

Relevant Research and Context

Who is this for?

This is the landing page copy I am going to be giving to a prospect as free value. The prospect offers 1 on 1 guitar lessons through Zoom. A lot of his traffic comes from his social media presence (mainly Tik Tok and IG).

What is this?

This is the landing page copy that I have written for his booking page on his website.

What's the goal?

The goal is to get more booked students.

Who is the target audience?

The target audience is made up of mostly men. They have varying occupations but are usually in the middle income bracket. The typical age is late 20's but a lot of older people too between 35 - 65. Their online presence can be found on social media (typically IG and Tik Tok) where they find guitar "influencers". They get a lot of the information they are looking for about guitar on Reddit and YouTube.

Current State/Pain Points:

Have been playing for a few years and are most likely stuck in a plateau with their skill level. They hit a point in their guitar journey and can't seem to push past and can't seem to get any better.

They struggle to understand music theory and how to use it in a practical way. They get frustrated when they spend hours trying to learn new techniques, especially for lead playing, with no progress in sight.

They spend hours going through YouTube videos looking for practice routines, music theory tutorials, song tutorials, lead playing techniques, songwriting guidance and so on. However, a lot of the time the content they find isn't as

helpful or as easy to understand as they thought it would be and start to feel frustrated, demotivated, and lost.

Dream State/Desires:

Their dream state is to be able to have the confidence to play with other musicians and in front of other people. They want people to appreciate and be in awe of how good they sound when they play songs they've written themselves and when they improvise.

They desire to be able to communicate and express their thoughts, emotions and experiences through the music they create.

They desire to be a fully developed musician who has an expert understanding of music theory concepts and how to use it practically, they have fully mastered most advanced solo and lead playing techniques and can effortlessly create the kind of music that sounds like it was played by a professional.

Roadblocks:

The main things that are in the way of the target audience achieving their dream state include:

- A vast sea of YouTube videos that often do not explain music theory concepts in a way that is easy to understand and apply to their playing.
- An unstructured and haphazard way of learning and practising.
- Self-doubt, a fear of failing, and perfectionism can lead to damaged confidence and a demotivation for continuing to try and get better.

Stage of Awareness:

This landing page is for his website tab that is labelled as [Zoom Lessons?]. So people who are visiting his website are aware of who he is (they probably follow him on IG) and they're aware of the product.

If they visit this page they are somewhat already interested in exploring some options for a guitar teacher.

The Copy

Headline:

**Soar past your guitar plateau & leave your friends
speechless the next time they hear you play**

Subheadline:

**No overwhelming theory, no confusing YouTube videos - Transform your
skills fast... Right from the comfort of your own home.**

Body:

If you're reading this then you probably feel like you've hit a plateau with your skill and understanding of guitar.

Despite the hours of practice, your forearms burn when you try to play fast, barre chords buzz out, and your solos fall short of the masterpiece you envisioned.

Every guitarist has gone through this same stage.

Including me.

But if there's one thing I learnt that helped me skyrocket from the unimpressive guitarist I was, to the type of guitarist that played in front of Prince William and the Queen (yes that happened).

And has been asked to perform all over the world from New Orleans to Manama at music festivals like Glastonbury and Womad.

To have the confidence and the skills to do it all, I had to realise this:

I needed a mentor.

Not just a guitar teacher.

But someone who would sit down with me and craft a unique curriculum that was custom designed for me.

Someone who would listen to what I wanted to learn and what my personal goals were.

And based on my interests, they would tailor their teaching style to provide me with the most personalised and useful guidance possible.

And now I'm offering to be your personal guitar mentor.

Someone that's been a professional string plucker for 20 years.

Who has taught in music schools and worked as an examiner for the biggest guitar examination board in the UK, known as the RSL.

You'll get to sit down with me, one on one, on zoom or skype, and I'll guide you down a path that is unique to your interests and goals.

The lessons will be tailored to suit your personal learning style, skill level, and the other particular areas you want to improve on.

Whether you want to perfect your technique so you can play faster and for longer.

Or help you have that "Aah Ha" moment when music theory finally makes sense and how to use it practically.

Here's what some of my students have achieved after working with me:

[TESTIMONIALS]

But what makes my lessons better than every other online tutor?

Well there's multiple fully adjustable HD cameras that show every angle possible so you can see exactly what frets I'm playing.

Professional studio quality microphones for superior audio so you never miss a beat.

Full tabs and notation displayed on screen making it easier for you to follow along.

I have a full library of drum and backing tracks at my disposal that can be instantly uploaded and shared with you during the lesson.

And finally, you get a FREE lifetime access to guitar recap lessons you can come back to whenever you feel the need to sharpen your skill.

So if you want to be mentored by a professional with 20 years of experience in teaching and playing guitar.

Then just fill out the form below for a FREE 20 minute call so we can get to know each other and craft your unique and personalised curriculum:

[FORM]