

1. Who is your avatar? The person you are trying to sell to?

Benjamin is 20 years old. He had a guitar that his family gifted him 6 years ago and he hasn't played with it yet because he finds it too hard

2. What is their current situation and why is it so bad?

He feels bad that he hasn't picked it up for so many years and wants to learn but unfortunately he finds it really hard to learn songs and progress his skillset. He wants to learn to play really cool songs to his family, friends and girlfriend but he finds it impossible his dream songs are too hard for him.

3. What is their dream situation and why is it so desirable?

Become a guitar god, Play amazing beautiful guitar pieces from modern pop songs, movie soundtracks and flamenco styles

4. What problems are stopping them from getting to their dream situation and how will your product solve them?

The technique is completely wrong, he lacks knowledge of even the most basic music theory concepts that he needs to know, he lacks motivation sometimes to do a deep practice session and he doesn't know how to practice efficiently.

Detailed step by step practice lessons, chords progressions, scales etc. It will make learning fun and it will make you start playing songs fast

PAS desire oriented

SL: Overcoming roadblocks

Preview text: How to learn any guitar song in three simple steps.

The most amazing guitar songs require a lot of skill and time to master.

But if you approach any song with an efficient learning strategy you can speed up the process even to 5X faster.

Chess Grandmaster Brannon Marshal said:

“Patience without strategy can become anemic”

The reason you find your dream songs impossible to learn at your current level is because you don't have a proven strategic learning process to break down the song to learn it in the most efficient way.

If you don't learn how to approach hard songs correctly you're going to be keeping your inner guitar master from revealing himself for such a long time.

You could play any of your favourite songs and impress all your family or loved ones.

But instead you waste time on an inefficient approach that clearly doesn't work.

You need to improve your song learning strategy so that you can maximise your progress and learn the most amazing songs that you dream of playing.

Discover the three step formula to master any song no matter the difficulty.