

## Type of Business

Startup focusing on helping pre-medical students study in Italy.

## Business Objective

To attract and enroll pre-medical students into our tutoring and exam preparation programs, leveraging personalized learning experiences and innovative content delivery methods.

## Winner's Writing Process

### 1. Who am I talking to?

- **Avatar:** Aspiring medical students who are deeply motivated by a passion for medicine, a desire to make a significant impact in healthcare, and a commitment to achieving their career goals.

They are typically between 18-25 years old, value education, strive for academic excellence, and are seeking reliable support to navigate the challenging path to medical school. They often feel overwhelmed by the sheer volume of material and the high stakes of exams like the IMAT.

### 2. Where are they at now?

- **Funnel Position:** Considering or actively seeking test preparation and guidance services.
- **Market Awareness Level:** Highly aware of the importance of exams like the IMAT and the variety of available preparation resources.
- **Stage of Sophistication:** Stage 3 to 4; familiar with various test prep solutions but looking for something more effective and tailored to their unique needs.
- **Current State:**
  - Overwhelmed by the complexity and breadth of the exam material.
  - Facing intense academic pressure and competition.
  - Experiencing anxiety and uncertainty about their readiness and future in medicine.
  - Lacking efficient and personalized study strategies.
- **Dream State:**
  - Successfully passing the IMAT with a competitive score.
  - Gaining admission to a prestigious medical school.
  - Feeling confident, prepared, and excited about their future as healthcare professionals.

- Having a clear, efficient study plan that maximizes their preparation and minimizes stress.
- Becoming part of a respected community of medical professionals and making meaningful contributions to healthcare.

### 3. What do I want them to do?

- Engage with our content on Instagram and Telegram.
- Visit our website and read our blogs.
- Book a free consultation with our tutors.
- Enroll in our tutoring, e-learning, or group classes.
- Use our specialized handbooks and materials.
- Join our WhatsApp and Facebook groups.

### 4. What do they need to experience/think/feel to do that?

- **Experience:**
  - **Personalized Success Stories:** Share testimonials from students with similar backgrounds who overcame common obstacles and successfully gained admission to medical schools abroad, emphasizing how our program was crucial in their journey.
  - **High-Quality Content:** Provide engaging and informative content on Instagram and Telegram that offers valuable insights, tips, and motivation for aspiring medical students.
  - **User-Friendly Website:** Ensure our website is easy to navigate, providing comprehensive information about our services, study tips, and success stories.
- **Think:**
  - "This program is different and uniquely suited to my needs."
  - "I can achieve my goals with the help of this program."
  - "Booking a consultation is the first step towards my dream medical career."
- **Feel:**
  - **Confidence:** Instill confidence in their ability to tackle the exam successfully with the support of our program.
  - **Hope:** Make them feel hopeful about overcoming the barriers between them and their medical career dreams.
  - **Support:** Emphasize the personalized attention and understanding they will receive from our team, making them feel valued and understood as individuals with unique challenges and potential.

## Roadblocks

### Roadblocks

1. **Overwhelm and Stress:**

- Students feel overwhelmed by the volume of study material and the high stakes of the exam.
- 2. **Lack of Personalized Study Strategies:**
  - Many students follow generic study plans that do not cater to their unique learning styles.
- 3. **Test Anxiety:**
  - High levels of stress and anxiety hinder performance during study sessions and exams.
- 4. **Resource Overload:**
  - The abundance of available study materials can lead to indecision and unfocused studying.

## **Ideal Customer Journey Interacting with MedSchool by Testbusters(Top Player)**

### **Awareness Stage:**

The journey begins with the potential customer, let's call her Sofia, having a dream of becoming a doctor and considering studying medicine in Italy. Sofia might search online for "benefits of studying medicine in Italy" or "what is the IMAT exam." Med School by Testbusters could capture her attention through:

- **Blog posts** appearing in search results that discuss these topics.
- **Targeted social media ads** highlighting the advantages of studying medicine in Italy.

### **Interest Stage:**

Intrigued by the idea, Sofia clicks on a Med School by Testbusters' blog post or ad and learns more about the IMAT exam requirement. She browses their website and discovers:

- **Free downloadable resources:** Like an e-book on "Understanding the IMAT" or a sample practice test.
- **Informative blog posts:** On topics related to IMAT preparation strategies and success stories of past students.

Sofia decides to download the free resources in exchange for her email address.

### **Desire Stage:**

Sofia receives a welcome email from Med School by Testbusters with additional resources and information about their IMAT prep course. She explores their course page and notices:

- **Detailed syllabus** outlining the topics covered and the course structure.

- **Positive testimonials** from past students who achieved high scores with Med School by Testbusters' help.
- **Comparison chart** highlighting the strengths of their course compared to competitors.

Sofia is impressed by the structure and social proof, but still has some questions.

**Action Stage:**

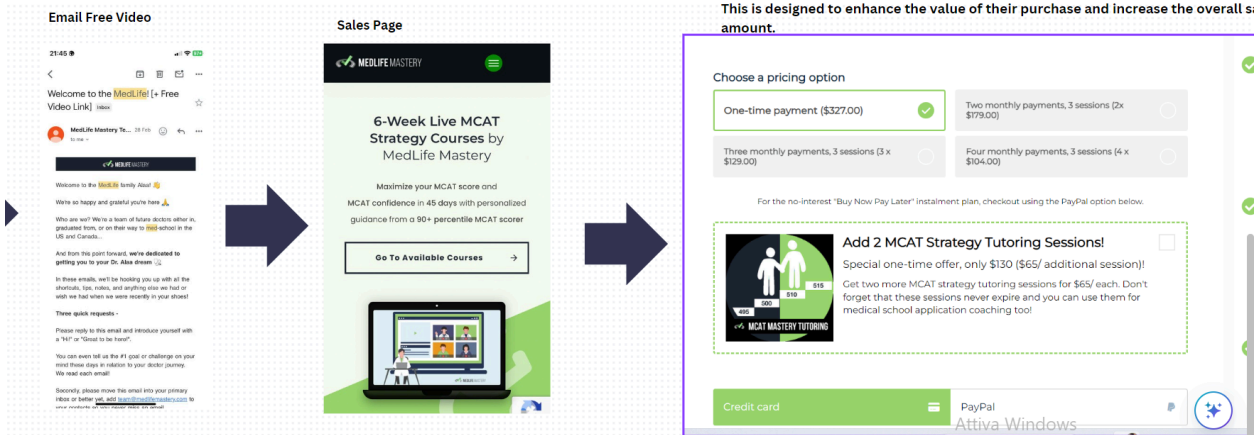
Sofia decides to attend a free webinar offered by Med School by Testbusters on "Top Tips for Conquering the IMAT." During the webinar, the instructors provide valuable insights and answer her questions in real-time. At the end of the webinar, a special limited-time discount is offered for course enrollment. Sofia is convinced of the value proposition and decides to enroll in the IMAT prep course.

**Loyalty Stage:**

Throughout the course, Sofia receives high-quality instruction, comprehensive materials, and ongoing support from the instructors. She actively participates in the online forum offered by Med School by Testbusters, interacts with other students, and clarifies doubts. After successfully passing the IMAT with a high score, Sofia receives:

- **Congratulations and support** from Med School by Testbusters for her medical school applications.
- **Targeted email communication** with relevant resources or guidance for the next steps in her journey.





--> quick action from potential buyers, increasing the conversion rate by providing a direct financial incentive to complete the transaction within a specified period.

## Checkout: 6-Week Live MCAT Strategy Course – April 16 – High Yield



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