

Research

Prospect

Who is he?

He is a man in his nearly 50s who is selling courses to improve your social skills throughout your career. This includes three categories of courses: Communication, public speaking, and leadership. He also has written a book about communication for leaders

Where he wants to be?

He wants to make more people buy his courses

What are the steps he needs to take?

He needs to get more attention (he has one social media with 500k subscribers and about 2-3k views per video). He also has to rewrite part of his webpage to make it simpler and more engaging.

(I don't think he is willing to create an account in other socials yet and I have little information about the tickets offered because it is in a waitlist format but I found some of his courses are worth 30\$ and 200\$ so I can deduce that the price of each course is around that.)

Testimonials

Summary

Top pains

No one takes him seriously. Unconfident when talking with friends about important topics. Doesn't have authority when speaking.

Top desires

Be respected, and more confident when speaking. People take him seriously. Does know how and when to speak while having a conversation.

Target audience (Andrew's template)

What kind of people are we talking to?

- Men or Women?

Men

- Approximate Age range?

35-50

- Occupation?

A job that requires dealing with customers (like doing cold calls or emails) (it doesn't necessary to be in person)

- Income level?

1500-2000/month

- Geographical location?

US

Painful Current State

- What are they afraid of?

Not feeling like they are a part of the group. Their teammate/friend doesn't take him seriously because of the way he talks.

- What are they angry about? Who are they angry at?

They are angry about their current situation, the lack of communication skills and not being able to express themselves correctly

- What are their top daily frustrations?

Feel unnoticed

People don't take him seriously

He sucks at talking to customers

- What are they embarrassed about?

They are embarrassed about the way they communicate.

- How does dealing with their problems make them feel about themselves?

They feel frustration and incompetence

- What do other people in their world think about them as a result of these problems?

They think it is strange how he talks. They also ask themselves how he can talk like that, that he could express in a simpler way

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Bro, I express horribly, in my mind I do it well but when it comes to practice it's like everything fades away and I get nervous because I don't know what to say.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

He would look more confident when talking, he would fix the tonality, add pauses, intrigue...
He would know how to control the whole conversation

- Who do they want to impress?

They want to impress their customers to make them buy and their friends when debating or telling a story

- How would they feel about themselves if they were living in their dream state?

They would feel happy and more confident

- What do they secretly desire most?

Stand out

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

It would be awesome if I could increase my communication skills. Work will get easier and I can explain what I think properly when I discuss it with my friends.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

They believe they suck at talking with others and explaining some topics

- Who do they blame for their current problems and frustrations?

They blame themselves for not having the capacity they would like to have

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They have tried but they only received vague and general information (like "be yourself" or something like that)

- How do they evaluate and decide if a solution is going to work or not?

The feedback of the customers and people around him

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

Be confident, fluent, good and simple communication and respectful

What kind of people are we talking to?

- What character traits do they despise in themselves and others?

Be incompetent, weak, a person who gives up and doesn't try to improve

- What trends in the market are they aware of? What do they think about these trends?

I didn't find any trends

Original copy

This copy is a part of the home page of the prospect, here is the link ☞

<https://www.alexanderlyon.com>

Hi, I'm Alex

My goal is simple. I want the people around you to say, "Wow! You have been on fire lately."

Aside from your technical competence, the best way to amplify your influence is by sharpening your communication skills.

I created this academy to bridge that gap between your current skills and the skills you need to reach the level of impact you desire.

I hope to reach professional and emerging leaders—team leaders, supervisors, managers—who want to pursue their professional development.

It's my mission to work with professionals and emerging leaders who are serious about developing their communication skills and want to take their careers into their own hands.

The goal of the copy

1. What is the objective of this piece of copy?

It is to let people know the content of the web page and engage them to continue reading the home page.

2. What is the writer doing to accomplish this objective? Why does it work? How could they do it better?

He describes the goal and why he created the courses. He makes the reader imagine without saying "imagine" but talking directly to them. He is giving the future view of the viewers becoming professional and competent leaders, supervisors, or managers.

It works because he is projecting the dream state to everyone who reads it.

I could be more specific about the type of person This course is for and it could talk about their current pains.

3. What mistakes is the writer making that is keeping them from achieving their objective? How could they fix these mistakes? How can I keep from making these mistakes myself?

Presenting himself, no one cares about who they are, they care about how can he help them with their situation. It doesn't trigger any of the 4 emotions (fear, anger, embarrassment, and frustration). He doesn't use fascinations (or that's what I see). He doesn't use any kind of sensory language

He could just omit the "hi, I'm Alex" part. Instead of only saying the dream state using some pains before that (with a DIC format). He could use some fascination at the beginning of the copy. When making the reader imagine, he could use some sensory language (mainly kinesthetic, visual and gust)

4. What would the reader feel as they read this piece of the copy?

They should feel intrigued so they continue reading and are a bit excited because he described their dream state

5. What lessons from the Bootcamp do I see at play in the copy?

Curiosity - by omitting information

My Copy

Title: The reason why they ignore you!

As Richard Branson said: "Communication Is The Most Important Skill Any Leader Can Possess"

If you don't improve your communication skills, You won't be noticed by those whom you try to impress.

No matter what your situation is:

- Even if you are not confident.
- Even if you go blank when having a conversation.

...it doesn't matter.

Because in this academy I will transform you into a MASTER of communication.

Who drags the attention of hundreds of listeners.

who speaks on any topic with the utmost expertise.

Who grows into the leader everyone venerates.

Are you ready to start this journey?

[Click here to start your path toward mastering the art of communication](#)