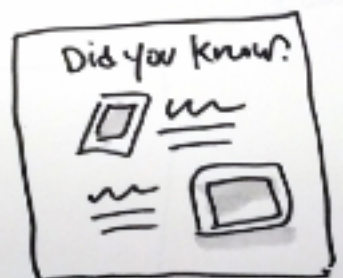
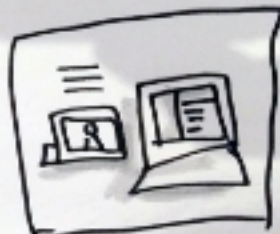
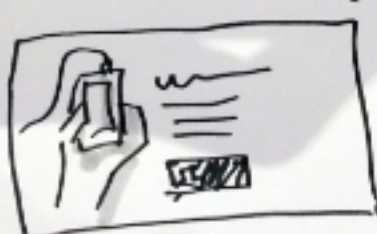


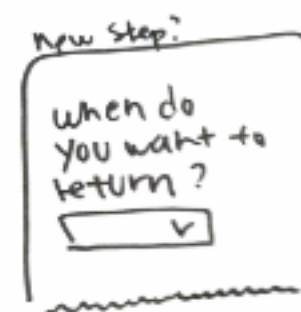
## mobile awareness



marketing style pg



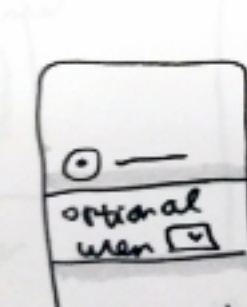
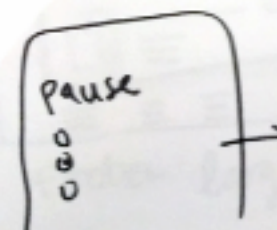
## Pause Experiment



email  
/t



or



"we will remind you then and we will not auto enroll you"

## chunking



## capturing intent



Commit to learning. You are investing [bar chart]

Pick [bar chart]

Time [bar chart]

For [bar chart]

Typical [bar chart]

This is for yourself

Feature why signed up

optional custom fill

pick days (times & durations)

"Leaving for 15 min X 3 days is 260 mins a year 36 hours"

mad lib

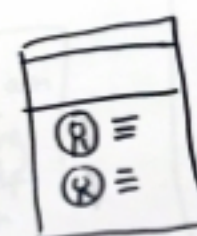
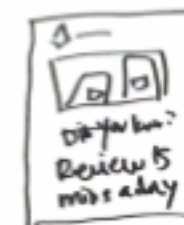
I [name] am committing to myself to learn code on [days] for [time].

use data: for emails  
for mobile awareness  
for TD upsell

## emails



- homework  
- link to forum with discussion on homework



- success stories  
- Blog content?

## Student Goals

Pay are last for TH resume



What? [bar chart]

Activity (generated)

intent [bar chart]

add an entry

(filled from before or here to fill)



# PAUSE EXPERIMENT

Ask the students when they would like to return.



## Sketch

Currently: We send an email at 21, 60, and 90 days. We get the most return rate with the 21 days email and very little after that.

Try this Intervals:

- Ask upon exit if 1, 2, or 3 weeks is best. Respect that decision.
  - 1 week: Ask me again in 1 week or 2 weeks.
    - Send at 2 weeks if no answer.
  - Send 3 weeks. (current 21 days email)