

# Selected Work

A few examples of how I work on complex buying journeys, drawn from my professional education work and one independent fintech analysis.

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## PROFESSIONAL TRAINING | DIAGNOSTIC

### Finding the real weak point in a professional training journey

A substantial live training programme looked like it had problems everywhere: the sales page, emails, checkout, support, onboarding and even the first live session. I wanted to know which one mattered first.

I looked across customer language, transactions, support records, onboarding information, attendance and early refund data. Interest was healthy and onboarding was largely working. The repeated weak point came later, when otherwise suitable prospects had to decide whether the programme was genuinely right and workable for them now.

That led to three practical changes: make fit and participation easier to understand before purchase, keep commercial and participation rules consistent, and stop serious buying questions quietly disappearing. It also ruled out a price cut, a broad rebuild and simply sending more sales email.

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## PROFESSIONAL EDUCATION | LAUNCH

### Turning a broad launch into a clearer event-to-sale path

Relevant coaches were already on the list, but mixed into a much broader audience. The event, follow-up emails and sales page were there too, but they weren't lined up around the same buying decision.

The launch generated sales. The coaching and event audiences closest to the offer engaged much more strongly with the sales material than the broad list.

So the answer was not simply to push harder across the whole list. I focused on better qualification, making the move from event to sale clearer, and messaging that made more sense for the people the offer was actually for.

## Higher price, fewer buyers, stronger commercial fit

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.

I rewrote and restructured the page: cut weaker sections, made it easier for a busy professional buyer to scan, shifted the tone and visual direction, tightened the calls to action, and aligned it with the new positioning and price.

**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.

Buyer count alone was the wrong measure here. A sales page can filter as well as persuade.

## N26 account opening: necessary friction vs unnecessary uncertainty

I independently reviewed N26's public account-opening and identity-verification journey. I focused on one question: which friction is genuinely necessary, and which uncertainty could have been removed earlier?

Identity verification may be essential. I looked at whether eligible customers were told early enough what would be required, whether device, eligibility and verification conditions were clear before they were already committed to the process, and what happened when the standard path did not apply.