

Ideal Customer:

Name: Michael

Age: 29

Occupation: Software Engineer

Relationship Status: In a relationship with his girlfriend

Goal: Considering marriage, seeking guidance for a smooth and fulfilling marriage

Scenario:

Michael, a 29-year-old software engineer, is in a committed relationship with his girlfriend. He is considering taking their relationship to the next level and getting married. However, he has some uncertainties and wants to ensure that everything from getting engaged to saying “I do” goes as smoothly as possible. Michael desires a fulfilling and long-lasting marriage where both partners are happy and fulfilled. He wants to avoid unnecessary hiccups and conflicts that can compromise their relationship. Michael has had arguments with his partner in the past and wishes to eliminate them before they make the commitment of marriage. He wants to make sure that his girlfriend is also ready and enthusiastic about taking this step together.

Pains and Frustrations:

Uncertainty about readiness for marriage

Concerns about potential hiccups and challenges in the marriage

Desire to ensure his girlfriend’s readiness and commitment

Frustration from past arguments and conflicts with his partner

Lack of knowledge and skills to navigate conflicts and understand emotions effectively

Roadblocks:

He thinks that after they get married, every problem, fight, argument disappears, it will only be “good” stuff. This is wrong, because even after you get married you’ll still have the same problems you had before.

Perfect Scenario:

In the perfect scenario, Michael embarks on the online course for couples considering marriage. Through the guidance of the course, he learns valuable tools and strategies to build a fulfilling and smooth marriage. He gains a deep understanding of each other’s needs and love languages, allowing them to exceed each other’s expectations and foster happiness in their relationship. He also acquired effective communication and conflict resolution skills, leading to better arguments that find resolutions and minimize drama. Michael’s uncertainties are addressed, and he and his girlfriend are both enthusiastic and ready for the

lifelong commitment of marriage. Their relationship grows stronger, and they enter their marriage with confidence and optimism.

COPY:

When your loved one agrees to the marriage and says “Yes” 🙋

Getting married is one of the most looked-upon parts of a Man’s life.

Choosing to spend the rest of your life with the woman you love with all your heart, 💕

It’s probably the biggest commitment you will ever make,

And while most think that once they say “I do”, fights, arguments and conflicts just all of a sudden disappear,

WRONG. ❌

The truth is, they will still be there.

You’ll still have arguments, you’ll have moments wondering if she is the right person for you,

You’ll still go to bed at night angry at each other...

But there are ways to minimize it before you hand her that ring, 💍

It is not “avoiding” arguments,

Or not raising your voice,

It’s a lot more obvious than you think, ⬇️

[Discover how you can make your marriage go as smooth sailing as possible](#)