Everywhere on the Site that it says “DNA of Success System” change to “DNA of Success Method”

…………………………………………………………………………………………..

Attached to this email are changes for the Success Genetics page text. Do not follow the colors, that was just his editing, what matters is the words.

…………………………………………………………………………………….

**On the about jack page especially** there are a ton of listed things about jack and they all need to be with bullets, and they are centered when they should be justified left (especially bullet lists). In fact everywhere on the site you need to take a better look at the formatting of words and lists. There are some things centered where you have just one or two words in the last sentence. That looks bad. Rethink all the word formatting on the entire site.

NOW DO THIS VERY SMART AND DO NOT JUST BE RANDOM.

Subhra you may need to do most of this selecting

Throughout ALL the pages you need to bold specific benefits and the text on the packages and what they go with and all the power statements and words throughout all the pages. BUT DON’T OVERDO IT.

……………………………………………………………………………………….

“Realize your core desires” is in yellow and the rest is in white in the title above the main banner, please make it all white

…………………………………………………………………………………………………….

We need several more logos. He likes the more traditional DNA strand in the logo over the one that is there. We just didn’t produce something he wants

……………………………………………………………….

On very top graphic of the homepage that shows the logos (cbs npr etc) 1. Use the image attached (clean up however you want) Change the word “featured” to “Interviewed”

………………………………………………………………….

In the top home page banner change:

Unleash the Conquering Force within and Gain Incredible Insight and Lasting Change

To

Identify your personal barriers and destroy them. Never give power over you again.

……………………………………………………………………………

The good | better | best | mentor icons need to be changed to something more related to eachother. Jack does not like any of them and the Mentor one is really bad, looks like people watching tv. Try something different please.

And

Change

“Become a”

Above the word Mentor to

“Become a Platinum”

………….

Make sure you put these changes on the product page as well

…………………………………………………………………………………….

Change:

OUR LIVE 4 HOUR WEBINAR WITH JACK ZUFELT IS CURRENTLY IN PRE-SALE, GET YOUR TICKET NOW AND RECEIVE

To

OUR LIVE WEBINAR SERIES (4 SESSIONS OVER 4 WEEKS) WITH JACK ZUFELT IS CURRENTLY IN PRE-SALE, GET YOUR TICKET NOW AND RECEIVE

And

You need to make this section look like an actual product like those above color and icon wise.

………………………………………………………………………….

On the About Jack Page put pictures will all of the quotes that you have on from other people (small not like the home, but he wants their pictures next to them)

……………………………………………………………………

On the homepage middle section change

Our Products Create Incredible Change

To

Our products will unleash an unstoppable force

AND

The icon just doesn’t make sense on this one, change it (try to make sense)

……………………………………………………………………………………….

Change the quotes to be below the pictures of the people on the homepage and who they are above

And PLEASE make sure that their titles are styled and not looking messy.

………

“And Chicken Soup” is too far down below the rest of the title, again MESSY get this cleaned up and looking nicely styled!!!

…………………………………………………………………………………………….

Changes “special pamphlet” everywhere it shows on the product page to “Incredible guide book”

……………………………………………………………………………..

On the about under “About Jack Zufelt” in the top banner put under in quotations “Mentor to Millions”