

# Marketing 101

# Marketing 101 Mission

## Mission:

Get examples of businesses that grab attention(actively or passively) and play on their levels of pain/desire, belief and trust in the product/service.

## 1. Getting active attention

I searched google for women's travel bags and this one caught my attention because it's black and red, which are my favorite colors. Even though I didn't like the design, I wanted to click on it and see if they have more things that are better suited.



לה בורסה מזוודות ותיקים ירושלים

4.8 ★★★★★ (70) · Luggage store

Jerusalem, Israel · +972 54-470-1207

Open · Closes 9:30 PM

In-store pick-up · Delivery



מזוודות בירושלים SWISS BAG סוויס בג

3.9 ★★★★★ (168) · Luggage store

Jerusalem, Israel · +972 53-957-7174

Closed · Opens 10 AM Tue

👤 "They assist you nicely.."



אודליה - בוטיק תיקים

4.9 ★★★★★ (26) · Luggage store

Jerusalem, Israel · +972 2-625-2397

Open · Closes 8 PM

In-store shopping · Kerbside pickup · Delivery

## 2. Getting passive attention

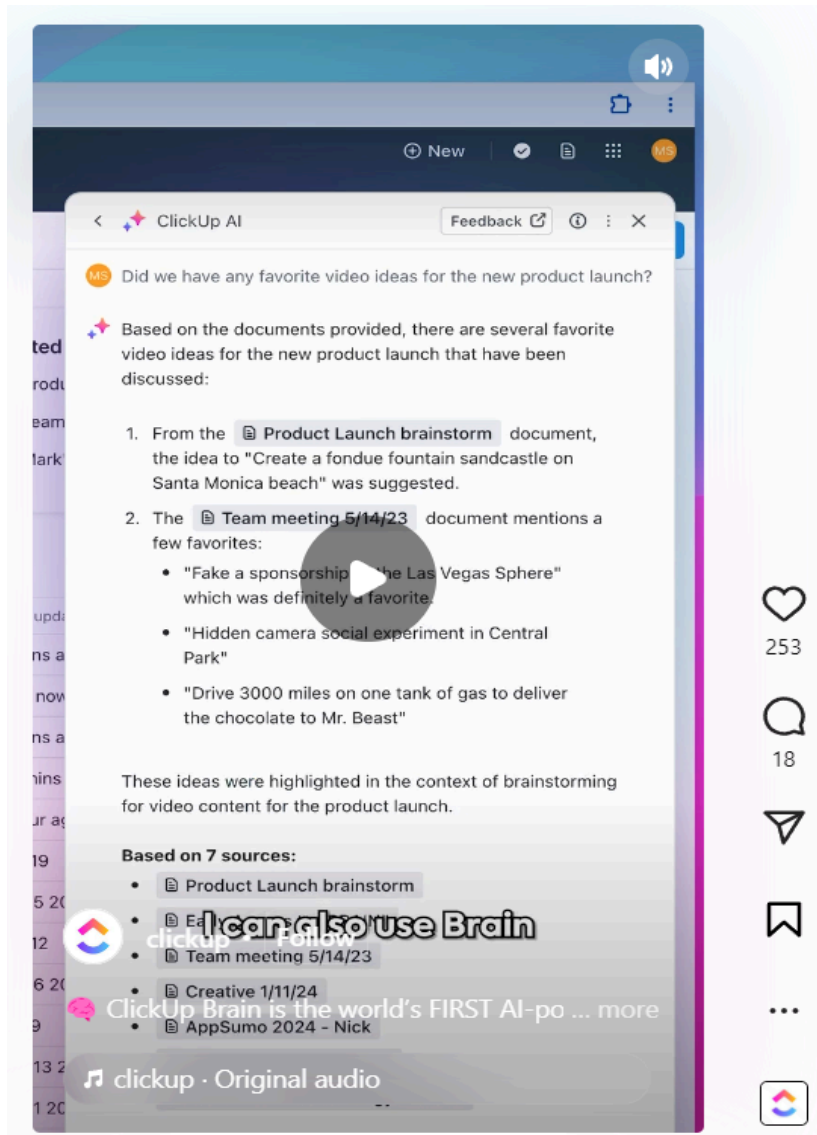
Was scrolling through insta and noticed this video of a person using a product that I always thought of buying but never did. It being a video showing how the product is being used caught my attention.

I also noticed that I always stop scrolling when the video has writing on it, whether I want the item or not.



### 3. Increasing desire

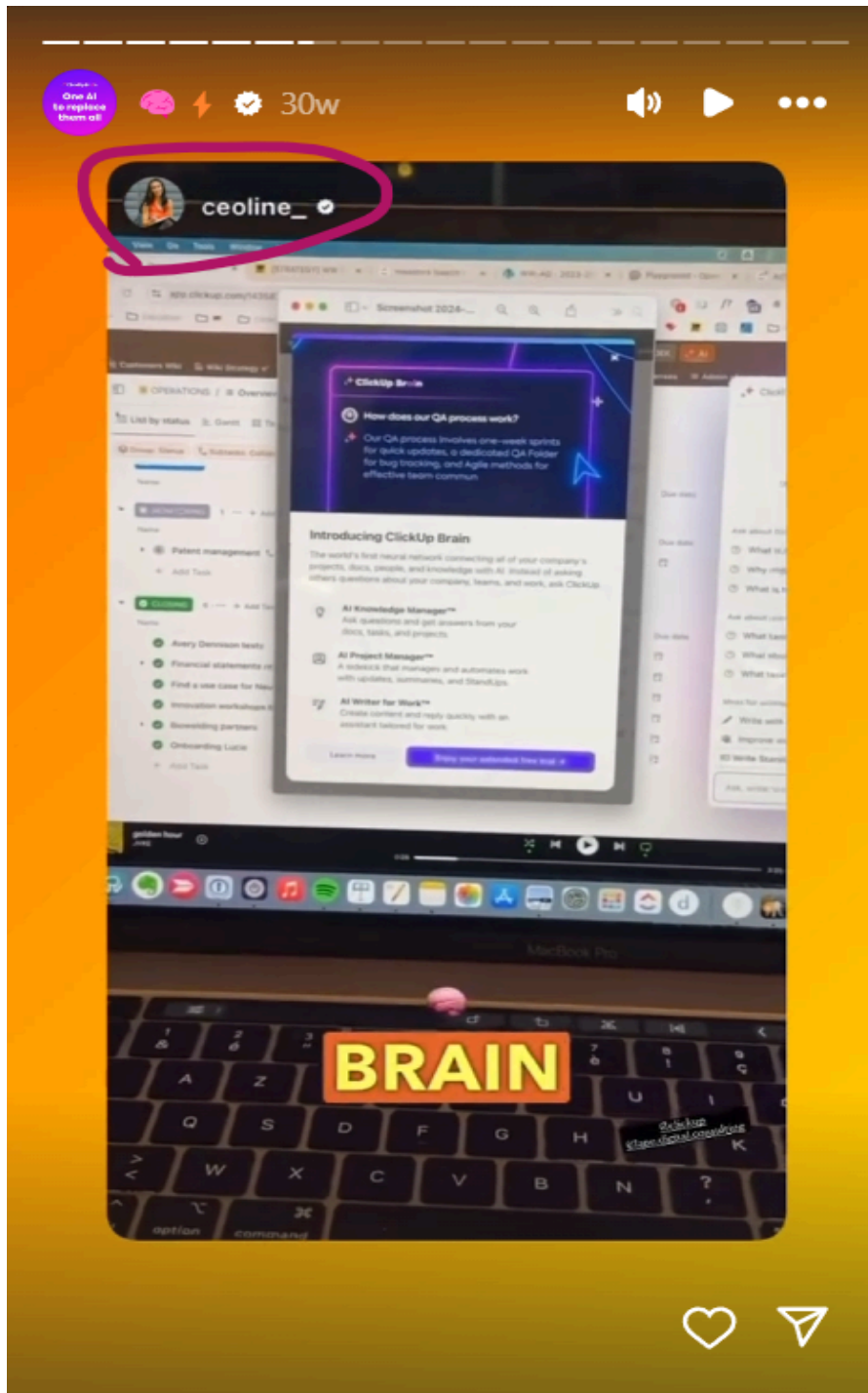
Posting videos on how to use the software and its cool new features made me want to try it out.





