the extended section. Preserve the insight about directors becoming the default behavior plan in the earlier problem section.

12. “What Would It Cost To Build This Yourself?”, credibility risk

Visitor thought: “Where did \$1,970 come from?”

Current job: Explains the cost of assembling disconnected resources and presents the price.

Conversion weakness: Component valuations are unexplained. Another discount could create competing anchors.

Recommended change: Keep the organization and time-saving argument. Use the actual \$97 price as the sale comparison. Remove or substantiate the stack valuations.

13. “Better Systems. Better Teachers. Better Outcomes.”, weak proof

Visitor thought: “Has anyone actually used this?”

Current job: Repeats the outcome promise.

Conversion weakness: The “Trust Builder” label supplies no proof. “Better teachers” can sound judgmental, and retention is stated too absolutely.

Recommended change: Replace the section with one authentic example or testimonial about using a specific resource.

14. FAQs, incomplete

Visitor thought: “Can I share it, download it, and get help?”

Current job: Addresses severity, new staff, course format, and multiple classrooms.

Conversion weakness: Sharing answer is broad. Delivery, files, printing, access rules, support, and refund policy are absent. Heading refers to buyers as “they.”

Recommended change: Rename it “A Few Questions Before You Get Started.” Consolidate into six practical purchase questions, with verified answers.

15. Final CTA, premature certainty

Visitor thought: “I like it, but I still have questions.”

Current job: Repeats the offer and access button.

Conversion weakness: Repeats broad benefits while unresolved terms remain. No dated sale urgency exists yet.

Recommended change: Add a compact offer recap, exact price, actual deadline, delivery facts, and a support link immediately around this CTA.

16. Checkout, functioning but needs alignment

Visitor thought: “Is this exactly the offer I just chose?”

Current job: Loaded at \$97 with name/email fields, Stripe payment options, one-time purchase language, delivery steps, and final-sale terms.

Conversion weakness: The inventory changes labels, introduces Teacher Scripts and Social Stories more explicitly, and buries key reassurance down the right column. The testimonial is weakly attributed.

Recommended change: Match the sales-page inventory and sale price, place access and policy facts near the form, and provide a visible support route. Retain the short contact form.

The first checkout render briefly showed \$0 and no payment controls, then resolved to \$97 with payment fields. That is a loading-state observation, not evidence of a broken checkout. Check it on a normal phone connection before launch.

Captured evidence

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

BEHAVIOR & BURNOUT SYSTEM

GET INSTANT ACCESS FOR \$97

SCHOOL PSYCHOLOGIST-DEVELOPED SUPPORT SYSTEM

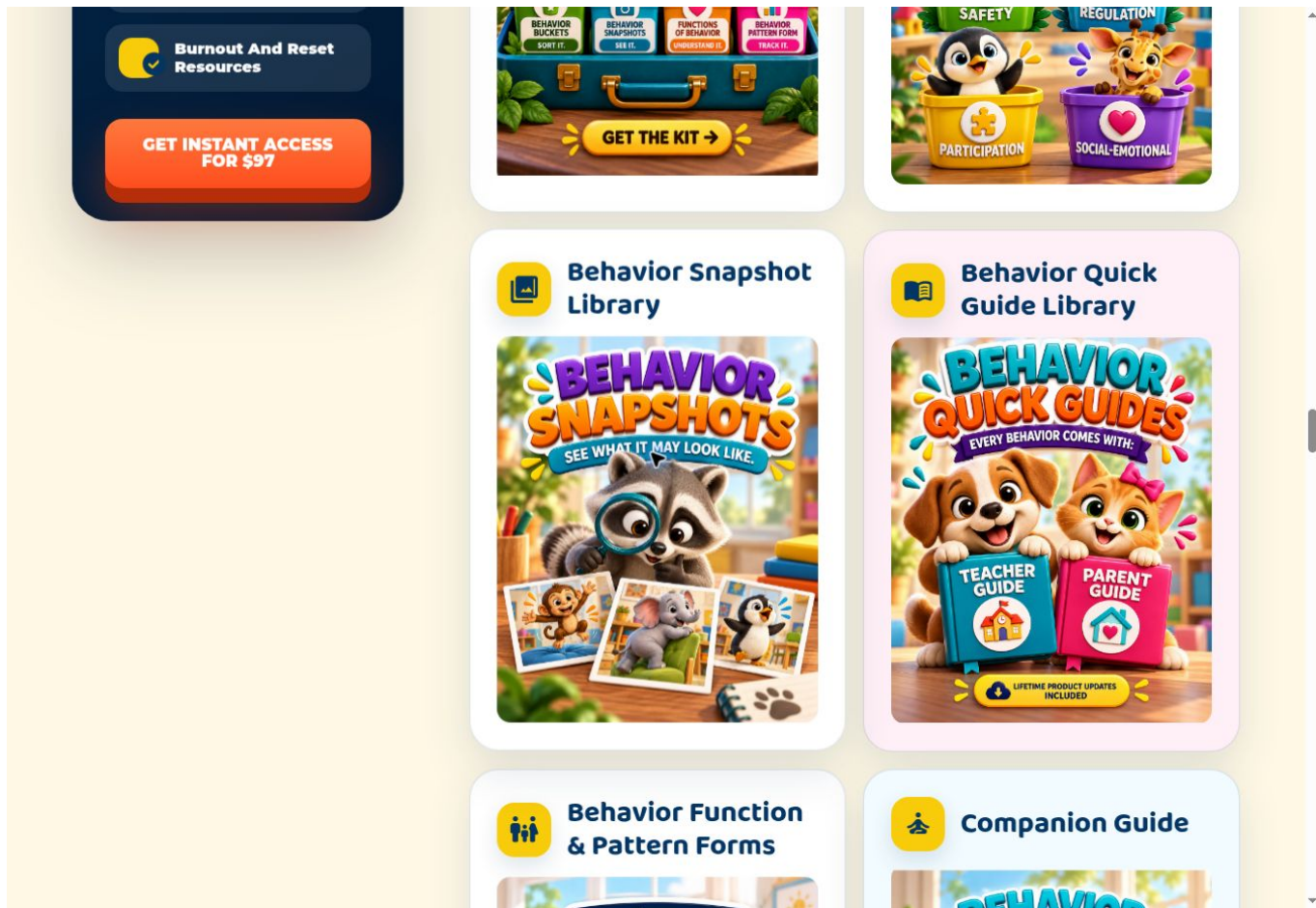
What If Challenging Behaviors Became Your Competitive Advantage?

