

Country Guitar Course Email Copy Practice TRW

Who are we talking to?

- Men and women.
- Musician.
- Age 18-40
- Into country music.
- Guitar players.
- Beginners to intimidate.

Where are they now?

- Scrolling on social media.
- Seeing others do cool stuff on guitar.
- Trying to learn from YouTube.
- Searching for a way to improve their skills.

Current State:

- Not satisfied with their skills.
- They want to learn new songs.
- Want to get better at playing guitar.

“ just a couple of days ago I thought to myself how cool it would be to have some kind of tutorial how to improvise country guitar solos!”

- YouTube videos are not helpful enough.
- Want to improve their knowledge and keep learning.
- Looking for well-structured lessons.
- Want to impress others with their skills.
- They need someone who is knowledgeable and supportive.
- Want to be able to create their own stuff.
- They want something affordable.
- Worried that it might be boring and not interesting.
- Want new stuff, not outdated.
- They want to rock the crowd.
- Want others to admire their skills.
- They want to be the soul of the group.

- Solution aware.
- Stage 4.5

Dream state:

- Improving their skills.
- Learning new interesting songs.
- Easy to follow lessons.
- Love the process.
- Working with knowledgeable guitar experts.
- Feel supported.
- They can see how they are improving.
- Looking forward to another lesson.
- People are noticing their skills are improving.
- They feel like rockstars of country music.
- Easy to find lessons for their needs.
- Good quality of website and lessons.

What do I want them to do?

- Click on email.
- Get interested.
- Believe that we can help them.
- Build up trust.
- Click on the link.

Email:

- DIC

Email Copy

SL: How you can become a country guitar expert.

Hey [Name],

Learning country guitar has never been easier.

With well-structured lessons and access to guitar professionals, there are no excuses not to become the best.

We are here to guide you through your musical journey.

Learn everything you need to become the heart and soul of the crowd.

Starting from basic solos and theory to advanced techniques and the thought processes of professional guitar players.

Make even advanced guitar players say “Wow” to your skills.

- Fun, engaging video lessons that keep you motivated.
- Detailed music theory and insights on the thought process.
- A wide range of solos, licks, and riffs for every skill level.

Client's review.

Find your favorite country song, learn it, and impress others with your skills.

It's your time to rock the stage.

[Click here](#) to check out our wide variety of songs and lessons, and choose your favorite.

Let us hear about your achievements next.

[Name]