## 4. Increasing trust

They are posting stories about people using their product and getting excited about their new features.



# Marketing Funnels

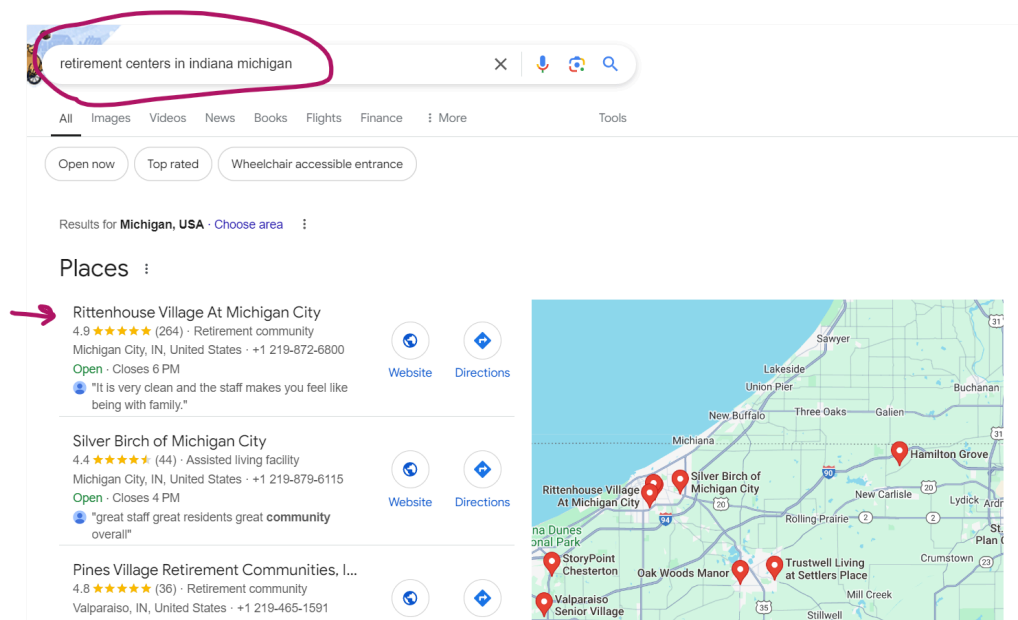
# Marketing Funnels Mission

## Mission:

Get examples of businesses using different funnels and analyze what they are doing in each step of the funnel. Add learnings from mission one and notice how they get attention and increase levels of desire/pain, belief, and trust to walk you through the funnel and get you to the end of it where you do their CAT(buy, subscribe ... etc).

## Search Funnel

- Searched on Google for retirement centers in indiana michigan(**active attention**), clicked on the first result as it was at the top and it had the most reviews => **Triggered and increased my trust level.**



- I clicked on the first result to learn more and saw the pictures they had. They were beautiful, with a calm feel and colors which made me want to learn more and be there => **Triggered and increased my desire and belief levels.**

→ There were also a lot of positive reviews underneath the pictures => Triggered and increased my trust level.

Rittenhouse...

4.9 ★★★★★ (2)

Michigan City, I...

Open · Closes ...

It is very clean

Website

Directions

Silver Birch ...

4.4 ★★★★★ (4)

Michigan City, I...

Open · Closes ...

great staff gre

Website

Directions

Pines Villag...

4.8 ★★★★★ (3)

Valparaiso, IN, ...

Open · Closes ...

The grounds a

Website

Directions

More places →



Rittenhouse Village At Michigan City

4.9 ★★★★★ (264) · Retirement community in Michigan City, Indiana



desire level, and it was disappointing as their Google page from the search was a lot better.

Explore our Floor Plans & Pricing

RITTENHOUSE VILLAGE AT MICHIGAN CITY

Home Our Community Senior Living Options Exclusive Programs Gallery Floor Plans Contact Us

Leasing & Sales Inquiries: 219.207.6281  
All Other Inquiries: 219.872.6800

## BEST RETIREMENT COMMUNITY IN MICHIGAN CITY, IN

Fill out the form to view apartment home pricing and details.

First Name\* Last Name\*

Email Address\*

When are you or your loved one looking to move?\*

How familiar are you with senior living options and costs?\*

☐ I agree to receive recurring automated promotional and personalized marketing text messages from Rittenhouse Village Senior Living and its

SHINE a light MEMO CAR

SPECIAL OFFERS




Hi, I'm here to help  
How may I assist you today?

