

My client:

What gender am I talking to?

- Male and female

How old are they?

- Course is sold to 11-17 year olds
 - However, more likely that the parents will be the ones actually purchasing the course for their children

What job do they have?

- Kids are unlikely to have any job but if they do most likely a part time job in retail or the restaurant/cafe industry
- Parents are foreign and work in their native countries. Can't say for certain the job but clearly they are relatively wealthy if they are able to afford to send their kids to school in another country

What is their income level?

- Mid to high level income
- £5,000+ a month

Where are they in the world?

- European countries
- Latin america
- Middle eastern countries
- Britain

Pain state:

What are they afraid of?

- Being away from home/sending their kids away from home
- Being in a foreign country
- Not be able to understand people speaking another language that they don't understand
- Losing contact with their child during the summer school
- Not seeing their child/parent for an extended period of time
- Danger to their child's health and wellbeing
- How they're going to get their children to the school
- "That it's VERY difficult to come up with conversation topics and things get stale with language exchange buddies really quickly"

Who are they angry at?

- Themselves for not having better language skills
- Their english/spanish teachers at school
- “But at the same time, connecting with people around the world, we are vulnerable to people that don't have an open-mind, don't respect us/our culture, or they just have bad intentions.”

What are their top daily frustrations?

- Not being able to speak english since english is one of the most useful languages to know on the planet
- “I cannot for the life of me find what criteria is applied as to what can grant you a visa or not”
- “I’m not financially able to spend 10-20k on a program”

What are they embarrassed about?

- Their english/spanish speaking skills
- Their lack of understanding about different cultures
- “The issue here is I’m super uncomfortable with voice calls and video chats.”
- They lack self confidence

How does dealing with their problems make them feel?

- A sense of accomplishment
- Proud of themselves
- More intelligent
- More capable
- Boosts their self confidence and confidence in ability to interact with more people

What do other people in their world think of them as a result of these problems?

- Sympathetic and understanding as learning a new language is a hard thing to achieve
- Want to help
 - On reddit you have people looking to learn english and exchange they will teach you their native language
- Shared pain and frustration

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- “Don’t you feel embarrassed of only being able to speak one language? Its so limiting and irritating. If i could speak spanish/english i’d be able to interact and understand way more people, cultures, music, TV shows, movies. Knowing a second language could open up so many doors in my life, which right now feel like they’re bolted shut to me”

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?

- “Find others to practise languages with!”
- “Being able to learn and share the knowledge of different cultures through other people's life instead of articles or books”
- “connecting with people around the world”

Who do they want to impress?

- For the kids
 - Themselves
 - Their friends back home
 - Their parents and extended family
- For the parents
 - Their children's future employers, schools and universities

How would they feel about themselves if they were living in their dream state?

- Intelligent
- Cool
- Increased confidence
- Feel safer when they were travel to a country that doesn't speak their native language

What do they secretly desire the most?

- To be perceived as intelligent and respected for being multi linguistic
- To show off the fact they can speak two languages to their friends and family
- Capable of something others cant do

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- Student = “wouldn't it be so cool to be able to communicate and understand as many people as possible! To flip from english to spanish effortlessly in the same sentence. To be able to understand things others can't. I'd love to be able to speak two languages, it seems so cool and fun”
- Parents = “Knowing multiple languages sets my child up with an advantage in the job market! It's a talent that most don't possess, sets them apart from the crowd and allows them to work in multiple different countries and cultures. It also makes any travelling they may want to do in the future a lot easier and safer if they're going to a english/spanish speaking country”

Value and beliefs:

What do they currently believe is true about themselves and the problems they face?

- Parents
 - That they can be fixed with time, energy and expertise
 - Their children will learn english/spanish better if they go and learn in an english/spanish speaking country
 - Learning a new language is a good thing to do when your younger since its much easier to pick up as a child

Who do they blame for their current problems and frustrations?

- Their language teachers at school (parents)
- Themselves for not paying attention in class to their teachers
- The education systems in their country
- Themselves (kids) for not having better language skills and paying more attention in class

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- Very possibly. If they have tried and failed in the past, here are a few of the reasons why they might have not achieved their dream state
 - Poor quality of teaching
 - Sent their child to learn english from someone who's first language isn't english (and vice versa for spanish)
 - Got bored and gave up (lazyness)

How do they evaluate and decide if a solution is going to work or not?

- Social proof
- Proof of results
- Time, energy and money required
- Logic
- Identification with avatars
- Science or credible source
- How closely the product fits with their personal situation

What figures or brands in the space do they respect and why?

