

## Why I Want to Join This CXL Cohort

**Course:** Improve your close rate of ideal customers

**Cost:** \$1000

**Format:** 4 live 90-minute sessions over 2 weeks

### Why this matters:

We're competing in a crowded market where most agencies sound the same - and clients can't tell the difference. This course is built to help us fix that. It focuses on positioning that resonates with the right clients, shortens the sales cycle, and improves win rates. With AI tools built into the process, it's a faster, smarter way to find what makes us truly stand out.

### If I take this course, I'll be able to:

- Craft a positioning that gives ideal clients a compelling reason to choose us
- Focus on the right niche—without boxing the business in
- Align our messaging across channels and reduce confusion
- Increase win-rate by tailoring positioning to real market demand
- Close more deals without adding ad spend or headcount

### The outcomes for our business:

- A higher close rate with better-fit clients
- Stronger messaging that drives clarity across sales, marketing, and leadership
- Less wasted effort on low-value leads or generic positioning
- Immediate, practical frameworks we can use in proposals and pitches
- A scalable positioning foundation that supports long-term growth

### Who's teaching it:

**Louis Grenier** – founder of *Everyone Hates Marketers* and *Stand the F\*ck Out*. Formerly at Hotjar, Louis helps agencies build no-fluff, high-conversion positioning that cuts through noise and closes deals. He's worked with SaaS and service companies at every stage - and he's brutally good at helping them stand out.

### Why CXL?

CXL training is delivered by the top 1% of marketing practitioners. No fluff, no filler - just battle-tested strategies used by companies like Paddle, Shopify, and HubSpot. This is executional training I can apply right away.