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



The inspected first viewport, with a six-line headline and header CTA

The header CTA is visible. The detailed product definition and main hero CTA do not fit into this first viewport.



Resource cards show titles and promotional covers

These cards establish the existence of the resources. They do not let the visitor read the guidance inside.



The guide video reveals interior resources

The inside materials exist in the previews. Extracting selected actual pages into readable static samples would make that evidence easier to use.

Complete Your order
Enter your information below to get instant access.

PAYMENT

Item	Quantity	Price
 Behavior & Burnout Toolkit	1	\$97.00

Order summary

Item	Quantity	Amount
Behavior & Burnout Toolkit	1	\$ 97.00

Order Total \$97.00

 Card

 Bank \$5 back

 **Secure, fast checkout with Link** 

Card number
 

Expiration date

Security code
 

Country
 

ZIP code

 **Complete Order**

* 100% Secure & Safe Payments *

You're One Step Away From

Building the Center Families Recommend

Get the school psychologist backed behavior support system your team can use **immediately** to build calmer classrooms, strengthen family trust, reduce staff burnout, and improve outcomes for every child.



Save Time
Stop searching.
Start supporting.



Retain Great Teachers
Give your team the systems they need to stay confident and supported.



Improve Outcomes
Better behavior.
Stronger learning.



Build a Center Families Trust
Build a reputation families recommend with confidence.

What You Get Today

-  Behavior & Burnout Toolkit
-  Behavior Quick Guides
-  Teacher Scripts Library
-  Parent Communication Guides
-  Social Stories
-  Documentation Forms
-  Companion Guides
-  Growing Resource Library

The loaded checkout displays the correct current price and payment form

The checkout loaded correctly. Its policy and delivery information should also be available before this step.

4. Missing Conversion Assets

The assumption is supported: you need more accessible views inside the kit. You do not need more product glamour images. Use exports from the real files or clean screenshots from the actual hub. A video still works only if it is sharp and the text can be read.

Asset	What to show	Where it belongs	Buyer question it answers
Paired teacher and family guides	One matching pair for a behavior actually covered. Show enough to read the staff response and the family-facing support.	First product demonstration and guide-library group.	"What would we actually say or do, and how do we support families?"
A visual tool in use	A real First-Then board with actual included cards placed in it, rather than only an empty-board illustration.	Early demonstration and visual-support group.	"What would this look like in our classroom?"
A filled-out example form	One existing observation/function form using clearly labeled fictional information.	Behavior Breakdown group, expandable for detail.	"How much work is this, and what does completing it help us decide?"
Hub-to-tool demonstration	A short screen recording: choose a covered situation, find its guide, open the matching support. Caption it and state the actual duration.	Replace or strengthen the opening overview.	"Will I be able to find what I need when I need it?"
Quick-Start Map preview	The real starting instructions and the first staff action.	Directly after the demonstration.	"Can we begin without another big training project?"
One burnout/staff-support interior	A real reset resource, staff-support tool, or director checklist that is included.	Alongside the staff-support benefit.	"What specifically addresses the burnout half of the product name?"
Specific, authentic proof	A permitted quote or case example naming the resource used, situation, and observed change. Attribution should be as informative as permission allows.	Replace the current "Trust Builder" section, with a short excerpt near the price.	"Is this useful beyond the creator's description?"

