

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Education Consultancy

Business Objective: Get more leads

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who have a desire to to get better in life
- b. Age group from 25 to 45
- c. Geographical locations- They are in the UK.
- d. The solution of the avatar is a Uni degree
- e. They know their problem but they are unaware of the solution.

2. Where are they now?

- a. Scrolling on FB, Searching on google
- b. Current Levels
 - i. Pain/Desire -3/7 pain and desire to get into university
Belief in the idea of educational consultancy 5 /10
 - ii. Trust in The company - Pretty low - 2/10
- c. Current State

- i. EU nationals are eligible for student loans in the UK?
- ii. what if i work in a different country - will i still need to pay back the university loan?
- iii. Hey! Would I pay back less in the future if I take a smaller maintenance loan?
- iv. This is so useful but I've got a question; can i get a student finance with a leave to remain settlement?
- v. Not having a degree, Maintenance loan
- vi. Does this include interest rates?
- vii. Unskilled, no university life
- viii. can i work full time while i am getting student finance and maintenance fees
- ix. If i work self-Employed i can take student finance ?
- x. can i work full time while i am getting student finance and maintenance fees
- xi. Application process, knowledge and guidance

d. Dream State

- i. Someone pushing them to achieve their university enrollment
- ii. "Highly recommend to attend this place , if you want to enter university"
- iii. I'm very happy with the service and communication! Professional team and the job which Daniela H. did was great! She helped me with my choice and was very supportive during the whole process!
- iv. "Clear communication, nice staff, amazing opportunities."
- v. "I highly recommend Khan associates, their service is second to none. All of their staff is really polite and professional, especially Mahdi. I was completely impressed with his professionalism and customer service."
- vi. This is a great UK studies consultancy firm without any doubt.
- vii. Themselves mostly and their friends.
Their family , peers and friends mocked them for not having a degree or not going to university.
The solution of the avatar is a Uni degree, no priority
- viii. iEducation is a really serious office in terms help new students to

progress the careers and much more. I would love to say a big thank you for all the team

Great company and team! They helped me in the process of my student application and provided all the information resolving all my queries promptly and effectively. Thanks for all!

- ix. Hey, my university days are amazing, I'm feeling so young.
Best guidance and support from the T&T team. It's been a pleasure and highly recommend to everyone !

3. What do I want them to do?

- Stop Scroll
- Make them understand that look here is an opportunity to get your degree
- Click the link (Learn more) and drive them to the sales page.

The advertisement features a blue background with a circular inset image of a smiling woman with curly hair holding a green smoothie. The text is white and yellow. At the top left is the iEducation logo. The main headline is 'Dreaming of a Better Future But Not Sure Where to Start?'. Below this is the tagline 'It's never too late to make a change.' followed by a list of three benefits with green checkmarks: 'Flexible study options', 'Maintenance loan available', and 'Support at every step—no matter your background'. At the bottom left, there is a yellow arrow icon pointing right, followed by the text 'Want to know how? Contact us'. At the very bottom left is a white telephone icon, and to its right is the contact information '+44 7438 239054 Yazalda'.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

I want them to feel/see/experience motivation, yes they can study, take out the fear of interviews and yes it is possible.

a. **Website : LIBF Educational institute (Outline extract)**

Headline:

- i. "Get the job you always wanted"
Direct claim to their dream state.
"100% Online degrees to suit you"
Tailor your studies to your life: start any day, full or part-time.
- ii. Develop future-focused skills through innovative learning technology.
- iii. Learn from industry experts, backed by 140 years of experience.
- iv. Become an expert in your field, with career support at every step.

Offering convenience + dream state + building trust

- v. First CTA -(Request a prospect)

Trigger

- vi. Three reasons to study with LIBF
Flexible online learning
World-class education
Flexible funding options
Question mark?+ Convenience + Backing experience + Cost solution
- vii. LIBF: recognised for education excellence
Showcasing awards.
Amplifying trust levels for the company.
- viii. Study with LIBF 100% online
Are you looking for a cutting-edge education that will open up a world of possibilities? Look no further than LIBF.

