

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: English Course Center

Business Objective: Get more attention

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

I- People that want to Improve their English

2. Where are they now?

I-Scrolling on FB

II-Current Levels

- a. Pain/Desire - 4/10 They want to increase their English proficiency but are lazy/don't know where to start
- b. Belief in the idea of English courses - 5/10
- c. Trust in The Course - Mid - 4/10

III-Current State

- d. Cannot apply for certain Job/pass interview
- e. Cannot Immigrate
- f. Frustration
- g. Cannot Work abroad

IV-Dream State

- h. I feel a lot more confident in my English language skills
- i. All of the Teachers are really nice and are very professional
- j. Affordable
- k. Succeeded in Job interview/IELTS Exam

3. What do I want them to do?

I-Stop Scrolling and read ad

II-Click the link with the intention to book a Course

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

I-Stop Scrolling and read ad

- a-Discount
- b-Black and Red Color contrast
- c-England flag to boost professional looks
- d-Lots of pictures to show different students and different types of interactions (Online/In person)
- e-Professionally looking Teachers (In suites/Clean)

II-Click the link with the intention to book a Course

a- Increasing desire VIA ensuring that you will pass your Interview after finishing course
Assurance of success - You will achieve your dream...

b-Subscribe now to Almentor, master English, and apply for any job with a strong heart!

1. Highlight the inefficient current state + offer to help

c-Subscribe now and get a 50% discount on your English course

DRAFT

New Student offer 50% discount → Master the English language in 30 days to help you pass any hurdles on your way to achieve your dreams



Body Text:

Tired of failing all those interviews? Subscribe NOW and Master the English language in 30 days to help you pass the Interview for your Dream Job.

"I have been in Mentor for 7 months; And literally the value for the price is awesome and excellent." Dr-Ahmed Mohamed Ramadan (Client review)

Subscribe now and get a 50% discount on your English course

Rough outline work :

a- Increasing desire VIA ensuring that you will pass your Interview after finishing course
Assurance of success - You will achieve your dream...

b-Subscribe now to Almentor, master English, and apply for any job with a strong heart!
2. Highlight the inefficient current state + offer to help

c-Subscribe now and get a 50% discount on your English course