Let's Chat Now →

Explore Our Floor Plans & Pricing.  
Click to Reveal Apartment Home Prices  
\*Promotional Offers Subject to Change\*

→ They had a model for each type of living they offer which was good, but they lost me again with the buttons that say click to reveal the price as they show a popup to fill your information and IDK what happens after I fill it(will I be contacted by someone? What will they do with my data? ..etc). I don't like not knowing, I would rather be in control by clicking on a button that says book a meeting or say fill out this form and we will call you or something less ambiguous than what they have now => **Lowered my trust and desire levels.**

I also hated the form question of "How familiar are you with the senior living option costs?" It felt like if I chose that I'm not familiar with them, they would give it to me at a higher cost. They might have added it to be of a better help when they called me but it didn't feel that way => **Lowered my trust and desire levels.**

		
<b>Noble</b>	<b>Regal</b>	<b>Estate</b>
<b>One Bedroom   One Bathroom</b>	<b>One Bedroom   One Bathroom</b>	<b>Two Bedrooms   Two Bathrooms</b>
<a href="#">CLICK TO REVEAL PRICES Starting At</a>	<a href="#">CLICK TO REVEAL PRICES Starting At</a>	<a href="#">CLICK TO REVEAL PRICES Starting At</a>

## Fill The Form Below To See Apartment Home Pricing

First Name*	Last Name*
Email Address*	Mobile Number*
When are you or your loved one looking to move?*	
Please Select	
How familiar are you with senior living options and costs?*	
Please Select	
Which living option are you looking for?*	
<input type="checkbox"/> Active Independent Living <input type="checkbox"/> Assisted Living <input type="checkbox"/> SHINE® Memory Care	
<input type="checkbox"/> I agree to receive recurring automated promotional and personalized marketing text messages from Rittenhouse Village Senior Living and its affiliates at the cell number used when signing up. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg and data rates may apply. View <a href="#">Terms</a> & <a href="#">Privacy</a> .	

→ They had good content on the website but didn't position it well on the website, like offers for people who sign up for the first time and rewards they had for their center. They also had clear and pixelated photos which affected the experience.

Conclusion: I was hooked at first then they lost me with the website and I wanted to look elsewhere.

## Tips and Tricks They Are Using to Direct People Through The Funnel

1. Registering their business in Google business to be presented in a professional way when searched for.
2. Getting their customers to give them ratings to leverage that online and translate it into trust.
3. Adding beautiful photos and to catch customers' eyes when clicking on their listing for the first time.
4. Highlighting the services they do and qualities they have through the reviews of their customers to kill two birds with one stone and build trust and showcase what they have even before you go into their website, to get a glimpse and increase your desire to click on the website and read more.

Overview

Reviews

### Review summary ⓘ



"I love working at the Rittenhouse village at Michigan City! **It is very clean and the staff makes you feel like being with family.** The food is amazing and the residents ..."



"... , engaged and fed well balanced good meals. **The facility hosts wonderful events for the residents and invite family.** The memory care unit has activities for the ..."



"... family, and staff. The environment is bright, clean, and always cheerful. **There are a plethora of engaging activities and events for the residents.** The care managers are ..."



# Winner's Writing Process



# TOP PLAYER ANALYSIS AND WINNER'S WRITING PROCESS

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**Business Type:** Retirement Center

**Business Objective:** Increase conversion after landing on their website

**Funnel:** Search funnel – Sales page part(website)

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

→ People who are interested in retirement centers for themselves or loved ones.

2. Where are they now?

Current Funnel Part

→ Searching for retirement homes on Google.

Current Levels

→ **Desire/Pain:** Somewhat high since they actively searched for a solution to their problem. They are either ready to commit to one now or looking for one for the near future and doing research.

- **Trust in the Rittenhouse Village:** In a good place since they saw all the Google stars and reviews.
- **Belief in the idea of retirement centers:** It's a common thing and people are aware of it, use it and believe in it.

## Current State

- Not having the right, constant, consistent care you need
- Feeling worries that something might happen to you and no one would know or they would find out too late
- Feeling frustration, tiredness and misery from needing to do everything for yourself in your old age
- Loved ones worries about you but not having the capacity to take care of you or take you in
- Little to no social life and activities to do

## Dream State

- "feel so comfortable ... like you are at home"
- Reassurance that you will be taking care of and are in the right, capable hands
- Feeling safe and that they have your best interest in mind
- Great staff and services
- Activities to do, not just sit around and do nothing all day
- "As an adult living out of state with elderly parents residing at Rittenhouse, I have peace of mind knowing that they are in this caring community."
- "a clean, safe, affordable, inviting, and local senior living place"

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

- Click on and fill out the contact us form or the schedule a tour form.

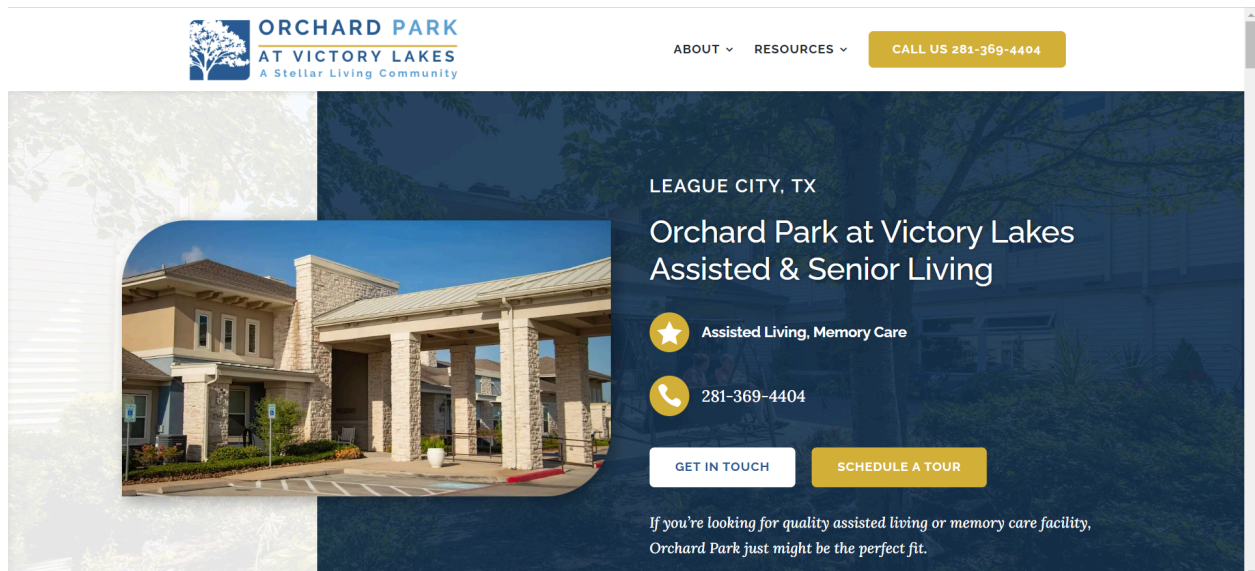
#### 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Scroll through the website to find out more details about the center.
  - ◆ Offer the dream state by showing them what they will get as soon as they hit the page.
    - Showcase the beautiful center, the happy people and the helpful, friendly staff => Add a carousel at the start of the page to showcase all that and be the first thing they see and want to see more.
  - ◆ Make the website less busy and have more calm, inviting, feel-good colors.
  - ◆ Make the website straightforward and can be easily navigated with clear information.
- Have a clear CTA to call, email or book a tour.
  - ◆ Add the CAT in places that make sense => The header, footer, after showing them the assisted living options that the center has.

