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Homepage

Hero Section

The main banner at the top of the homepage

Credentials Badge

The badge shown near the hero (LinkedIn Top Voice, etc.)

About Section

The "About Louie" section on the homepage

Value Proposition Section

The "It's not how much you sell" section

Fractional Sales Leader Section

The marketing section targeting founders stuck in sales

Services Section

The "What I Offer" section with service cards

Process Section (How It Works)

The step-by-step process section

FAQ Section

Frequently Asked Questions

Testimonials Section Header

Header text only - testimonials are managed in the Testimonials collection

Awards Section

The awards/recognition section

Contact Section

Labels and text for the Contact section on the homepage

All content sections that appear on the main landing page

Videos Page (/videos)

Page Headline

Sales Videos for Founders

Page Subheadline

The most effective and popular Founder-Led Sales content, handpicked for you

YouTube Playlist ID

PL7HfhngHyzRmGDUMDhcSgZW8pR7DhW_HI

The playlist ID for the full playlist embed

Featured Videos

Collapse All Show All

The highlighted videos shown at the top

Featured Video 01

YouTube Video ID *

ScygingNNY4

The ID from the YouTube URL

Video Title *

Build This Before Hiring Salespeople

Description

Don't hire sales reps until you have a playbook. Learn why building the system first is crucial for scaling revenue.

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Featured Video 02

YouTube Video ID *

LgaJZ4R6Y-4

The ID from the YouTube URL

Video Title *

My 1st Sales Hire Mistake

Description

Avoid common hiring pitfalls. Louie shares his personal experience with early sales hires and what he learned.

Featured Video 03

YouTube Video ID *

40BopNISsE

The ID from the YouTube URL

Video Title *

Build The System Before The Team

Description

Why you need a sales system before a sales team. A fractional sales leader's perspective on sustainable growth.

Featured Video 04

YouTube Video ID *

epPZ4qZBo5l

The ID from the YouTube URL

Video Title *

The Secret Email Step That Gets Replies

Description

A tactical email outreach tip to increase your response rates immediately. Simple but effective.

+ Add Featured Video

Featured Shorts Section Headline

Featured Shorts

Playlist Section Headline

Complete Sales Leadership Playlist

Watch on YouTube Link Text

Watch on YouTube →

Watch More Button Text

Watch More Videos on YouTube

Content for the Videos page

Newsletter Page (/newsletter)

Page Headline

The Sunday Starter

Tagline

Delivered to Accelerate Your Success

Description

Every Sunday, get actionable Business-Life insights, strategies, and tips delivered straight to your LinkedIn inbox. Join thousands of professionals who jumpstart their week with The Sunday Starter.

CTA Button Text

Watch and Read on LinkedIn

Benefits Section Headline

What You'll Get

Benefit Cards

Collapse All Show All ...

Benefit 01

Title *

Weekly Insights

Description *

Actionable strategies and tactics you can implement immediately

Icon Path

/icons/analytics-11962812.svg

Benefit 02

Title *

Real-World Examples

Description *

Case studies and lessons from actual client engagements

Icon Path

/icons/business-goal-11962851.svg

Benefit 03

Title *

Growth Tips

Description *

Proven techniques to scale your business and improve team performance

Icon Path

/icons/growth-6621994.svg

+ Add Benefit

Final CTA Headline

Ready to Start Your Week Right?

Final CTA Description

Join thousands of business professionals who get The Sunday Starter every week

Featured Content Section Headline

Featured Newsletter Content

Featured Content Description

Watch exclusive videos and content from The Sunday Starter

Final CTA Button Text

Subscribe Now

Content for the Newsletter page

Course Page (/course)

Page Headline

The Founder's and CEO's Sales System

Tagline

The secrets to building, optimizing, and scaling your sales team

Description

A FREE, complete 20-step system created by a Fractional Sales Leader who's been where you are. Decades of experience, distilled into actionable frameworks that work.

Results Badge Text

61% sales increase • 120+ hiring questions • 20-step system

Course Modules

Modules Section Headline

What You Get With This FREE Course

Modules Section Subheadline

A complete 20-step sales system with everything you need to build, optimize, and scale

Course Modules

Collapse All Show All ...

Module 01

Module Title *

Step 1. Putting Together Your Sales Playbook

Description *

Start building your processes immediately. We'll create a Sales Playbook with Ready-to-Use Templates

Benefit

Turn chaos into clarity.

Icon Path

/icons/ceo-11962845.svg

Module 02

Module Title *

Step 2. Defining your Ideal Customer Profile (ICP)

Description *

Build consistent messaging and targeting, Let's make sure everyone on your team knows who to sell to and what to say.

Benefit

You'll only sell to people who can BUY!

Icon Path

/icons/business-plan-11962831.svg

Module 03

Module Title *

Step 3. Hiring Your First Salespeople - The right way

Description *

My complete system, including a Hiring Scorecard with 120+ questions and answers.

Benefit

You'll have the opportunity to hire only the best sales candidates. Free yourself from the stress and uncertainty of hiring.

Icon Path

/icons/network-11962856.svg

Module 04

Module Title *

Step 4. The Sales Hiring System - Phase Two

Description *

Hiring the right candidate is so important for your success. It can take hours of your time. If you get it wrong, it will be very costly.

Benefit

We need to put the odds of success in our favor.

Icon Path

/icons/scalable-11962814.svg

+ Add Module

Preview Videos

Preview Section Headline

Preview the Course

Preview Videos

Collapse All Show All ...

Preview Video 01

YouTube Video ID *

sN8tuE_BXjs

Video Title *

Introduction: The Founder's and CEO's Sales System

Description

Learn what you'll get from this complete sales system.

Preview Video 02

YouTube Video ID *

TIC353ew34o

Video Title *

Module 1: Hiring System That Saves Time

Description

Discover the 120+ question hiring scorecard.

+ Add Preview Video

Results Section

Results Section Headline

Real Results From Real Businesses

Result Stats

Collapse All Show All ...

Result 01

Metric *

61%

Description *

Sales increase year-over-year

Source

Client case study

Result 02

Metric *

120+

Description *

Hiring questions in the scorecard

Source

Hiring System

Result 03

Metric *

20

Description *

Step-by-step modules

Source

Complete System

Result 04

Metric *

Description *

Source

Metric *


588

Description *

Pages of sales training content

Source

Professional Salesperson Guide

 Add Result

Case Study & CTA ^

Case Study Quote

Louie helped us increase sales 61% year-over-year working on a part-time arrangement as a fractional sales manager. ↗

Attribution

Client Case Study

Final CTA Headline

Start Building Your Sales System Today

Final CTA Description

Get instant access to all 20 modules, templates, scripts, and resources

Content for the Course page

Tools Pages (/tools) ^

Tools Landing Page ▾

The main /tools page

ROI Calculator Page ▾

The /tools/roi-calculator page

Content for Tools landing page and individual tools

Site Settings ^

Social Links ▾

Links to social media profiles

Contact Information ▾

Newsletter Settings ▾

General newsletter configuration

Course Settings ▾

Footer ▾

SEO Settings ▾

These settings affect how your site appears in search results

Global settings: social links, contact info, footer, and SEO