

Daniel David Wallace



Thrive Tools Used




Daniel is a novelist, teacher, & Ph.D. researcher focused on helping aspiring writers to learn the craft and improve their writing skills. His website and online business are built using a range of Thrive Suite tools to convert more of his aspiring novelist visitors into subscribers and online course customers. He uses a customized version of Shapeshift Theme's *personal branding homepage* featuring clear, compelling feature boxes and calls-to-action that guide visitors into his marketing funnel for his successful online courses.

We love these features...


**Offer a better online course experience with an Off-Screen Sidebar**

Daniel's online courses offer the best of both worlds: a toggleable **Off-Screen Sidebar** to let students navigate to the relevant lessons, and when it's collapsed, a full-width learning experience to keep his students engaged and focused.

 Thrive Apprentice


**Easily deploy lightbox opt-in forms**

Visitors can subscribe to Daniel's interactive writing prompts delivered by email, by clicking his bold call-to-action button to trigger a stylish distraction-free **lightbox opt-in form**. It's a low barrier commitment that promises great value in return... and of course grows Daniel's email list!

 Thrive Leads

**Create compelling feature boxes to encourage self-segmentation**

Whether aspiring authors are looking to improve their plots, essays, or writing productivity, Daniel's use of feature and benefits boxes (**customizable Blocks**) allow his visitors to choose their own path through his website and marketing funnel.

 Thrive Architect

Daniel David Wallace  
at Daniel David Wallace

I have a course business, a coaching business, and more recently I run events for my audience.

I think people should use Thrive Theme Builder and Apprentice to build a really great website, and then use tools like Thrive Leads and other lead-building tools within Thrive Suite to really focus on building up an email list.

I can't wait to see more Thrive Themes features in the future.