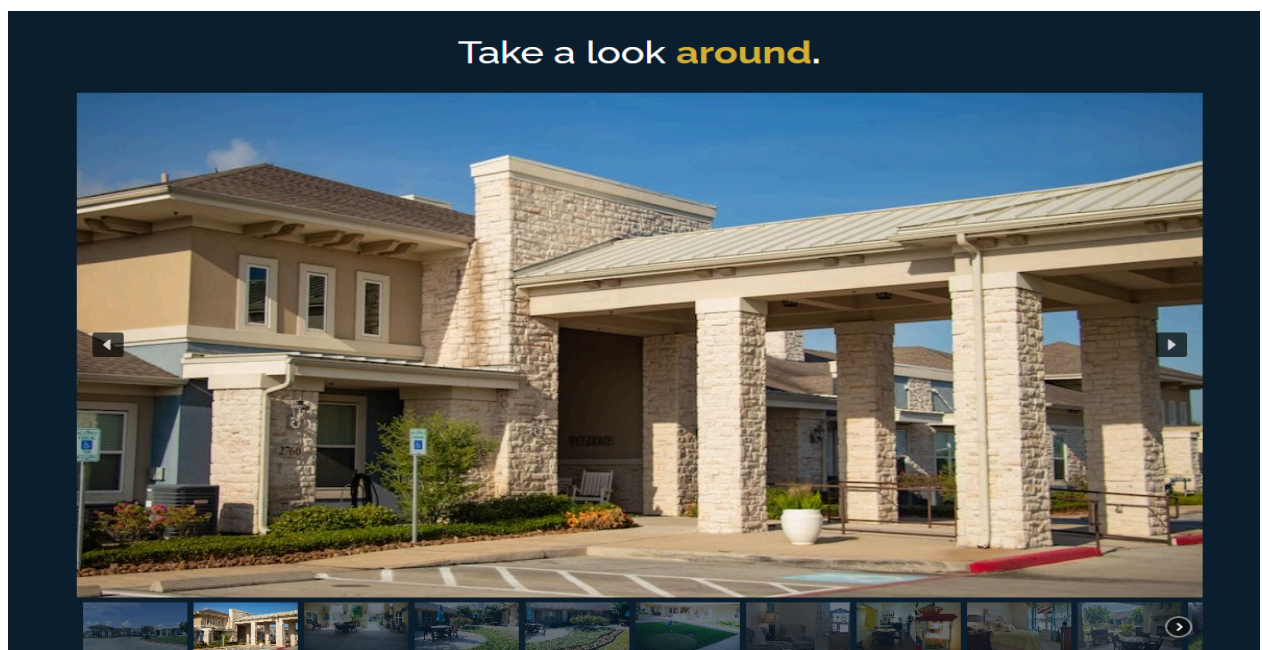
# DRAFT

## Outline

- This top player is doing calm, professional colors.
- Has a picture of the retirement center at the start.
- Has the needed information to get in touch and has 2 CTAs at the start to get them moving really quickly.



- Once you scroll down you can see the place and take a tour around.



→ Then you can see the types of apartments with the cost.

Choose from ***three*** apartment layouts.

Pricing includes unlimited fine dining and most other living expenses.



### Studio

Starting at \$4,100/month



### One Bedroom

Starting at \$4,700/month



### Two Bedroom

Starting at \$5,800/month

Memory Care pricing starts at \$4900+

→ Then you get to see the perks of joining followed by a CTA.

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No matter which you choose, enjoy these popular perks.

#### Deliberately Designed Apartments

Every inch of our charming apartments are designed for seniors and include light housekeeping, same-day maintenance responses, and month-by-month contracts. Our senior apartments are also considered the largest and most spacious in League City, TX. *Come see for yourself!*

- Fully equipped kitchens with stainless steel appliances
- Individually controlled heating and air-conditioning
- Bathrooms designed for safety and comfort
- Weekly housekeeping & linen services
- Washers and Dryers in apartments

#### All-Inclusive Dining



#### Rip-Roaring Community



#### Just-Right Support



GET IN TOUCH

SCHEDULE A TOUR

# **WWP & Market Research**

# SUPER SPEAK'S TOP PLAYER

## ANALYSIS & WWP

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**Business Type:** Online English Teaching

**Business Objective:** Getting New Customers

**Funnel:** FB Ad Funnel

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## WINNER'S WRITING PROCESS

1. Who am I talking to?

- **Young Adults (16-25):** Students aiming to pass exams like IELTS/Cambridge for study or career purposes.
- **Professionals (26-40):** Working adults needing to improve English for career advancement.

2. Where are they now?

Current Funnel Part

- They are passively scrolling through FB.

Current Levels

- **Desire/Pain:**



- ◆ Low – they are not actively looking for it, but it's in the back of their minds.

→ **Trust in Super Speak:**

- ◆ Non-existent for random new customers as they don't know of it yet.
- ◆ Medium to High for word-of-mouth customers.

→ **Belief in the idea of English tutoring:**

- ◆ High – IELTS and Cambridge test preparation sessions are mainstream.

## Current State

- Not knowing where to go to prepare for the test.
- Forgetting what they learned before because they don't use the language
  - ◆ "I need to speak English for my job. I forgot a lot of grammar"
- Not having their mistakes corrected when speaking the language so they never learn the correct way.
  - ◆ "It's really rare to meet a teacher that can correct my mistakes immediately."
- Learning English in a boring way.
- Only learning academic English and not sounding natural
  - ◆ "I can talk to her about more than just learning English. She helps make my English feel more natural and personal."
- Being afraid of making mistakes, and hiding their lack of understanding, which stops them from improving.
  - ◆ "Our daughter no longer hides her misunderstandings, and this made it possible to catch up."
- Being afraid as parents for your child's failing at school.
  - ◆ "Tutoring saved my boy's education"
- Feeling stressed about learning and exams
  - ◆ "made it possible to realize how much less stressed my child is by his exams now that he benefits from the tutor. "
- Not wanting to have a tutor

- ◆ "It is impressive for a teenage girl who was reluctant to the idea of having a tutor."

## Dream State

### → Gaining confidence to speak English.

- ◆ "Every day I feel more confident speaking English."
- ◆ "gave me a lot of confidence to start talking about everything in the class"
- ◆ "I'm more confident to try to speak the language with my friends"
- ◆ "his patience made it easier for me to build confidence in what I was learning"
- ◆ "She is patient, easy to talk to, and excellent at correcting pronunciation, which has really helped me speak more clearly and confidently."
- ◆ "I can talk to her about more than just learning English. She helps make my English feel more natural and personal."

### → Feeling like it's worth their money and time

- ◆ "In addition to' being an investment for the future of my daughter, this has allowed' to increase her esteem."
- ◆ "every single penny is worth to spend for classes with this teacher"
- ◆ "They saved my son from the academic failure' and to redouble his year "
- ◆ "This' is without a doubt the best investment I've made for my boy!"