Use one representative preview for each meaningful job. Do not create ten equally large new screenshot blocks. Make additional pages expandable without leaving the page. Keep key explanations as readable page text, not only text inside images or video.

5. Offer Audit

The offer has breadth. Its practical advantage over free resources is under-demonstrated. The page says the pieces fit together, but mostly asks the buyer to accept that claim.

Present the existing offer through four jobs, without inventing new product modules:

Job	Existing components to connect	Value to the director
Understand what is happening	Behavior Breakdown System, Four Behavior Buckets, Snapshots, Function & Pattern Forms	Staff have a common starting point for describing and understanding the concern.
Choose a response	Quick Guide Library, teacher/family guides, Companion Guide	Staff and families can work from connected resources rather than separate advice.
Support classroom routines and skills	Visual Schedule & First-Then System, Birth to Three and Preschool kits	The response is supported by materials the team can put into use.
Help the team implement it	Quick-Start Map, Director Checklist, staff/burnout resources, Resource Hub	The director has a starting path and a place to find the materials.

Use this structure only after confirming that the actual resources connect as described. Show one example moving across those jobs. That is the strongest answer to “Why not search online?” Free resources may be useful; the purchase advantage is the connected selection, relevant guidance, and reduced assembly work. Do not imply that all free resources are inferior.

The page does connect **child behavior → staff stress → turnover/family confidence → business consequences**. The weak link is the middle: **which resource changes the staff response, and how the team puts that response into practice**. Strengthen that link instead of adding more consequences.

Move these purchase facts ahead of checkout: digital format, email delivery, one-time payment, exact download/print options, staff-sharing rights, location limits, lifetime access/updates, technical requirements, support contact, and the existing final-sale policy. Verify unknown terms before writing them as benefits.

6. Flash Sale Structure

The current public price is \$97. Exactly 50% off is \$48.50. If you choose \$49, call it a \$49 flash sale or say “Save \$48,” rather than “50% off.” Do not introduce a higher supposed regular price to manufacture the comparison.

Placement	Recommended treatment	Why it fits this page
Existing top strip	“Flash Sale: 50% Off the Complete Kit. Ends [date] at [time] ET.”	Adds a real reason to act without taking over the main headline.
Hero offer block	Current price \$97, flash-sale price \$48.50, one-time payment, instant digital access, lifetime updates included.	Makes the promotion understandable while keeping the product and business benefit central.
Primary buttons	“Get the Complete Kit for \$48.50.”	Communicates what the visitor gets and what they pay.
Existing value section	List the included resource groups, show \$97 → \$48.50, save \$48.50, and the deadline.	Replaces the unexplained \$1,970 comparison with a credible actual-price anchor.
After the practical preview	Repeat the price and access CTA once.	Lets a buyer act immediately after seeing useful evidence.
Final CTA	Same kit, same price, same end date and time.	Gives a clear deadline to someone who has finished evaluating the offer.
Checkout	The same price, inventory, payment model, deadline, and included access. Prefer automatic discount application.	Prevents a last-minute “Why is the price different?” objection.

Keep the actual full kit and included implementation resources intact. Replace “Launch Offer” and “Launch Bonuses” if those labels no longer describe the promotion. A countdown is optional; if used, it must match one real deadline and stop when the sale ends. The kit remains available afterward at the stated price. Do not imply that digital inventory is running out.

Ad-language flag: the current late-page sequence names “biting, hitting, elopement, injury reports, emergency calls,” then discusses a hurt child, withdrawals, and reputation damage. Specific behavior terms are not automatically violations. The concern is the cumulative pressure and implied certainty of negative outcomes. Use concrete, non-graphic classroom situations instead. Google explicitly addresses fear-based clickbait, unreliable claims, unclear pricing, and unavailable offers in its [Misrepresentation policy](#). This is a risk flag, not a prediction that Meta or Google will reject the page.

7. Copy Surgery

These changes are limited to copy that resolves a specific decision gap. Bracketed fields require confirmed details.

Keep the existing main headline. Add an audience line above it:

For childcare owners, directors, and early childhood teams

Replace the hero supporting paragraph:

Give your team a clear place to start when behavior interrupts the day. The Behavior & Burnout™ Kit brings staff response guides, family supports, and classroom tools into one digital resource hub, so every classroom has a shared starting point and the director is not the only person with a plan.