- Language Schools and Courses:
 - Structured curriculum: Language schools offer well-organized language programs.
 - Experienced teachers: Learn from qualified instructors.
 - Social interaction: Meet other international students.
- Summer Camps:
 - Fun and interactive: Combine learning with recreational activities.
 - Cultural experience: Explore the UK during summer.
 - Friendships: Make friends from different countries.
- Boarding Schools:
 - Full immersion: Live and study in an English-speaking environment.
 - High-quality education: Access to excellent facilities.
 - Cultural integration: Develop a deeper understanding of British life.
- Exchange Programs:
 - Cultural exchange: Learn about British culture firsthand.
 - Language practice: Improve conversational skills.
 - cheap
 - New perspectives: Interact with local students.
- Homestays:
 - Immersive experience: Live with a local family.

- cheap
- Authentic language use: Practise English daily.
- Personalised attention: One-on-one interaction.
- Online Learning:
 - Convenience: Study from anywhere.
 - Flexible schedule: Learn at your own pace.
 - Cost-effective: No travel expenses.

What character traits do they value in themselves and others?

- The willingness to learn and immerse oneself in a new culture
- Push themselves out of their comfort zone
- Taking an active interest in other people's lives and culture
- Patience and understanding
- The ability to explain ideas and concepts clearly
- Courteous and respectful of different cultures

What character traits do they despise in themselves and others?

- Being lazy and not wanting to learn and immerse oneself in a new culture
- Fear of stepping out of their comfort zone
- Disinterested in other people's lives and culture
- A lack of Patience and understanding
- Poor ability to explain ideas and concepts clearly
- Uncourteous and disrespectful of different cultures
- Rude and impulsive

What trends in the market are they aware of?

- Exchange student programs
- Language tutors
- Big language schools
- Online learning
- Student visas
- Short term visas
- Homestays
- Summer schools

What do they think about these trends?

- Language Schools and Courses:
 - **Advantages:**
 - Structured curriculum: Language schools offer well-organized language programs.
 - Experienced teachers: Learn from qualified instructors.
 - Social interaction: Meet other international students.
 - **Drawbacks:**
 - Cost: Language courses can be expensive.
 - Limited immersion: Less exposure to native speakers outside class.
- Summer Camps:
 - **Advantages:**
 - Fun and interactive: Combine learning with recreational activities.
 - Cultural experience: Explore the UK during summer.
 - Friendships: Make friends from different countries.
 - **Drawbacks:**
 - Seasonal: Only available during summer.
 - May not be as intensive as year-round programs.
- Boarding Schools:
 - **Advantages:**
 - Full immersion: Live and study in an English-speaking environment.
 - High-quality education: Access to excellent facilities.
 - Cultural integration: Develop a deeper understanding of British life.
 - **Drawbacks:**
 - Cost: Boarding schools can be expensive.
 - Homesickness: Being away from family.
- Exchange Programs:
 - **Advantages:**
 - Cultural exchange: Learn about British culture firsthand.
 - Language practice: Improve conversational skills.
 - cheap
 - New perspectives: Interact with local students.
 - **Drawbacks:**
 - Limited duration: Usually short-term.
 - Adjustment challenges: Adapting to a new school system.

- Less focused on actually learning english
- Homestays:
 - **Advantages:**
 - Immersive experience: Live with a local family.
 - cheap
 - Authentic language use: Practise English daily.
 - Personalised attention: One-on-one interaction.
 - **Drawbacks:**
 - Cultural differences: Adjusting to family routines.
 - Dependency on the host family.
 - Lack of freedom
 - Can feel awkward at first
- Visiting Relatives:
 - **Advantages:**
 - Familiar environment: Stay with family members.
 - Cost-effective: No accommodation expenses.
 - Emotional support: Relatives provide comfort.
 - **Drawbacks:**
 - Limited exposure: May not interact with peers.
 - May not focus solely on language learning.
- Student Visas:
 - **Advantages:**
 - Long-term study: Attend school for an extended period.
 - Comprehensive learning: Full-time education.
 - Integration: Become part of the local student community.
 - **Drawbacks:**
 - Visa requirements: Need to meet eligibility criteria.
 - Administrative process: Requires paperwork
 - A lot of time, energy and hassle to sort out the foundations to have a good time.
- Short-Term Study Visas:
 - **Advantages:**
 - Flexibility: Study for a few months without a long commitment.
 - Tourist opportunities: Explore the UK during breaks.
 - Language improvement: Intensive courses available.
 - **Drawbacks:**
 - Limited duration: Not suitable for long-term goals.
 - May not cover advanced levels.
 - A Lot of hassle for little return
 - Not very flexible
- Online Learning:
 - **Advantages:**
 - Convenience: Study from anywhere.
 - Flexible schedule: Learn at your own pace.