### → Seeing the results of learning in the test scores

- ◆ "Since my children started learning from him, their English scores have always been A or above."

### → Have fun while learning, enjoy the lessons, and look forward to them.

- ◆ "has a lot of resources to make the class fun"
- ◆ "first class was so good! Looking forward to the next ones :)"
- ◆ "has very good energy so he transmits it to you and the class flies"

- ◆ "Very patient with my mistakes"
- ◆ "she creates a comfortable, enjoyable learning environment."
- ◆ "He will make children happy and learn English without any pressure."

→ Having a friendly teacher who they have a good relationship with.

- ◆ "My son receives classes and is happy. More than a teacher, a friend."
- ◆ "easy to talk to"
- ◆ "My teacher and I are like family members. We can discuss anything, no matter the weather, life, or human nature. She is my mentor and my best friend."
- ◆ "the teacher was easygoing and made it feel like chatting with a friend."

→ Have a teacher who can pinpoint your weaknesses and tailor the program for your improvement.

- ◆ "easily spots your weak points and tailors a program to progressively improve your skills based on your objectives"
- ◆ "adapts her class to the student's needs."
- ◆ "At last I have found a teacher who corrects my pronunciation all the time"
- ◆ "tells me honestly if I'm pronouncing incorrectly"
- ◆ "She uses discussion methods to correct my mistakes every time. I am a slow learner of vocabulary and grammar, but she never dislike me and give me a lot of encouragement every time."
- ◆ "It's really rare to meet a teacher that can correct my mistakes immediately."

→ Having a well-prepared and caring tutor.

- ◆ "well-prepared and organizes each lesson with great care."
- ◆ "very patient if you don't understand something, finding the best way to explain it to you"
- ◆ "prepares her classes and she is interested in your opinion and your aims"
- ◆ "makes easy to learn, combining grammar, speaking, listening... with interesting and current topics"

- ◆ "Time flies in her classes!"
- ◆ "She speaks perfect English and is extremely gentle. Thanks to her, I understand everything she says"
- Having a flexible schedule
  - ◆ "flexible schedule"
- Having a smooth booking and learning experience
  - ◆ "I also appreciate being able to do everything on the platform itself such as the lesson itself, payment for it, notes, and materials"

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

- Stop scrolling on FB.
- Read our Ad.
- Click on the sign-up link.
- Fill in the form and submit it.

### 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?

- They need to notice the ad while aimlessly scrolling on FB.
- Stop scrolling and get curious about reading the ad.
- Stay engaged while reading the ad.
- Feel like our product is the most suitable choice for them:
  - ◆ Read words that increase their desire and trust and make them imagine their dream state.
- Click on the sign-up link, read the rest of the information on the form, and fill it out.

### 5. Top players I looked at

- [Italki.com](https://italki.com)
- [preply.com](https://preply.com)
- <https://tutorax.com>
- [Amazingenglish](https://www.amazingenglish.com)
- <https://www.facebook.com/els>

- <https://www.manhattanreview.com/>
- <https://www.texasreview.in/ielts-exam-preparation.html>

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
  - 50/50
- **Approximate Age range?**
  - **Young Adults (16–25):** Students aiming to pass exams like IELTS/Cambridge for study or career purposes.
  - **Professionals (26–40):** Working adults needing to improve English for career advancement.
- **Occupation?**
  - People looking to advance their studies/work by taking the IELTS/Cambridge test.
- **Income level?**
  - Depends on the country, but I want to target working people who have disposable income to invest in developing themselves or their children.
- **Geographic location?**
  - Romania, EU, MENA & GCC regions

## Painful Current State

- **What are they afraid of?**
  - Making mistakes.
  - Getting laughed at.
  - Not sounding natural.
  - Failing their tests.
  - Being spoken to in English and not being able to understand or reply.
  - Wasting time and money and not making any progress.
- **What are they angry about? Who are they angry at?**
  - They are angry at themselves for missing out on opportunities because they don't know English.
- **What are their top daily frustrations?**
  - Forgetting what they learned before because they don't use the

language.

- Not having their mistakes corrected when speaking the language, so they never learn the correct way.
- Learning English in a boring way.
- Not knowing where to start to prepare for the IELTS/Cambridge test.
- **What are they embarrassed about?**
  - Not having a great level of English like everyone else even though it's the dominant language spoken around the world.
  - Having a tutor, especially if their friends can do well at school on their own, unlike them.
  - Not being able to figure things out on their own like others.
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
  - They feel less smart compared to everyone else, as everyone but them speaks the language at a good level.
  - People think less of them and pity them for not learning the language on their own like everyone else.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
  - I can't understand people when they speak to me in English.
  - I can understand them but can't reply to them, IDK how to.
  - There's a great opportunity at work, but I can't apply for it as it requires a high level of English.
  - I want to go study abroad, but I don't know how to speak English.
- **What is keeping them from solving their problems now?**
  - Not having a clear path on what they need to do.
  - Not having the time to do courses.
  - Having a previous bad experience with a tutor where they were boring, not easy to understand, didn't have flexibility with time ...etc.
  - Thinking it's a waste of time and money, as they tried to learn on their own or with a tutor and didn't make any progress.

## Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
  - They would be fluent in English, especially when speaking and understanding the language.
  - They would have the confidence to speak the language with anyone.
  - They would pass all their tests at school with flying colors.
  - They would pass the IELTS/Cambridge test with flying colors.
  - They won't have any more anxiety when speaking the language or being spoken to and having to understand and reply.
  - They would apply for work/study opportunities confidently and not miss out on them because of their language level.
  - They would travel freely across the world, enjoying every moment, knowing they could speak English anywhere and be understood.
  - They would have the confidence to start conversations in English instead of shying away from them, and feeling self-conscious.
  - They would be recognized among their peers for their language level.
  - They would be seen as leaders in their fields for their ability to speak confidently in meetings and events with peers, managers and clients.
  - They would have the confidence and tools to express their true personality in English through their opinions and humor.
  - They would feel comfortable learning the language and stop feeling embarrassed about their level.
  - They would improve and progress ASAP and not feel like learning is taking over their lives on top of their studies/work.
  - They would feel like they belong in the English-speaking community – understand the culture, jokes and create connections.
  - They would land better opportunities and have higher salaries because of their English.
- **Who do they want to impress?**
  - Their peers.
  - Teacher.



