

All Submission Requirements have been included.

111 Squats <https://rumble.com/v46sahr-111-squats.html>

**Context:** Well known Quran Teacher, wants to start teaching online. The market is saturated with low quality, cheap online classes. We want to stand out. This sales page has the goal of driving cold and warm traffic to subscribe to our service.

# **1. Who am I talking to? Who is reading this copy?** **Where are they now? Emotionally, Mentally, What** **problems are they dealing with? Challenges?** **Dreams?**

**(Middle-Class Muslim Parents ( 45 Years Old with 2-3 Children Aged 7+)**

- **Name:** Ahmad Khan
- **Age:** 45

**Background and Life History:** Ahmad grew up in a moderately religious family. He values his cultural and religious heritage, especially since moving to a Western country for better career opportunities. He's always tried to balance modern living with his religious beliefs.

**Family Situation:** Married with two children aged 10 and 12. He feels a strong responsibility to pass on his religious and cultural values to them.

**Occupation:** IT Project Manager

**Day in a Life:** Ahmad spends most of his day at work. Evenings are family time, but he often feels guilty that he can't provide more guidance in his children's religious education.

## **Values:**

- **Most Important:** Preserving his religious and cultural heritage in his family.
- **Despises:** The feeling of inadequacy in fulfilling his role as a religious guide for his children.
- **Pride:** Professional accomplishments and being able to provide for his family.
- **Aspirations:** Ahmad dreams of his children excelling in their religious studies, becoming role models in the community.

## **Values and Beliefs:**

- **Matters Most:** His children's religious education and upbringing.

- **Thoughts:** Constantly thinking about balancing work, life, and religious responsibilities.
- **Worries:** Concerned about his children losing touch with their cultural and religious roots.
- **Outside Forces:** Influence of media and secular schooling systems.

Social pressures from the other muslim parents, from his wife for not being a good father, his parents, his grandparents all of them looking at how he

### **Current State**

- **Painful/Frustrating:** Feels like he's failing as a parent in providing religious education. He worries that his kids might get lost in this secular society. He believes that memorizing and being close to the Quran will protect them. It will make Allah protect them from the challenges of this world and make them successful.
- **Perception by Others:** Worries that others see him as a poor father. Social pressures from the other muslim parents, from his wife for not being a good father, his parents, his grandparents all of them looking at how he
- **Lack of Status:** Feels embarrassed about his children not being as proficient in religious studies as their peers.

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### **Dream State:**

- **Ideal Life:** His children are well-versed in the Quran and respected in the community. They lead taraweeh, are very well respected by others in their community. They see the parents as very successful.
- **New Experiences:** Enjoying community events where his children are recognized for their religious knowledge.
- **Perception by Others:** Seen as a successful and responsible father.
- **Self-Perception:** Proud and fulfilled in his parental role, feeling proud that his children are better than other children, parents are looking at him as a role model for success. He enjoys that others are envious of his children. He perceives himself as a successful father that was able to raise his kids and make them successful in both secular and Quran education.

## **2. What action/ objective do I want them to achieve?**

Want them to subscribe to our Online Quran class, which will allow them to achieve their dream state of having a child that is proficient at reading the Quran. The child will also be able to memorize the entire Quran.

### **3. What are the steps they need to experience (Think, hear, imagine, believe) in order to take this action?**

#### Middle-Class Muslim Parents

- **Think:** They need to recognize the value of this opportunity in improving their children's Quranic education and understand that a tailored, high-quality program can address their specific concerns about progress and engagement.
- **Hear:** Parents need to hear testimonials or success stories from other parents whose children have benefited from similar programs. They should also hear assurances about the credibility and effectiveness of your teaching methods.
- **Imagine:** Encourage them to envision the potential progress and success their child could achieve with the right guidance. They should be able to picture their child becoming more proficient and confident in Quran recitation and understanding.
- **Believe:** They must believe that this initial assessment is a step towards fulfilling their religious responsibilities as parents. They need to trust that this program will provide a more personalized and effective learning experience than they've encountered before.

#### **4. List of Reader's Roadblocks and the mechanism that will solve those roadblocks. What they need to do and how they will do it?**

#### Middle-Class Muslim Parents

1. **Logistical Constraints:** Challenges with transporting children to and from in-person classes, especially if living far from a mosque or Islamic center.
  - Solution: Online Classes
2. **Balancing Priorities:** Difficulty in managing their children's secular and religious education, especially in non-Muslim-majority countries.
3. **Concerned about Program Effectiveness and Track Record:**
  - Solution: Proficient, Native Arabic Speaking Teacher: Showcases the program's effectiveness through the teacher's qualifications, enhancing trust and credibility.
4. **Teacher's Credibility and Experience, Limited access to Quality Teachers:**
  - Struggling to find trustworthy and skilled Quran teachers, especially ones who offer engaging, high-quality online classes.

- Solution: Transformative Learning with a Master of Tajweed: Emphasizes Sheikh Teacher 1 extensive experience and teaching style, addressing concerns about teacher credibility.

**5. Cost Concerns and Justification:**

- Solution: Your Investment in Their Future: Articulates the value of the program, justifying the cost as an investment in long-term educational and spiritual benefits.

**6. Child Engagement and Motivation:**

- Solution: Tarteel AI Subscription & Interactive Learning Approach: Incorporates engaging technology and interactive teaching methods to maintain high levels of child engagement and motivation.

**7. Safety and Learning Environment:**

- Solution: Secure Zoom Classes: Ensures the safety and quality of the online learning environment.

