

# Higher price, fewer buyers, stronger commercial fit

A sales-page rewrite and redesign for a higher price and a more professional buyer.

---

## The situation

The offer had evolved. The price had risen and the business was targeting a more professional buyer, but the main sales page still reflected an earlier, broader and more casual version. It was asking people to make a more consequential purchase without the structure, tone or credibility to match.

## The diagnosis

This wasn't mainly a copy-polishing problem. The page was still built for the old buyer, while the price, offer and commercial direction had moved on.

That created two commercial risks: weaker confidence in the higher price, and more effort spent attracting people who were less suited to the offer.

## What I changed

I led the rewrite and restructure of the page:

- Cut or condensed weaker, broader sections
- Made the page easier for a busy professional buyer to scan
- Shifted the tone and visual direction toward a more professional audience
- Tightened the calls to action and aligned the page with the new positioning and price

In practice, the page became tighter, easier to scan and more credible for someone being asked to spend more.

## What happened

**After the repositioning, revenue remained broadly similar despite fewer buyers.** The cohort also appeared better aligned and easier to serve, while fewer students meant lower running costs and more profit.

## What this shows

- A conversion rate is not the same thing as a good commercial outcome
- Price, positioning and buyer fit need to move together
- A sales page can filter as well as persuade