We offer:

- Subjects that meet the demand of the future workplace, including business, finance and technology.
- courses to reach the forefront of the latest industry innovations such as AI, computer science and data science.
- industry experience, skills and knowledge to succeed in today's fast-paced world.
- Over 140 years of teaching expertise, delivered by industry experts combined with cutting edge digital learning resources.
- The flexibility to fit learning around your life, wherever you are in the world choose from full or part-time study and start any day you choose.
- An innovative online learning platform with everything you need to hand – from digital learning resources to personal and academic support.

Offer dream state + offer resources + Amplifying trust + Convenience + Offering support for current state.

- ix. Get your online degree digital prospectus
Addressing Current state with options to fill the form.
- x. Second CTA(Submit)
Trigger
- xi. Contact us about our online degrees
Offering support via whatsapp, email and video consultation.
- xii. Online degrees we offer:
Showcasing solution options
- xiii. Discover the benefits of your online degree- Amplifying desire again
Free iPad for your studies- Cost solution (Free)
Duration and tuition fees- Convenience
Funding and loans- Offering financial support.
- xiv. Want to study for a degree, but don't want to pause your career?
Information....
Offering dream state + solution for roadblock/objection
- xv. 3rd CTA
Trigger
- xvi. Testimonial
A visual photo+ comment +course studied.
- xvii. Faq's
Addressing the challenges .

Additional insights:

Footer optimized nicely

Chatbot option available which can directly book calls, whatsapp, email.

DRAFT

iEducation limited(Outline)

b. **Headline:**

- i. "Secure the Position You've Been Aiming For"
Direct claim to their dream state.
"Degrees Designed Around Your Schedule"
Flexible Learning: Start When You're Ready,
Prepare for the Future with Advanced Learning Technology"
Join the community of more than 4000+ students studying in top universities in the UK.
Reach Professional Excellence with Continuous Career Support"

Offering convenience +dream state + building trust
- ii. First CTA -(Request an analysis)
Trigger
- iii. "Three reasons why to choose iEducation!"
Flexible learning courses such as 2 days a week classes
Top Universities in the UK
Student funding option
Question mark?+ Convenience + Backing experience + Cost solution
- iv. iEducation is recognised for the career aspirations of students.
Showcasing awards. UCAS, BRITISH Council etc
Amplifying trust levels for the company.
- v. Apply with iEducation for 100% flexibility

Career frustration weighing you down? Discover how our programs can open new doors."
- vi. We offer:
 - Programs which fit the future job market, featuring business, finance, and technology.
 - Courses related to position you at the industry advancements in AI, computer science,Nursing and psychology.
 - Essential skills and knowledge for success in today's modern world
 - Over 4000+students enrolled, delivered by expert student advisors combined with top universities.
 - Flexible learning options to your lifestyle, including just one day on campus and one day online each week.

-An Experienced team with everything you need to handle from choosing a course to application process to your academic journey.
Offer dream state + offer resources + Amplifying trust + Convenience +
Offering support for current state.

- vii. Receive Your Personal Analysis:
"Change starts here"
Addressing Current state with options to fill the form.
- viii. Second CTA(Submit)
Trigger
- ix. Contact us about our online degrees
Offering support via whatsapp, email and consultation call.
- x. Courses we provide:
BA(Hons) Business Management
BA(Hons) Computing
BSc(Hons) Health and social care
BSc(Hons) Accounting and Finance
BSc(Hons) Global Business Management
MA(Hons) Health and Wellbeing
BA(Hons) Psychology
Showcasing solution options
- xi. Explore the Advantages of Partnering with Us
- Amplifying desire again
Free laptop for your studies if you do get into top 10 universities
- Cost solution (Free)
Receive scholarships
- Convenience
Student Funding and maintenance loans
- Offering financial support.
- xii. "Ready for a better future? Start your journey with our no-cost consultation?
Our flexible degree programs will seamlessly help you manage your work, family life, hobbies, and other commitments.
Study x2 days a week with x2 hour classes
One day online and one day on campus
Get career guidance via our student advisors
Offering dream state + solution for roadblock/objection
- xiii. 3rd CTA
"Tired of unskilled jobs? Transition to a skilled career with our programs."
Choose from a selection of business, finance and technology courses to

achieve your goals.

