

Pain Points

High Cost: Customers may find that some online courses or platforms are expensive, making quality education inaccessible to many.

Lack of Time: Balancing work, family, and other commitments can be challenging, and customers may struggle to find time for learning.

Difficulty Staying Motivated: Online learning can be isolating, and students may struggle with motivation and accountability.

Inadequate Content: Poorly designed or outdated course content can lead to frustration and hinder the learning experience.

Limited Interactivity: A lack of engagement and interactivity in courses can make learning less effective and enjoyable.

Tech Issues: Technical problems, such as platform glitches or poor user experience, can disrupt the learning process.

Lack of Progress Tracking: Students may feel lost without clear progress tracking and feedback on their performance.

Unclear Learning Path: Customers may not know where to start or which courses to take to achieve their goals.

Desire Points:

Affordable Education: Customers desire affordable options that provide quality education without breaking the bank.

Flexible Scheduling: They want the flexibility to learn at their own pace and on their schedule.

Motivation and Engagement: Customers seek courses and platforms that keep them motivated and engaged through interactive content, quizzes, and assignments.

High-Quality Content: Quality course materials and up-to-date content are essential to meeting customer desires.

Supportive Community: Access to a community of learners and instructors for collaboration and support is highly desirable.

Seamless Technology: A user-friendly and reliable platform is essential for a smooth learning experience.

Progress Tracking: Customers want to see their progress and receive feedback to gauge their learning journey's effectiveness.

Clear Learning Paths: They desire clear roadmaps or learning paths that guide them through their chosen subject or skill.

Certification and Recognition: Certification or credentials that hold value in the job market are important for career advancement.

Continuous Learning: Customers often seek ongoing learning opportunities to stay up-to-date in their field or explore new interests.

Avatar: 30 year old Chloe wants to make money but doesn't know where to start but she thinks courses are scams because she has been scammed a lot of times and they are quite expensive. Chloe knows that dropshipping is a scam and wan

Target Market :

Age: 25-30+

Income - 10-20k per year from a shitty job

Location: Urban and suburb areas

DIC Framework

Subject line: HOW Iman Gadzhi makes 10k per month online...

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