

Photography course website

Objective - Get them on a call

<https://www.instagram.com/nathanchanski/>

Who am I talking to?

- Women - 80%
- Men - 20%
- 22-40 years old
- They want to learn photography

Where are they now?

- They just clicked the button to enter on my website
- Solution aware
- Sophistication stage 5 - Experience, Niche down
- Current state
 - They are "pretty lost" - because they don't know if this is a good idea
 - They might be looking for a mentor - because they know that it can accelerate their process
 - They want to do what they like
 - They feel stuck - because they don't know how to get client as a photographer
- Dream state
 - They want to feel confident as a photographer
 - They want to be successful
 - They want to be a better photographer
 - They might want to start a business as a photographer
- Pain/desire - 3/10
- Do they trust the idea - 2/10
- Do they trust the person? - 0/10
- Solution - Join an online course to learn photography
- Product - Online course

Where do I want them to go?

- **Click the link**
- **Check the Website**
- **Click the button**

How do I make them go where I want?

- **Click the link**
 - They found us on a reel (basically a promo)
 1. Movement
 2. Good mood
 3. Big numbers - 10k, 3X , 100k
 4. Women - mating
 5. Tribe
 6. Opportunity
 7. Telling the audience how good this course is
 8. Testimonials
 - Description
 1. Comment automation
 2. He's getting people for the next enrollment

3. Get on the Waiting list - making them special
 4. Six figure coaching program - Identity
 5. Calling out the reader - "I wanna see you in here"
- Profile
 1. Professional/good quality photo
 2. Verified
 3. A lot of audience
 4. [Name] - [Services]
 5. "Helping you make abundant \$ as a photographer" - he's a professional
 6. Name of the course
 7. Link
- **Check the Website**
 - Front page
 1. Name of the course
 2. Video - Black&White - him with a camera
 3. Button - Join the waiting list
 - Statement - "Clear, proven path to 6 figures"
 - Calling out the reader - "Created for Wedding & Elopement Photographers"
 - Video - him presenting the course
 - "Does this resonate to much"
 1. He is pointing some statements
 2. He is guessing what the reader is having problems with
 - Product
 1. Name of the course
 2. Some photos with him and the course
 3. One year group coaching program that will lead to 6 figures
 4. One time payment - 3200
 5. 2 month payment - 1650
 - What's included
 1. Weekly video trainings - +10 total hours
 2. 6 Group coaching calls - for 90 days with Nathan
 3. Weekly assignments
 4. BONUSSES - Exclusive Group, 13 Bonus resources, -\$1000 in brand partnerships
 5. Giving a free hoodie
 - How does it all work?
 - Giving info for the weekly trainings, facebook and more that the reader might have questions to
 - "Say goodbye to guess-work, it's time for a proven method" - His method is the best one
 - Testimonial with a student
 1. About her
 2. Video
 3. Some messages of wins with her
 - More student wins - Messages
 - "Who it's for, Who it's not for"
 1. It's not just some tips and trick

- 2. This will make you 6 figures
- My story
 - 1. Metaphor - 3 years ago I was the starving artist
 - 2. Telling how he became a 6 figure photographer
- What will I learn?
 - 1. Telling them what they will learn in each week
 - 2. Telling them all the bonus resources they will get
- FaQ
- 'I'm not sure if I can afford it'
 - 1. Making a price comparison
 - 2. Adding up everything and comparing everything to the main price
 - 3. $27000 > 3000$
 - 4. Button - Join waiting list
- Money back guarantee
- Testimonial with a student
 - 4. About her
 - 5. Video
 - 6. Some messages of wins with her
- "This program might not be right for you"
 - 1. This is for the one who are ready to go all in
 - 2. If you're not up for the challenge - I don't want you to take the program
 - 3. If you don't put in the work it won't work for you
 - 4. Challenging them
- Here are just a few more students case studies and testimonials
 - 1. A lot of testimonials
 - 2. Pictures
 - 3. Clips
 - 4. He chose the best ones
- Pushing the pain - How long have you been stuck?
- It's time to build your business in a new way - People are always interested in a new solution
- Button - Join the waiting list
- "It time to go all in for your dreams - for your passion, for your family, for your life" - Calling out the reader to take action
- **Click the button**
 - He has set a "Fill out the form below"
 - Name, email, website
 - Submit button
 - Some social media platforms