Replace part of the abstract problem section with recognizable moments:

The transition stalls. A child has a hard time joining the group. Two teachers handle the same situation differently. Then the call comes: “Can you come help?” Behavior is communication. Your team needs practical tools to understand what is happening and choose a response.

Confirm that the selected examples match the kit’s actual coverage. The page needs two or three recognizable moments, not an exhaustive behavior list.

Replace the early demonstration heading:

See What Your Team Could Use Tomorrow

Start with one situation. See the matching staff guide, family support, and classroom tool inside the kit.

Pair that copy with the actual connected resources. Do not publish the claim if the example cannot be demonstrated.

Replace the repeated “This Isn’t Another Printable Bundle” panel:

A Shared Starting Point for Your Team

Find the behavior support, response guide, and classroom materials in one place. Start with the Quick-Start Implementation Map, then choose the resources your team needs first.

Replace the launch-bonus heading and introduction:

Start With One Classroom Challenge

Your Quick-Start Implementation Map helps you choose where to begin. Use the Director Planning Checklist to organize the next steps with your team.

Identify the creator in the existing credibility area:

Created by Kimi Walker, School Psychologist

Add the exact verified early childhood credential, a real portrait, and one factual sentence about the professional experience behind these tools. Do not invent years, center counts, or results.

Replace the FAQ heading:

A Few Questions Before You Get Started

Cover six practical questions: what arrives and how; age/behavior fit; what can be downloaded or printed; who may use it and at how many locations; how to start and get help; and the refund policy. Combine the current course/new-staff answers into these.

Use this purchase-facts line near the offer:

One-time payment. Instant digital access. Lifetime access and future toolkit updates included.

Make the existing policy easy to find before payment: "Because this is a digital product with immediate access, all sales are final." Add the real support contact alongside it. Do not introduce a guarantee that you do not offer.

Use this sale CTA and deadline line:

Get the Complete Kit for \$48.50

Save \$48.50 through [date] at [time] ET. The price returns to \$97 after the sale.

8. Priority Action Plan

Priority	Ranked action	Why it earns its place
MUST FIX BEFORE FLASH SALE, 1	Expose three readable interior examples: a paired guide, a visual tool in use, and a staff/implementation resource.	The current buyer can see breadth without being able to judge practical usefulness.
MUST FIX BEFORE FLASH SALE, 2	Define the digital purchase in the hero and reduce the oversized layout.	The first screen needs to explain the product, buyer, benefit, price, and next action together.
MUST FIX BEFORE FLASH SALE, 3	Make sale pricing and the real deadline identical across page, buttons, and checkout. Remove unsupported stack valuations.	A second discount must not compound price skepticism or create a checkout mismatch.
MUST FIX BEFORE FLASH SALE, 4	Move delivery, final-sale terms, licensing, and support information before checkout.	These are unresolved buying questions, especially when the buyer cannot return the download.
MUST FIX BEFORE FLASH SALE, 5	Remove the late fear escalation, visible “Trust Builder” label, third-person FAQ heading, and categorical retention promise.	These are direct credibility leaks that are quick to correct.
MUST FIX BEFORE FLASH SALE, 6	Verify the first viewport, preview readability, sale-price display, and payment loading on actual phones.	Mobile was not verified here. This is a launch gate for mobile traffic, not evidence of an existing mobile defect.
HIGH IMPACT, 1	Move the Quick-Start Map forward and demonstrate one real first-use path.	Addresses “I do not have time to implement this.”
HIGH IMPACT, 2	Name the creator and replace the empty proof section with authentic, specific evidence.	Converts anonymous authority and broad promises into assessable trust.
HIGH IMPACT, 3	Regroup the resource inventory and align the checkout labels. Merge repeated future-outcome sections.	Makes the offer easier to understand while shortening the page.
TEST NEXT, 1	Test a static interior preview against the current montage-first presentation.	Tests whether easier product inspection increases purchases, not merely video plays.
TEST NEXT, 2	Test the current competitive-advantage headline against a more concrete director-relief headline, with the clarified subhead held constant.	Separates the headline’s role from the current product-definition problem.
LEAVE ALONE	Business positioning, behavior-as-communication philosophy, early childhood identity, core brand colors, one bundle visual, prominent purchase buttons, and lifetime updates.	The evidence does not justify replacing these or redesigning the brand.

Track the journey from product-preview exposure to checkout arrival and completed purchase, split by device where possible. Use completed purchases as the main conversion outcome and revenue per visitor as a companion measure. At exactly half the price, conversion must double just to preserve revenue per visitor before other costs. Do not interpret a sale-versus-non-sale comparison as proof that one copy change caused the result.