

WINNER'S WRITING PROCESS

COMPLETE MARKET RESEARCH:  Local Parents: Market Research

Business Type: Local tuition center

Business Objective: Get more local parents to pay attention to the business

Funnel:

1. Invite existing and past customers to a **local WhatsApp community** which provides free value,
2. Launch free demo classes and a **referral program** 2-3 weeks in which encourages existing members to share and new members to enroll.

WHO AM I TALKING TO?

Local parents in Ghaziabad, near Vaishali, who are concerned about their child's grades by extension concerned about:

- Their status in the local parents tribe.
- Their child's future prospects.

WHERE ARE THEY RIGHT NOW?

Current State:

- Child getting bad grades and showing no signs of improvement.
- Child's future looks grim.
- Child fits one or both of the following:
 - Not motivated to study.
 - Studying, but still not improving grades.

- Low social status: Shame in tribe
- Stress about child's future

Dream State:

- Child getting good grades.
- Future looks bright.
- Child fits one or all of the following:
 - More confident
 - Motivated to study
 - Building strong foundational concepts, skills and knowledge
- Improvement in grades.
- High social status: Respect in tribe
- Carefree about child's future

Roadblock

- Parents are not able to teach their child in a way that motivates them, makes them accountable and leads to results.
- Parents feel emotionally drained.
- Busy schedule of parents.
- Student distraction.
- Student's resistance to change.
- ***No personalized attention.***
- No focus on motivating students and building foundational concepts.

Solution

- Personalized learning plans.
- Expert guidance and motivation, making them receptive to change.
- Engaging, healthy, supportive and distraction-free environment.
- Building foundational concepts.
- Flexibility for parents.

Product

- Tuition center, which provides:
 - Small class sizes and personalized learning plans for each and every student.
 - Highly qualified teachers, who are approachable, always available, and motivate the students while building foundational concepts.
 - Engaging, distraction-free learning environment.
 - Flexible scheduling for classes. (??)
 - Potential 100% discount on monthly fees!
 - Tuition center is local, and my friends and neighbors told me about it!

Market Awareness:

Level 3: Solution Aware

- Most of them are at level 3, because EVERYBODY is aware of the solutions mentioned for their roadblocks.

Market Sophistication:

Level 5: Market is tired of everything.

- There is a tuition center at every corner. Everyone is making all sorts of claims. This market is very old, and businesses have tried everything.

Level 4 tactics might still work.

- Since this is a local market, we can position our version of the solution as better, and it might still work.

Level of desire: Decent, 4/10

- They really want their child to succeed in life. They're just looking for the right solution.

Level of belief: Low, 1-2/10

- Making them believe that the tuition center will work for their child is the most important part.

Level of trust: Low, 3/10

- Nobody trusts a business initially, but the Instagram, Google profile reviews and the fact that this is local builds some authority. So 3/10

In the funnel:

- Ready to receive the invite message to join the local whatsapp community.
- First stage of the funnel, but they somewhat trust the business and believe in the solution, because they have enrolled previously.

WHAT DO I WANT THEM TO DO?

Read the invite message all the way to the end, and click on the link to join the group.

WHAT DO THEY NEED TO SEE/FEEL/EXPERIENCE IN ORDER TO TAKE THE ACTION I WANT THEM TO, BASED ON WHERE THEY ARE STARTING?

1. Make them stop whatever they're doing and read the message on WhatsApp.
 - a. Highlight their current pain points.
 - b. Connect to them on a personal level, start where they are at.
 - c. Present a possible solution and build curiosity.
2. Make them click the link and join the group
 - a. Build some trust and authority by:
 - i. Understanding their personal situation.
 - ii. Telling them that we've helped a lot of students in the past, and have been in the market for 7 years.
 - b. Reduce cost and build desire / curiosity.
 - c. Dead simple CTA with a small urgency tactic.

INVITE MESSAGE DRAFT V4 (REVIEW THIS)

Dear parent,

If you want your child to build concepts, gain confidence and secure a bright future, this message is for you.

Just like you, we're parents and teachers.

We know how it feels to be constantly stressed about your child.

Today, we're launching a WhatsApp group to share our knowledge with you.