Trigger

xiv. Testimonial.....

A visual photo+ comment +course studied.

c. **Faq's**

How can I apply?

Who can apply for student finance?

I don't have any qualifications. Can I still study?

Do you charge for your services?

Are the classes online?

Addressing the challenges .

Website design:

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Next page

About us:

Headline:

LIBF. Forward always.

We are LIBF - equipping future leaders with the skills and expertise employers want, by combining 140 years of heritage with pioneering educational technology. Join us and take the next step toward progress.

Dream state+ Showing future+ Building authority + Dream state

Join a community of over 1.5 million students who have gained unparalleled knowledge and expertise with our degree and professional courses.

130 countries

Connect with a global network of students, alumni and experts across more than 130 countries.

29,000 members

When you study with us, you'll get free LIBF professional membership, making you part of a network with over 29,000 members.

A video showcasing why LIBF:

Transcript:

London – a city where heritage underpins a future of possibility.

As London embraced revolutionary innovation and the dawn of the digital age, LIBF evolved with it, shaping the minds of tomorrow.

140 years since our founding, we offer future-focused, flexible degrees and professional qualifications, for 1.5 millions students from 130 countries – empowering a new era of learners.

Embrace a new kind of education – one that puts you in control, with structure when you need it, and with the freedom to start, study, and progress at your own pace – online, from anywhere in the world, or from our campus in the heart of London.

Designed for accessibility, our degrees and qualifications ensure that no matter where you are in your career, an LIBF education can be your stepping stone to success.

Let your ambitions beat in time with the future. Redefine your career with LIBF and step confidently into tomorrow.

LIBF – education that puts you ahead.

Opportunity+Building authority + trust+New mechanism + Flexibility + Convenience +
Dream State

Studying with LIBF

Education at LIBF is a flexible, personalised experience. Your learning journey should adapt to you – your pace, your priorities, your lifestyle. Which is why our courses and learning tools put you in control.

At LIBF, our globally recognised degrees are designed with an emphasis on practical skills and innovative thought leadership to prepare you for the future workplace. Your lecturers are

industry experts in business, banking, finance and technology, and with our innovative learning solutions to suit all lifestyles, we've worked hard to make their expertise accessible to all.

Throughout our long history, we've helped our students build successful careers in business, management and technology. If you've ever dreamed of taking the next step towards progress, we've got the experience and expertise to get you there.

When you study with LIBF, you'll benefit from:

a degree that keeps pace with the real world – preparing you with the latest industry knowledge and practical skills for your next professional step after graduation.

an education available to you no matter your routine – with full and part-time online courses. valuable industry insights from our faculty of experienced experts, backed by extensive academic knowledge.

exclusive online networking opportunities with a global community of international exp

The LIBF difference since 1879: We challenge the status quo, pushing the boundaries of flexibility and accessibility. Education personalised to you.

Our mission: inspire new generations to progress in the modern world by providing the most modern, relevant and personalised online education.

Recreated but have to look into

More than 140 years of LIBF

In 1879, a small group of banking professionals saw the need for professional recognition for those working in the sector, and established formal qualifications to help people develop their careers.

Building authority+Dreamstate

140 years later, we continue to push the boundaries of education by providing accessible, inclusive and sustainable progression opportunities to students across the business, finance, and technology sectors. Today, as one of only a few professional bodies in the world with Taught Degree Awarding Powers, we deliver education to an ambitious, global community across 130 countries.

Building authority+Dreamstate

Are you ready to get to where you want to go?

When you choose to study at LIBF, you'll join thousands of students worldwide in working to achieve your dreams. No matter how big. No matter where you're starting from.