- Cost-effective: No travel expenses.
- **Drawbacks:**
 - Lack of immersion: Limited interaction with native speakers.
 - Self-discipline required: Motivation to stay consistent.
 - Not pushed out of their comfort zone
 - Less effective than actually learning in the native country

Places to look for answers:

- Clients pre existing website
- Client competitors
- Exchange student programs
- Reddit forums
- Clients reviews
- Clients competitors reviews

Current state:

- Don't know english/spanish
- This annoys them since they have a desire to be able to communicate fluently with as many people as possible
- Frustrated with their language skills and want to improve
- Only speak one language
- Some students live in the uk, others will be coming from overseas to learn

Dream state:

- “share an learn new languages and cultures.”
- To be able to speak multiple languages fluently
- Improve their spanish speaking or english speaking skills depending on where they're coming from
- To have fun and make new friends at the summer camp
- Communicate fluently with a wider audience of people

Roadblocks:

- Some students will be coming from overseas (expensive)
- Sending their children to live in a foreign country for an extended period of time
- That most if not all the other students will be complete strangers and they won't know anybody

- They won't be able to see their child for 2 weeks (most likely)
- “That it's VERY difficult to come up with conversation topics and things get stale with language exchange buddies really quickly”

Solution:

- Allowing visits to the parents who are able to visit their children
- Showing social proof/ proof of results to increase trust and belief in CLAC
- Showcasing the dream state
- Explain how they get kids to interact and bond with each other

Mechanism:

- Showcasing proof of results
- Showcasing social proof
- Using avatars that match target market
- Showing off companies longevity and experience
- Resident housewife
- Allow visits from parents

Product:

- Language courses teaching kids from the uk spanish and teaching foreign students how to speak english
- Two week summer school in the south of england

Personal analysis:

Where is my target audience on my value ladder?

- Being introduced to the core offer (my client has no free offer)
 - {could be a good idea to create a free ebook to increase trust and rapport with the company}

The equation element:

What are they thinking?

- How will my child handle being away from home for two weeks?
- Will they actually pay attention and try to learn?
- Are they going to be taken care of?
- Will they have fun and enjoy the experience
- What will their living situation be like?
- Are they going to be able to make friends?

Where are they in my funnel?

- Social media pages on facebook, X and instagram
- Google search
- Being introduced to core offer

Where are they **emotionally and **physically**?**

- **Nervous about**
 - **Living in a different country**
 - **Making friends**
 - **Being away from home**
 - **Don't know if they will have a good time/enjoy the experience**
- **Not sure if its worth sacrificing two weeks of their summer for**
- **Unsure if the product is a good fit for them, need to increase belief and trust**
- **Either in:**
 - **The UK**
 - **Europe**
 - **South america**

What specific business objectives am I seeking to accomplish with this project? And why is it important?

- To gain more clients for my customers language school so that their revenue increases, they make more money than they've ever made, making them not only trust me, but willing to throw money at me
- To ensure that customers return to the language school to undertake more courses in the future

What part of their online presence/funnel is needed to achieve this business objective?

- Facebook profile

- instagram
- Google search

Who am I talking to?

- Foreign parents as well as british parents
- 11-17 year old european and british kids
- Men and women/girls and boys
- Mid to high level income
- £5,000+ a month

What makes them tick?

- New knowledge and experience
- The opportunity to help their child learn a skill which has massive value (parents)
- Immersing themselves/learning about new cultures
- Independence and freedom
- Stepping out of their comfort zone
- Learning new skills

Where are they now?

- Scrolling social media
- Facebook
- Instagram
- Searching up language schools on google or other internet browser
- Some will be living abroad, others will be native to the uk

Where do I want them to go:

- To signing up to a summer school course at CLAC language schools

What specific actions do I want them to take at the end of my copy?

- To signing up to a summer school course at CLAC language schools

What are the steps I need to take them through to get them from where they are to where I want them to go?

- Scrolling social media/searching up language schools on the internet
- Coming across one of my clients ads/website
 - Trigger and amplify pains and desires
 - Increase belief

- Allude to more
- Get them to click and view website
 - Present social proof and proof of results to boost trust
 - Display dream state to increase desires
 - Use avatars that match target market to increase belief
 - Professional up to date website
 - Clear, simple english which can easily be understood by someone who is not fluent in the language
- Meet all thresholds so that customers are ready to buy
- They sign up for a course at Clack summer school

How will I get their attention?