In the last 10 years, we've helped over 100 students improve their grades by up to 30% within 6 months.

We hope that the resources provided in the group will help you.

And so, we invite you to join by clicking on this link:

<https://bit.ly/shrijieducation>

(SPLIT MESSAGE, ABOVE COPY WILL BE IN 1 MESSAGE, BELOW COPY WILL BE ANOTHER MESSAGE)

This community is FREE.

✓ Every few days, we'll be sharing proven strategies with clear action steps that will:

Build your child's knowledge, skills and confidence, leading to quick improvements in their grades.

But more importantly, these strategies will set them up for long-term success and a bright future..

✓ Plus, I will also be sharing all the free resources, demo classes and webinars we launch at Shriji Education!

But, to ensure that you get the best value, we're limiting entry to the first 25 members only.

I encourage you to join fast!

<https://bit.ly/shrijieducation>

Best,

Shriji Education and Team

INVITE MESSAGE DRAFT V3

Dear parent,

If you want your child to excel in school and live a bright future, this message is for you.

Just like you, I'm a mother and a teacher.

I know how it feels to be constantly stressed about your child's academics.

You're worried about their future, wondering if they're falling behind because of their grades.

During the last 7 years, I've helped over 100 students improve their grades by up to 30% within 6 months.

And today, I'm launching a WhatsApp group to share my knowledge with you.

To ensure that you get the best value, we're limiting entry to the first 40 members only.

And so, I invite you to join before the spots fill up: [link]

(SPLIT MESSAGE, ABOVE COPY WILL BE IN 1 MESSAGE, BELOW COPY WILL BE ANOTHER MESSAGE)

This community is 100% free.

✗ And I do not plan to share vague tricks and motivational advice that provide no results.

✓ Instead, every few days, I'll be sharing proven strategies with clear actions that will:

1. Build foundational concepts and inner motivation in your child.
2. Improve their grades in a short time.
3. And most importantly, set them up for long-term success in their lives.

✓ Plus, I will also be sharing all the free resources, demo classes and webinars we launch at Shriji Education!

Spots are limited, join fast!

[link]

Best,
Shriji Education and Team

INVITE MESSAGE DRAFT V2

Dear parent,

Does your child feel distracted and unmotivated to study?

Have you tried everything, but they're still struggling to get better grades?

I'm a mother and a teacher. I've been in your situation.

And In this message, I want to show you a way to significantly improve your child's grades...

as early as the end of this academic year.

I know how it feels to be constantly stressed about your child's academics.

You are worried about their future, wondering if they are falling behind.

During the last 7 years, I've helped over 100 students improve their grades by up to 30% within 6 months.

And today, I'm launching a WhatsApp group to share my knowledge with you.

(SPLIT MESSAGE)

“Is this a paid promotion?”, you might ask.

I want to clarify that this community is going to be 100% free.

✗ And I do not plan to share vague tricks and motivational advice that provide no results.

✓ Instead, I'll be sharing proven strategies with clear actions that will:

1. Help your child build foundational concepts and inner motivation.
2. Improve their grades in the shortest amount of time possible.

✓ Not only that, I will also be sharing all the free resources, demo classes and webinars we launch at Shriji Education!

And so, I invite you to join my group: [\[link\]](#)

IMPORTANT: To ensure that you get the best value out of this initiative, we're limiting entry to the first 40 members that join the group.

Stops are limited, so join now!

Best,
Shriji Education and Team

INVITE MESSAGE V1 (IGNORE THIS)

Dear parent,

You want your child to succeed, and we're here to help.

We invite you to join our private WhatsApp community, exclusive for parents in Ghaziabad. 📖

With our 7 years of experience in helping students excel, here is what you will get in this community:

- Proven tips and study strategies — to improve your child's grades.
- Motivational advice — to keep them focused and confident, even during exams.
- Free resources and official updates — to help them stay ahead in school.
- Support of fellow parents.

This is a free community for parents who are determined to shape their child's future success. We will work together to make your child thrive.

Click the link and join now: [link]

Note: To maintain quality of members and prevent spam, this invite link is valid until 11:59 PM on Friday.

Looking forward to seeing you there! 😊

Best,

Shriji Education and Team