- Parents.
- Anyone they speak to.
- Employers.
- **How would they feel about themselves if they were living in their dream state? – What do they secretly desire most?**
  - They would feel very proud of themselves.
  - They would feel more confident in themselves and their abilities.
  - They would feel smarter than others that couldn't do it or didn't reach their stage of fluency yet.
  - They wouldn't feel anxious or self-conscious about speaking English anymore.
  - They would feel better about their financial situation for making more money because of their English level.
  - They would feel that they have a richer life because of all the new things they are aware of and the new friends and opportunities they got because of their English.
  - They desire continuous praise for their fluency.
  - They desire showing the ones that mocked them their current level and how they are now like or better than them.
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
  - I want to be able to express myself and speak fluently with others.
  - I want to be able to express myself and speak fluently at my job or at job interviews.
  - I want to be able to watch movies without subtitles and understand the whole thing.
  - I want to pass all my exams, at school and the IELTS/Cambridge one too.
  - I want to stop feeling anxious about having English exams.
  - I want to stop feeling anxious and self-conscious about my English level when speaking in classes/meetings and start leading the conversation.
  - I want to travel and enjoy my trip without the fear of needing to speak English and not knowing how to.
  - I want to make my parents proud and ace all my exams.

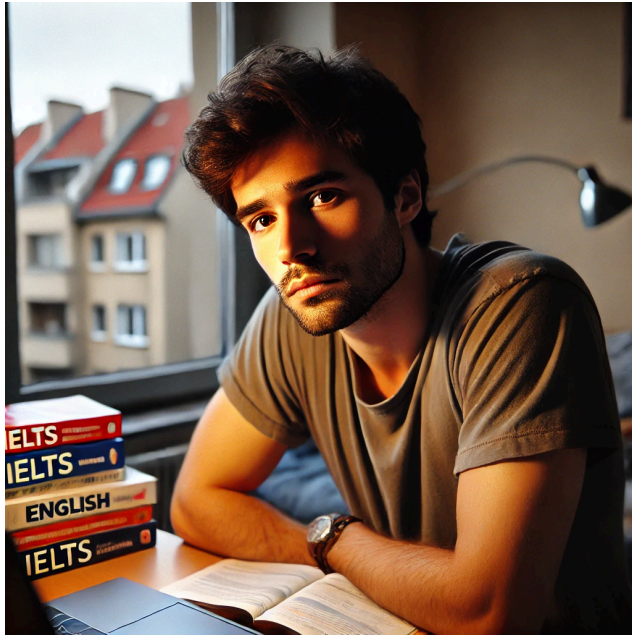
- I want to ace my IELTS/Cambridge exam and study abroad, see the world and interact with other cultures.

## Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
  - **About themselves:**
    - They think they are not smart like the others.
  - **About their problems:**
    - Learning a language is too difficult for them.
- **Who do they blame for their current problems and frustrations?**
  - Themselves for not being able to do it on their own.
  - Their parents for not providing them with the opportunities to learn the language like their friends or relatives.
  - The English language for being too hard.
  - Anyone that requires them to speak or interact in English.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
  - **They didn't try because:**
    - They think it's too hard and they can't do it.
    - Someone they know tried to learn with a tutor and had a bad experience and told them it was a waste of time and money.
    - They don't see the benefit of learning it.
    - They are too busy.
    - They are lazy.
    - They can't find a service with flexible schedules.
    - The high prices are not worth it based on the value they are getting.
  - **They failed because:**
    - They weren't consistent with learning, so they didn't see any progress and quit.
    - Their tutor was bad – boring, not patient, and didn't cater to their needs and learning preferences.
    - They didn't put in the effort in learning beyond taking lessons.

- **How do they evaluate and decide if a solution is going to work or not?**
  - Seeing improvements from the first few sessions.
  - Building confidence in speaking the language in their everyday lives.
  - Having flexible learning schedule.
  - Having an affordable learning option.
  - Seeing social proof that it works.
  - Having a patient, friendly, fun tutor and a comfortable and safe learning environment where they feel comfortable learning, speaking and making mistakes.
  - Seeing results in exam scores.

## Basic Avatar



Name: Luca Ionescu

Age: 24

Location: Bucharest, Romania

Occupation: Aspiring Software Developer, part-time IT support

Education Level: Bachelor's degree in Computer Science

Language Skill Level: Intermediate English

Objective: Improve English proficiency, especially for IELTS, to apply for study/work abroad opportunities

Daily Frustrations: Lacks practice, forgets grammar, feels his spoken English is unnatural, and is unsure of how to improve effectively.

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### A Day in the Life of Luca

7:30 AM

Luca wakes up to his phone alarm and quickly checks his messages. The IELTS test date is only a month away, so he's on edge, hoping to improve his English quickly. Still

lying in bed, he opens his IELTS preparation app, but without guidance, he doesn't know where to start and soon loses interest.

8:30 AM

After breakfast, Luca heads to his part-time IT support job. Throughout the day, he often has to speak with international clients, which makes him nervous. His English is adequate, but he struggles to keep up, especially when asked complex questions. His colleagues can tell he's uncomfortable, and it bothers him; he wonders if they think he's not as skilled as he really is.

12:30 PM

During lunch with colleagues, Luca feels out of place as he tries to join conversations in English. He realizes that everyone else seems more comfortable with the language, and he feels frustrated that he can't express himself naturally. His frustration builds as he recalls moments from the day where he stumbled over simple words.

3:00 PM

Back at his desk, Luca spends a few minutes browsing Facebook to unwind. He sees ads for various online English courses, but most of them seem impersonal or academic. His past experiences with English classes have left him disappointed—teachers were either too rigid or didn't correct his mistakes. He closes Facebook, feeling discouraged, believing he might be stuck in his current level of English forever.

5:00 PM

Once his shift ends, Luca heads home. The commute feels longer than usual as he mentally prepares to study for the IELTS on his own, dreading another boring session of textbook drills. He wishes he had someone who could make learning more engaging and practical—maybe even someone who could make it feel like a friendly conversation.

8:00 PM

After dinner, Luca tries studying again. He pulls out some flashcards and attempts a few speaking exercises, but without feedback, he's unsure if he's improving or not.

Remembering a friend who recently passed the IELTS thanks to an online tutor, he considers the idea. He's worried it might be too costly or that the tutor won't be the right fit, yet he's tempted by the idea of having a personalized approach.

10:00 PM

Before bed, Luca returns to Facebook for a quick scroll and stumbles upon an ad for Super Speak, promising friendly, customized English sessions with instant feedback. Intrigued, he reads further—seeing phrases like “make your English feel natural,” “friendly teachers who understand your needs,” and “boost your confidence.” It feels like exactly what he's been looking for. After a moment's hesitation, he clicks the link, thinking, “Maybe this could finally be the solution to my English struggles.”

# **How They Think About Their Problems**

# Identity A Project's Basic Elements – Super Speak

## Business: An online English tutor

### Current State

- Learned English at school and never used it, don't know how to speak English properly, have a hard time understanding it and want to improve.
- Somewhat fluent in English and needs to take the IELTS/Cambridge exam to travel and study/work abroad.

