30,000 followers, *almost no buyers.* Why?

A review of romedreamguide.com and its €49 guide through the eight lenses of the 8 Billion Dollar Board, with the fixes in the order we would make them.

PREPARED	PRODUCT	CHANNEL
17 November 2026	Rome Dream Guide, €49 one-time	Instagram @romedreamguide

THE VERDICT

The reels attract people who dream about Rome. The guide is a planning tool for people who already have a trip booked. Nothing connects the two.

On top of that, the buyer carries all the risk. There is no guarantee anywhere on the site, the seller has no name or face, and the last thing a buyer ticks before paying is that they give up their 14-day right of withdrawal. The product itself looks solid. The problem is the audience, the route to the checkout and the trust at the checkout.

What we checked, and what we could not. On 17 November 2026 we went through the homepage, the free sample, the FAQ page (22 questions), the two-step checkout and the Trustpilot page. Instagram shows nothing without a login, so we could not watch the reels ourselves. What this report says about the reels is based on the owner's description: about 30K followers, viral reels, strong engagement. The site itself says "29k+ followers".

01 The numbers behind "nobody buys"

The usual rule of thumb: if you give an audience real value, around 99% will never buy. That is normal. The 1% who do is where the business is.

IF 1% OF 30,000 BOUGHT ONCE

€14,700

300 buyers × €49. That is the ceiling of the current model: one product, bought once per trip.

THE REAL MARKET FOR A PLANNER

Only travellers

A €49 planning tool only makes sense for someone with dates. A follower who "might go some day" is not a buyer yet, however much they like the reels.

So the question is not "why don't 30,000 people buy?" but "how many followers are going to Rome in the next few months, do we know who they are, and do we reach them at the moment they book?" Right now the answer to all three is no. The account does not ask for travel dates and has no way to come back to people when they book.

02 The Board at a glance

LENS	MAIN FINDING	WEIGHT
Hormozi · offer & risk	No guarantee; the checkout waives the 14-day withdrawal right	CRITICAL
Gary Vee · audience	Viral reels reach dreamers; only people with booked trips buy	CRITICAL
Godin · who is behind it	"Written by locals", but no name, face or story	HIGH
Kennedy · timing & follow-up	No question about travel dates, no mail at the moment of booking	HIGH
Brunson · route to checkout	15 sections and five exits before a two-step form	HIGH
Robbins · identity	Reels sell the feeling of Rome; the site sells a toolbox	MEDIUM
Belfort · objections	Doesn't answer "why not ChatGPT?" or "who are you?"; coupon field sends buyers hunting	MEDIUM
Cardone · revenue model	One €49 product, once per trip, no entry or next step	MEDIUM

03 Lens by lens

ALEX HORMOZI · THE OFFER AND THE RISK

CRITICAL

The buyer takes all the risk

WHAT WE SAW

€49, lifetime access, one-time payment. No guarantee on the homepage, in the 22 FAQs or at the checkout. To pay, the buyer has to tick a box saying *“there is no 14-day cancellation once I have access (right of withdrawal)”*.

WHY IT BLOCKS

That clause is standard for digital content in the EU. The problem is that nothing balances it. A stranger from Instagram, asked to pay €49 to an unnamed team, reads "you can't get your money back" as the very last thing before Stripe.

FIX

Add a voluntary guarantee on top of the legal clause and put it next to every buy button and in the checkout. For example: "Use it on your trip. If it didn't save you from at least one tourist trap, email us within 14 days of getting home and we refund you, no questions." Keep the legal waiver, but word it so it is not the most prominent message on the page.

GARY VAYNERCHUK · ATTENTION AND AUDIENCE

CRITICAL

The reels work, but for the wrong moment

WHAT WE SAW

According to the owner: viral reels and a lot of engagement. The site's own FAQ says the guide is useful even after you've booked, so it is clearly built for people with a trip coming up.

WHY IT BLOCKS

A viral Rome reel reaches everyone who loves Rome: people dreaming of it, people who went last year, people who will never go. Likes and saves measure love for Rome, not travel plans. That is great for reach and weak as a sales signal.

FIX

Keep the viral reels for reach. Add one planning reel a week, aimed only at people with dates: "Rome in December: what's actually open", "Landing at Fiumicino after 10 pm", "3 days in Rome without queues". Each one ends with one comment keyword (for example ROME) that triggers a DM with the free sample and the question "When are you going?"

SETH GODIN · WHO IS BEHIND IT

HIGH

An audience follows a person, the site shows nobody

WHAT WE SAW

The page says "Written by locals". There is no name, no face, no about page and no story. The only names on the site belong to reviewers. The FAQ says "we personally answer every message", but not who "we" is.

WHY IT BLOCKS

On Instagram, people trust the person in the reels. When they click through and find an anonymous product page, that trust doesn't come with them. "A team of locals" could be anyone.

FIX

Put the face and first name of whoever appears in the reels at the top of the page, plus three sentences: who they are, how long they've lived in Rome, why they made the guide. Sign the guarantee with that name.

DAN KENNEDY · TIMING AND FOLLOW-UP

HIGH

The buying moment comes weeks later, and nobody is there

WHAT WE SAW

The only email capture is a newsletter popup with a 10% discount ("Plan Smarter. Travel Better."). Nowhere does the site ask when someone is travelling.

WHY IT BLOCKS

Someone watches a reel in March and books flights in May. In May, they don't remember the account. Without a travel date, every email is sent at the wrong time.