Our courses: Business management, computing and health and social care.

Discover our heritage

CTA: Showcasing a big history of them.

Showcasing accreditations:

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Study page:

Headline:

Studying an online degree with us

Flexibility + Convenience

Study a flexible degree with us

At LIBF, we believe that education should be flexible, accessible, and focused on personal progress. Whether you're a career-driven individual, a busy parent, or someone looking to upskill, our online courses are designed to fit your lifestyle and goals.

Flexibility accessibility + Convenience + dreamstate

At iEducation, we believe education should be flexible, convenient, and accessible, with a focus on your personal growth. Whether you're career-driven, a busy parent, or looking to upskill, our courses are designed to fit seamlessly into your lifestyle and help you achieve your goals.

Applying for an LIBF degree

If you're ready to take the next step, our online application process makes it seamless and straightforward. Explore fees and funding options available, including scholarships and recognition of prior learning. And get support with your application every step of the way.

Convenience +options+opportunity support

Applying with iEducation

Ready to Take the Next Step?

Our simple online application process makes it easy to get started. Explore flexible fees, funding options, and scholarships tailored to you. We also recognize prior learning to fast-track your

journey. Plus, you'll have expert support guiding you every step of the way.

Start your journey

Everything you need to know about applying for a degree:

[Fees and funding](#)

[Student finance and loans](#)

[Scholarships and financial support](#)

[Recognition of prior learning](#)

[Applying online made easy](#)

Start your education journey:

Student finance and funding

Career analysis

Interview Preparation

One- one Consultation

CTA: 1 (Applying online made easy)

Solutions focusing on the problems of the avatar.

Learning online

Embrace the modern world of online learning with LIBF. Whether you're juggling work, family, or other commitments, our cutting-edge online learning platform provides a seamless and immersive experience, whether you're studying full or part-time.

Showcasing Flexibility and Convenience for the target market.

Courses such as one day online and one day on campus:

No matter how busy your life gets, iEducation's innovative application platform fits your schedule. Whether you're managing work, family, or other commitments, our immersive and flexible learning experience empowers you to succeed—full-time or part-time.

How Our Consulting Delivers Results

Stay ahead in today's fast-paced world with Education's modern, flexible learning solutions.

Study in the top universities

No language barriers

Study and work full time

CTA 2

Master flexible learning

Showcasing solutions for flexibility.

Student life at ieducation

Become part of our smart, supportive community where ambitious goals turn into achievements. Whether you're a recent graduate, a career changer, or returning to education, you'll find your place here. Be inspired by fellow students and discover why iEducation is the ideal starting point for your journey to success.

Tribe+ opportunity+ solution+ dreamstate

Your student experience

Join a community like no other:

Explore student reviews

Discover networking opportunities

Advice for mature students.

CTA 3:

[Explore the student experience](#)

Showcasing benefits of having a tribe.

At iEducation, We're Here for You

Our student advisors and career experts offer personalised support to help you reach your goals. Whatever your situation, we're committed to helping you succeed in your studies.

Support+ care+ dream state

Support services for you

At ieducation, your admission is our priority.

Free 20-minute video consultations with a Study Advisor

Personal career support

Workshops and community gatherings.

4rth CTA:

Get Support No Matter Where You Are

Showcasing types of supporting services.

Footer:

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Start your application process to study a degree with ieducation.

Applying for one of our online degrees only takes a few minutes!

Offer + convenience

Apply for Your Degree in Just Minutes!

To get started simply select your study programme and start date. We'll only request the documents to confirm your eligibility after you apply, there's no need to worry about submitting anything now.

Solution on how+ knowledge

To get started choose your study program, English level, and visa status. No need to submit documents now, we'll request them after you apply.

Want to know what happens next? You can find information about each step of the process on our application process page.

Glimpse of dreamstate + Extra information driving to the how to apply page.

Curious About the Next Steps?

Visit our application process page for a step-by-step guide to what comes next.

Form:

Website link: <https://www.ieducationltd.co.uk/>