### Desirable dream State

- Be able to speak and understand English clearly – become fluent.
- Pass the IELTS/Cambridge exam to travel abroad to study or work internationally.
- Pass all English tests at school.

### Roadblocks

- English level is not good, they don't understand or speak English well.

### Solution

- Learn English and become better at speaking, understanding and writing it.

### Product

Learn from Alex at Super Speak, a teacher with 12+ years of experience who offers classes that help you improve your English level in a fun, engaging way.



# **Market Awareness & Sophistication Levels**

# MARKET AWARENESS & SOPHISTICATION LEVELS MISSION

**Project: Online English Teaching Business.**

## Market Awareness Starting Point In Funnel

**What is the market's current awareness level?**

- Level 1 - Problem Unaware
- Level 2 - Problem Aware but Solution Unaware
- Level 3 - Solution Aware but Product Unaware
- Level 4 - Product Aware

**They are at level 3:**

- They are problem aware, which is their poor English level.
- They are solution aware, which is working on their English and learning more, whether that is studying on their own, classes or buying a course.
- They are not product aware, as they don't yet know my client.

## **Map Out Content That Takes Them To Level 4 Awareness**

**How are you going to take them from their current level to level 4 then to buy?**

I'm doing an FB ad funnel. For level 3 I'll need to call out the solution then position my client's service as the best out there to help them get to the solution:

- Create an ad that talks about online IELTS/Cambridge test prep and why my client is the best one to prepare them for it out there.
- Why my client is the best:
  - ◆ She has 12+ years of experience teaching English in different parts of the world.
  - ◆ She has a fun personality that makes you relaxed in her class.

- ◆ She took the IELTS exam herself so she knows what she's talking about.
  - ◆ She has a flexible booking schedule.
  - ◆ Her prices are relatively affordable.
  - ◆ She does a free assessment call to get to know your level and learning needs.
  - ◆ She has a free English-speaking club that is open to everyone to keep using the language and not forget about it.
  - ◆ Her classes are all about practicing the language, so they speak more than the teacher.
- Since we're unknown, I will add social proof from previous customers to the ad to crank up the trust level.
- I'll also add a good opening offer to book them as clients: "Sign up with a friend or a family member and you both get 15% off."

## **Market Sophistication Stage**

### **What stage of sophistication is the market at?**

- Stage 1 - First To The Market
  - ◆ Best Move: Make a direct claim
- Stage 2 - Second To The Market
  - ◆ Best Move: Make a bigger or better claim
- Stage 3 - Market Is Tired Of Claims
  - ◆ Best Move: Lead with a unique mechanism
- Stage 4 - Market Is Tired Of Your Mechanism
  - ◆ Best Move: Position your version of the mechanism as unique, bigger, better.
- Stage 5 - Market Is Tired Of Everything
  - Best Move:
    - ◆ Niche Down
    - ◆ Identity Play
    - ◆ Experience Play
    - ◆ New Believable Mechanisms Play

**They are at stage 5:** They are tired of all the claims that they can learn English from zero to hero in no time, and they can do it with apps on their own or with online tutoring where they or someone they know had a bad experience.

## Best Plays & Moves To Dominate The Market

**What are the plays or moves I can do to dominate that market?**

I'll do a combination of plays:

- **Niche down:** only speak to young adults and professional that want to have new opportunities at work or in their studies, by traveling to learn/work abroad, or having new work opportunities open for them.
- **Experience Play:**
  - ◆ I'll make the service very flexible and convenient for their schedules.
    - Group learning option: 20 Euros/h.
    - 1:1 learning option: 28 Euros/h.
  - ◆ I'll make it very easy to sign up and pay.
- **Identity Play:** I might do this if my client approves. She supports Palestine and likes to help out Palestinians, so I might do a free seat at each course she does for one Palestinian that still lives in Palestine or someone that moved out because of the war.
- **Making the service more credible by adding social proof:**
  - ◆ Normal reviews.
  - ◆ Try to get a video or a story of someone that did her classes and got a promotion or studied abroad because of it.
- **Having a better opening offer than the competitors:**
  - ◆ Free level and learning needs assessment call.
  - ◆ First lesson is a free trial, and they can cancel after it.
  - ◆ 15% off for both of you if you bring a friend/family member.

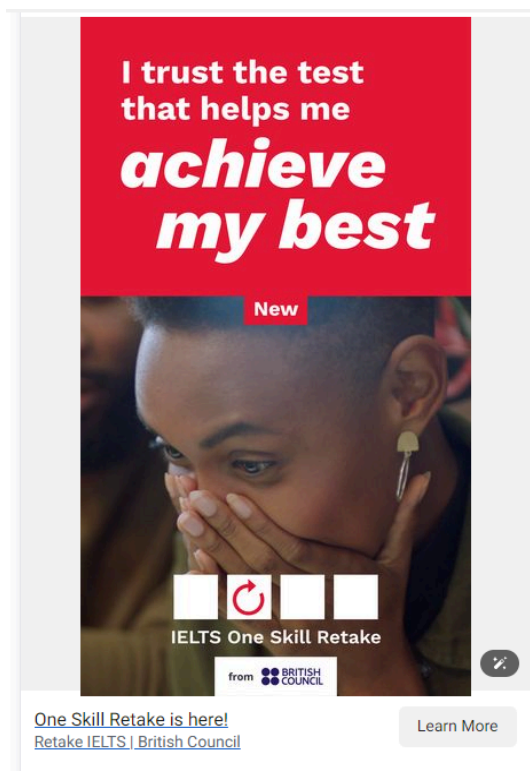
# Grabbing Attention

# GRABBING ATTENTION MISSION

**Project: Online English Teaching Business.**

## Top Players' Attention Grabbing & Maintaining Plays

- **Shiny – threat:** Red background.
- **Bold:** Big bold text.
- High contrast between the red background and the white text.
- **Objective beauty – mating:** Beautiful woman.
- **Pattern interrupt – threat/resources:** The small red box that says new and the red arrow inside the second white box at the bottom of the screen.
- **Pattern recognition – resources:** The woman is happy, which indicates she got the dream state.



- **Shiny— resources:** Orange background.
- **Bold:** Big bold text.
- High contrast between the white/orange background and the black/white text.
- **Pattern interrupt — threat/resources:** The logo is different from all the surrounding text, and the line underneath VIP.
- **Pattern recognition — resources:** The word IELTS reminds them of their dream state.
- **Pattern recognition — resources:** The 10% off.
- **Pattern recognition — tribal:** VIP signals status and an exclusive club.

If you're ready to improve your IELTS score, this is the perfect opportunity. Don't miss out on this exclusive offer.

Click now to learn more and take the first step towards success-  
<https://www.ieltsadvantage.com/vip2-discount/>



**HUGE DISCOUNT!**

# IELTS

# VIP

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## 10% OFF

our courses

Don't miss out on 10% off IELTS VIP!  
 Limited time offer.