FIX

Ask one question in the DM and on the signup form: "When are you going to Rome?" (month is enough). Then send mail on the traveller's clock: when they book, 6 weeks before ("book these 3 things now or they sell out"), 2 weeks before, and the day before departure. That is when €49 feels cheap.

RUSSELL BRUNSON · THE ROUTE TO THE CHECKOUT

HIGH

Too many doors before the till

WHAT WE SAW

Reel → link in bio → a homepage with 15 sections. Along the way: a free sample, a visitor quiz, a Trustpilot link, an FAQ link, a cookie banner and a 10% popup. The "Sound familiar?" block appears twice. Then a two-step form: name, billing address, email and two required checkboxes, then Stripe.

WHY IT BLOCKS

Every extra door is a reason to leave and "think about it later". For a cold visitor from Instagram, later means never.

FIX

Build one landing page just for Instagram traffic: the face, one promise, the guarantee, three reviews, one button. Five sections at most. Remove the duplicate block on the homepage. Combine the form and payment into one step if the checkout tool allows it.

TONY ROBBINS · IDENTITY AND EMOTION

MEDIUM

The reels sell a feeling, the site sells a toolbox

WHAT WE SAW

The headline is "Your all-in-one digital guide to Rome" with "700+ places, What's On calendar, itinerary builder". The strongest line on the whole site is hidden in the pricing block: "You've spent thousands getting to Rome. This costs €49."

WHY IT BLOCKS

People follow the account for how Rome makes them feel. The page then talks about features. A map with 700 places sounds like work, not like the trip they want.

FIX

Open with the outcome and the fear: the trip they'll have, and the trip they'll avoid. Move the "you've spent thousands" line to the top of the page. Features go below, as proof.

JORDAN BELFORT · OBJECTIONS

MEDIUM

The page answers last decade's doubts

WHAT WE SAW

The site argues against googling and free travel blogs. It does not answer "Why not just ask ChatGPT?" or "Who are you?". The guide does not work offline. There is a coupon field at checkout and a 10% popup. Trustpilot shows 8 reviews (score 4.3), the earliest from 28 September 2026, none marked as verified.

WHY IT BLOCKS

In 2026 the free alternative is not a blog but an AI chatbot, and buyers know it. A visible coupon field tells a buyer that someone, somewhere, is paying less, so they leave to look for a code. Eight reviews in seven weeks is honest but thin.

FIX

Add an FAQ answer on AI: what a local knows that a chatbot doesn't (what changed this month, which places have gone downhill, which scams are new). Hide the coupon field unless someone arrives with a code link. Ask every buyer for a review after their trip, not after purchase.

GRANT CARDONE · THE REVENUE MODEL

MEDIUM

One product, one sale per trip

WHAT WE SAW

One product at €49. One purchase covers the whole household. No smaller first step, no next step after buying.

WHY IT BLOCKS

€49 is a real decision for someone who has never bought from the account. And when someone does buy, the business earns nothing more from them.

FIX

Add a small first purchase of around €9 to €12, built from what already exists, for example an "Arrival & scams" pack (the airport page and the scam section are already strong). Credit the price against the full guide within 30 days. Later, consider a paid itinerary check by a local for people who want a human to look at their plan.

04 What already works

None of this means starting again. These parts are good and should stay:

The free sample

A full page about airport transfers. It proves quality before anyone pays.

The scam section

"Every Rome scam, explained before you land" touches a real fear. It deserves a place higher up.

The price anchor

"You've spent thousands getting to Rome. This costs €49." is the best sentence on the site.

Gift option and payment

Buying for someone else is possible, and Apple Pay plus major cards are accepted.

05 What to do first

01 WEEK 1

Remove the risk

Add the guarantee next to every buy button and in the checkout. Hide the coupon field. Remove the duplicate block on the homepage.

02 WEEK 1

Show the person

Face, first name and a three-sentence story at the top of the page and on the checkout.

03 WEEK 2

One page for Instagram

A short landing page for the link in bio: promise, person, guarantee, three reviews, one button.

04 WEEKS 2–3

Ask for the travel date

"When are you going?" in the DM and the signup form, and emails timed to that date.

05

WEEKS 3–4

Planning reels with a keyword

One reel a week for people with dates, ending in "comment ROME", which starts the DM.

06

MONTH 2

A small first purchase

The €9–12 arrival and scams pack, credited against the full guide.

06 How to know if it works

"Nobody buys" can mean four different problems, one per step below. Before changing anything, write down these numbers for the last 30 days. The site already runs Google Analytics, and Stripe shows checkouts that were started but not paid.

STEP	WHAT TO MEASURE	IF IT'S LOW, THE PROBLEM IS
Reel → site	Link-in-bio clicks per week	The content: viewers don't see a reason to click
Site → checkout	Share of visitors who press "Get instant access"	The page: trust, message, too many exits
Checkout → paid	Started vs. completed payments in Stripe	The checkout: risk, coupon hunting, two steps
Signup → buyer	Buyers among people who left a travel date	The follow-up and its timing

Prepared by Zero Slack on 17 November 2026, using the 8 Billion Dollar Board method. Based on romedreamguide.com, its checkout, its FAQ and its Trustpilot page as they appeared on that date. Statements about the Instagram reels are based on the owner's description, because Instagram content was not accessible without a login.