

Who am I talking to?: To parents of high school students in Canada who are struggling academically, particularly with exams. These parents are concerned about their children's academic performance and are seeking effective solutions to help them succeed.

Where are they right now?: At Home: Managing household chores, overseeing their children's summer activities, and perhaps working from home.

1. Vacationing: Some may be on family vacations, trying to balance relaxation with keeping their children engaged in educational activities.
2. Summer Camps or Activities: Dropping off or picking up their children from summer camps, sports practices, or other extracurricular activities.
3. Planning for the New School Year: Shopping for school supplies, organizing their schedules, and addressing any academic concerns their children may have before the new school year starts.
4. Online: Browsing social media, researching educational resources, or participating in online communities for parents.

What do I want them to do? Sign up to the webinar to help parents take the right decision, get a tutor for their kid

What do they need to experience/think/feel to do that?

My goal is to guide these parents from awareness of my offer (the ad) to consideration (attending the webinar) and finally to a decision (booking a call to discuss tutoring services). This process aims to convert them into potential clients for your tutoring services.

#1 (Show 1\$)

Here, I give you \$1... Ok, got it? Perfect.

Actually, what we're trying to do here... is help parents ensure their children pass their exams throughout the year.

Math, science, history,

We have techniques to help you assist your child because...

Your child is smart, he just lose focus if we explain things for too long...

With our technique, we turn 5 hours of exam prep into 1 hour!

I'll explain everything from A to Z in a webinar on August 20th...

...because it's free!

You just need to click below, enter your name and email.

And do one more good move for your child!"

#2 (vidéo eau avec soulier/eau)

Does your child sometimes fail math exams?

With the new school year coming up, they need to be 100% ready for their future.

I'll give you a perfect plan to help your child pass all their exams this year.

I'm doing a presentation on August 20th!

Click on my website, enter your name and email at the bottom, and I'll see you at the presentation!

#3

60 minutes! (Shows a timer)

That's all the time you'll need to invest in your child.

If you want your child to pass all their exams this year, then you need to attend my webinar!

I'll explain a solution that parents never think of but is right under their noses.

And no, it's not staying after school for extra help or taking away your child's phone to make them study.

It's much simpler than that... Sign up for my free presentation on August 20th, and I'll explain it all to you!

#4

Problems with your child's math grades?

We can't cast a spell to make them pass ALL their exams, but...

You can take the initiative to join my webinar on August 20th.

I'll explain the #1 psychological secret why kids fail...

By the way, it's free, so just click on my website below, enter your name and email.

And I'll send you the confirmation link by email!