[Learn More](#)

This ad has multiple versions ⓘ

1 of 1



# Amplify Desire



# AMPLIFY DESIRE MISSION

## Project: Online English Teaching Business.

### Recognize how top players are doing it:

#### Example One:

→ **Globally recognized quality, trusted by parents and educators worldwide:**


Increase trust and desire by showing others that use and trust it— tribal, demand triggers demand.

→ **Parents: don't miss out on giving your child the Cambridge advantage:**

- ◆ The fear of missing out triggers urgency and scarcity.
- ◆ The fear of not giving their child the proper advantages they need in this world— the fear of being a bad parent, losing status among their tribe.

→ **Teachers: Teachers love Cambridge's kid's box ... for their effectiveness and engagement:**

- ◆ The feeling of demand and trust because others in the tribe (other teachers) use it.
- ◆ The feeling of trust from parents because a lot of teachers use it.

**Learning English with Cambridge**  
Sponsored  
Library ID: 1275121370466583

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Unlock Your Child's English Potential with Cambridge

With engaging content, interactive activities, and globally recognised quality, Cambridge English Young Learner's qualifications, Kid's Box, Pippa and Pop and Greenman are trusted by parents and educators worldwide. These exams and materials are specifically designed to support young learners on their English journey, ensuring they build a strong foundation for the future.


Parents: Don't miss out on giving your child the Cambridge advantage. Explore Cambridge English Young Learner's exams, Kid's Box, Pippa and Pop and Greenman today and see how learning can be both effective and enjoyable!

Teachers: Teachers love Cambridge's Kid's Box, Pippa and Pop and Greenman for their effectiveness and engagement. Bring Cambridge quality to your classroom and watch your students excel!

Discover more:  
<https://docs.google.com/forms/d/e/1FAIpQLSd8KwxQBk2nXgquBU720FtQSIK-d7vJfH6ApNYmjL4k6WUgA/viewform>

## Example Two:

- **Using a personal story about using the product:** describing his wife's story makes the situation more tangible, the person reading it can see themselves in it and connect with her— it amplifies the feeling of desire, belief, and trust since they can see someone who used the product and got the same/similar result they want.
- **Treating someone like family:** triggers feelings of trust and desire— he treats people well and wants their best interest, even if it means giving them negative feedback to help them succeed.
- **VIP:** amplifies desire to be a VIP and feel special.
- **...is one of the most stressful things ...:** amplifying the pain of going through the process.

 **IELTS Advantage**  
Sponsored

My wife became a British citizen today. Congratulations!

Getting a new passport is one of the most stressful things you can do. There are many forms to fill out, documents to collect, and tests to pass.


Luckily, IELTS wasn't something she needed to worry about.

She did the same VIP Course that all our students do. She received the exact same lessons and feedback. We know how challenging moving to a new country is, so we treat each VIP like family.

Uyen didn't like some of the negative feedback I gave her.

Treating people like family is not telling them nice things they want to hear. It's telling them something that will lead to success.

If you want help moving to the country of your dreams, feel free to get in touch.



## Practice doing it in your copy:

Write a paragraph where you:

- Pick a starting emotion (desire, pain, fear ...etc.) => Choosing desire
- Use sensory language to trigger/describe that emotion (describe how the emotion feels like and create a movie around it).
- Use at least one amplification method to increase that emotion.

### **Initial version:**

Imagine waking up in the country of your dreams, living in a beautiful apartment, looking at a striking scene from your window, getting ready to start the first day at your dream job.

All you need to do to reach that is improve your English— the language of the world. The one language that is the key to new opportunities worldwide, the key to a new, better, more fulfilling life, where you achieve the dreams that your 7-year-old self had growing up, one that your 50-year-old self can look back at and feel proud and at peace, knowing that you've done everything you can to not live a mediocre life and succeeded.

A life where your family is proud of you for changing their lives for the better and bringing them to a land of opportunities, while your friends and enemies are envious of you for having it.

### **AI Enhancement:**

Picture this: You wake up in the country you've always dreamed of, sunlight pouring into an apartment overlooking a skyline that whispers ambition and success. The air smells different here—cleaner, richer. As you sip your coffee, you catch a glimpse of yourself in the mirror—confident, polished, unrecognizable from the person you used to be. Today's your first day at your dream job, and you're not just surviving. You're thriving.

Now hit pause. What's standing between you and this life? One thing: English.

Not just a language—*THE* language. The language of opportunity. The language that kicks open doors to careers, adventures, and connections you've only fantasized about. Without it, every dream stays just that—a dream. With it? You've got the key to everything.

This is about more than just grammar or vocabulary. This is about becoming the person your younger self imagined. The seven-year-old with wild dreams? The one who wanted to conquer the world, not just scrape by? That kid is still in you, waiting for you to catch up. And someday—when you're 50, sipping coffee on a balcony that screams "success"—you'll look back and know you didn't settle for mediocrity. You rose above it. You lived.

Imagine the pride in your family's eyes when you change their lives, giving them access to opportunities they could only pray for. Imagine the envy in your friends' eyes—and, let's be honest, your enemies' too—as you live the life they can only talk about.

**But here's the ugly truth:** Every day you wait, every excuse you make, you're staying stuck. Stuck in a cycle where opportunities slip through your fingers, simply because you didn't speak the right words.

Enough. This isn't just about learning English. It's about claiming the life you deserve. One lesson at a time, one breakthrough after another, until you're unstoppable.

The life you want isn't waiting for you. It's daring you to chase it. Are you ready to take the first step?

# Create Curiosity

# CREATE CURIOSITY MISSION

**Project: Online English Teaching Business.**

**Write 10 different fascinations for your project:**

**Steps:**

1. Pick the piece of the funnel you are working on.
2. Find some information or experience on the NEXT step of the funnel you can tease.
3. Use the fascination formulas to create curiosity around that next step.

**Answer:**

This will be on the FB add part of the funnel, which will be leading to a landing page, which will contain the pitch for my client's online English course.

- **How to** become fluent in English with 32 sessions only.
- **Why** most successful people learn to speak English.
- **How** successful people use their English to advance their careers.
- **When** to start learning English to advance your career.
  - ◆ The best time was yesterday, the second-best time is today.
- Not improving your English will not affect your career that much, **right?**  
**WRONG!** Why fluent English is crucial for a better future.
- **If** you're tired of missing out on work and study opportunities abroad, **then** you'll need to join our interactive online English course to start getting any future opportunity you want.
- **Did you know** that 30-50% of job applicants are rejected because of their English fluency?
- The **single** step you must take to advance your career right NOW!
- The **easiest** path you can take right now to start seeing career advancement opportunities.
- The **sneaky** way you can start earning more money while doing the same job.