**8. Flexibility and Accessibility:**

- Solution: Class Scheduling: Details about class timings address flexibility and fit with family routines.

**9. Parental Involvement (Effort and Sacrifice from the parents):**

- Solution: Direct Whatsapp Customer Support & Regular Progress Reports: Minimizes parental involvement in troubleshooting and keeps them informed about their child's progress.

**10. Personalized Attention:**

- Concerns about large class sizes in in-person settings, leading to limited individual attention and a lack of personalized learning.
- Solution: Small Class Size & Personalized Initial Assessment: Guarantees individual attention to each student, ensuring tailored learning experiences.

**11. Technology Requirements and Support:**

- Solution: Online Resources & Support Systems: Provides clarity on technological needs and assures support for online learning.

**12. Program Structure and Content:**

- Solution: Class Objectives & Curriculum Details: Offers a clear understanding of what is included in the program and its alignment with broader Islamic education goals.

#### **4. Best Personal Analysis of the copy's weakness and how you think you can improve it.**

1. **Headline:** The headline does not build intrigue or curiosity. Should be changed into a fascination.
2. **Lack of Human Touch:** Other than the video, there is not much emotionality in the sales page. No pain points or desires being amplified. It is dry to read. Can include a lead section right after the video to emotionally connect with the reader. Ask a few directed rhetorical questions to amplify the pain points, introduce the solution, then introduce our offer as the best way to use the solution to solve the problem. Can also use a short story.
3. **Benefits vs Features:** Only the features of the program are stated. Should focus more on the benefits of these features and the outcome they will help the student get.
4. **Jargon:** Can explain some of the Jargon words used at the beginning of the page (Khatma).
5. **Personal Connection with Teacher:** For the Teacher's qualifications, can include a personal anecdote or a story of their journey to build an emotional connection with the reader.
6. **Not enough CTA Buttons:** Not enough CTA buttons in the page. Should have one after every section of the page.
7. **Unclear Value Proposition:** Can move the "What is included" section right next to the price, just to help the customer understand the value they will be receiving.
8. **Reverse risk:** Can offer a 2 week money back guarantee to reverse risk.
9. **Clear CTA Sentence + Scarcity:** Need to have a clear CTA sentence right above the Buttons in the Price & Class Time sections. It should include scarcity (Maximum 5 students).

- Experience the deep fulfillment of mastering Arabic pronunciation and Quranic recitation
- Master the keys of Tajweed with our expert guidance - bringing clarity and precision to every verse.
- Elevate your memorization with AI- easily integrated into your busy schedule.
- Feel the pride of rapid progress with our custom tailored memorization approach.
- NOT JUST MEMORIZATION! Our teacher weaves Quran's history and teachings into your studies, building a sense of spiritual closeness and inner peace with every session.

## **Quran Mastery Program**

[Video of Teacher 1 Reciting Beautifully]

- Read the Quran Fluently with correct pronunciation and Tajweed
- Fully understand the Tajweed rules and make a complete khatma of the Quran
- Memorize the Holy Quran
- Enhance your spiritual connection with Allah by understanding the Quran

**Register Today**



## **Your Learning Journey**

1. Fix Arabic letter exits and Tajweed through reading
2. Fully Learn and Understand the Tajweed Rules
3. Memorize the Quran

## **What is Included?**



**Native Arabic Teacher**



**Custom Memorization Plan**



**Bi-Weekly Progress Reports**



**Small Class Size**



**Easy Online Payments**



**Completion Certificate**

## **Our Teacher**

**[Image of Teacher Reading at a Conference]**

Hafiz & Qari

**Sh. Teacher 1**

- Hafiz and knowledgeable of the rulings of the 10 Qiraat
- Native Arabic Speaker
- Studied the Quran in Qatar and Oman for over 10 years
- Mastered Tajweed Rules
- Full Time Quran Teacher

- Leads Qiyam and Taraweeh during Ramadan

## Price & Class Time

**\$100/month** per Student (Tax not Included)

Males Only - Maximum **5 Students per Class**

Pre-requisite: Semi-Fluent in Quranic Recitation

Thursday 6-7 PM & Sunday 12 - 1 PM

Platform: You will be sent a secure Zoom link once registered

[Buttons]

**Enroll Today**

**These Times Don't work for me**

[The button on the right takes the reader to the email opt in form]

## Bonuses



### Detailed Initial Assessment

- Makharij (letter pronunciation)
- Tajweed
- Madd
- Ghunnah
- Tafkheem
- Tarqeeq

- Ithhar & Ikhfa
- Qal Qala

**Enroll Today**



### **Premium Tarteel AI Subscription**

- **Real-time Feedback on Memorization:** Practice anywhere, anytime
- **Advanced Progress Tracking:** Track your memorization progress
- **Goal Settings:** Build the memorization habit with goal setting features
- **Listen & Learn:** Pick, listen, and recite after Al-Husari, Al-Menshawi, and many more

**Enroll Today**

## **What our Students Say**

Before I started reciting Qur'an with Sh Teacher 1r, Alhamdulillah I knew some of the rulings and how to read. However, after our Qur'an reading sessions, Alhamdulillah I have learned tajweed rules I never heard before and got better by time in terms of how to pronounce letters correctly, where and where not to stop, knowledge about different

recitations and stories behind the verses. Alhamdulillah I have been improving with Teacher 1 and I believe that he is one of the best reciters in Calgary ma sha Allah. I also believe that every reciter should read to him at least once and see if they can improve.

**HC**

**Age 23**

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## **New Class Times**

Add your email and you'll be the first to know.

[Insert Email Here]

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