- Facebook ad's (client already has a few thousand followers"
- Opportunities and resources desire
- Tribal desire
- Movement
- Identification with avatar
- Displaying dream state
- Extreme size
- Creating unanswered questions

How will I increase the pain/desire threshold?

- Opportunities and resources desire
- Displaying dream state
- Tribal desire
- Crank fears of only ever being able to communicate with a limited number of people and how this will hold them back in life
- Crank desire of being multilinguistic
- Desire of friendship and companionship
- Desire of adventure
- Family desire

How will I get the belief pillar to increase?

- Using avatars they can identify with
- Social proof
- People they know have had a positive experience with the brand, "95% of students come on personal recommendation."
- Demonstration of results
- 60% student return rate

How will I increase the trust threshold?

- Social proof
- Demonstration of results
- Showcase of experience (40 years in the game)
- Showcase morals and values (family run business)
- “95% of students come on personal recommendation.” person they know has had a positive experience with brand
- Outstanding welfare
- 24 hour house mother
- 60% student return rate
- 93% student excellent rating

How will I bring down perceived costs and thresholds?

- High value for money
- More than a learning experience, an adventure
- The opportunity of a new culture and independence for what may be the first time but if not still a valuable tool
- Social proof of past success/similar people achieving dream state
- All inclusive fee courses
- 93% student excellent rating

What is the awareness level and sophistication level

- Market sophistication
 - Is my client first to the market = no
 - Is my client 2nd or 3rd to the market = no
 - Is everyone using the same tactics = yes
 - Have the market tired of claims yet = no
 - **Stage 3 sophistication**
- Client awareness
 - They know their problem
 - Likely to know their solution (learning from a language school)
 - Returning customers will be product aware, new customers will be solution aware. Use Iman Ghazi 70:30 content split (70% for gaining customers, 30% content for retaining content)
 - **Most are Stage 3 awareness**

Facebook Ad:

Revised copy 2.0:

Headline:

A summer adventure like no other where kids learn life changing skills.

Text:

Imagine your child returning home with new found confidence and improved language skills after an unforgettable summer adventure!

With a 93% “excellent” rating and a 60% return rate, our famed summer school in the gorgeous South East of England offers just that with:

- **Spanish and English Lessons**
- **Connection with International Students**
- **A Range of Sports and Activities**
- **Excursions and Day Trips**
- **24-Hour House Mother for Exceptional Support**
- **Opportunities for Parental Visits**

As a 40-year family-run business, we pride ourselves on providing a warm, supportive environment where your child can thrive and feel at home.

However, SPACES ARE LIMITED!

Book your child a place at our next summer school to not miss out on this incredible opportunity!

 [Enroll Now at CLAC Language Schools]

"I want to thank all the staff for the care and attention given to my daughter... nothing is even remotely comparable to..." – Family Saccoproila, Italy

Revised copy 1.0:

Heading:

Watch your child transform from this epic summer adventure!

Text:

With a 93% satisfaction rating and a 60% return rate, Our famed summer school in in the gorgeous south east of England features:

- Spanish and English lessons
- Connection with international students
- A range of sports and activities
- Excursions and day trips.
- 24-hour house mother
- And the opportunity for parental visits

As a 40 year family-run business, we pride ourselves on providing a warm, supportive environment for our community of students.

However, SPACES ARE LIMITED!

Book your child into our next summer school before it's too late!

 [Enroll Now at CLAC Language Schools]

"I want to thank all the staff for the care and attention given to my daughter... nothing is even remotely comparable to..." – Family Saccoproila, Italy

original:

Headline:

The beneficialadventure for your child this summer.

Text:

"I want to thank all the staff for the care and attention given to my daughter...nothing is even remotely comparable to..." – Family Saccoproila, Italy

Imagine the pride you would feel, watching your child return from an epic summer adventure, picking up life-changing skills along the way in just two weeks!

That's the magic of CLAC.

With a 93% satisfaction rating, multiple teaching awards, and 40 years of experience in teaching Spanish and English, we pride ourselves on immersing our students in new cultures to improve their linguistic abilities, confidence, and social skills.

Sounds like the stuff of dreams, right?

Our 60% of returning students clearly agree.

However, spaces are limited!

Don't miss out on this incredible opportunity and book your child into our next summer school before it's too late!

 [\[Enrol Now at CLAC Language Schools\]](#)
