

1. Tell us about the avatar & Market and customer sophistication, based on the diagrams.

Who exactly are we talking to?

Adults who want to learn English and improve their skills with pronunciation, speaking, and writing to boost their level of confidence and network with other people from their english skills

Where are they at right now in the awareness & sophistication level?

They are problem-aware since they know their problem. Problems like boosting their confidence, and getting their english on point, speaking and pronunciation but they don't know how to solve it

As for sophistication level, they are level 1 since they are beginners who are learning about the fundamentals and need to have a basic understanding

Where are they at right now?

They are here stuck trying to speak, learn, and pronounce English correctly and are afraid of mispronouncing their words with others. They have tried other methods and failed

Current state- they do not know how to speak english, pronounce english, practice english, and have a lack of confidence which makes them scared, their roadblock is they don't have confidence & self-belief in themselves in growing their english. They freeze in conversations and feel insecure

They are on social media and when they check out the client's product they are new to it so they are problem-aware. They know their problem but do not know how to solve it

Dream state- speak english with other people to boost their confidence, knowing how to pronounce words correctly and sound like a native speaker

On social media

Have no confidence in their english and are afraid to speak with others. Doesn't know how to pronounce words

Level 2 problem aware

Level 2-3 sophistication

Current desire levels- level 2 but have to get them more intrigued

The current belief in the idea- level 4

The current trust of person- level 1 no one knows her, they need to know the person and connect with

them

Where do I want them to go?

Click the link in our bio, check out what best suits them, read the page, get them amplified and pumped up, and buy our product

What are the steps to get them through to take the next step/action? What do they need to think, hear, imagine

Read our page

I want them to think of themselves in their dream state where they are communicating with others around them they want to feel confident in themselves.

I want them to imagine themselves hearing their friends/family and speaking to them as well without mispronouncing a word and not feel like they have to repeat themselves

- **Men or Women?** Both

- **Approximate Age range?** 22-40

- **Occupation?**

- **Income level?** Low to mid-range

- **Geographical location?** everywhere but mainly Portugal for our target audience

1 - Name, age, and face. This makes it much easier for you to imagine them as a real, person.

Julia 27



2 - Background and mini-life history. You need to understand the general context of their life and previous experience.

They wake up in the morning, go to work/school do their important things, they probably want to tell something to their people but remember they don't have the skills to speak their language which can make them afraid to speak and don't want to embarrass themselves.

3 - Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Painful Current State

- What are they afraid of?

To speak to others and have communication, they are afraid they will not know how to communicate and for people to understand them. They are a person afraid to leave their bubble and use their english language correctly

I used to be afraid of speaking,

- What are they angry about? Who are they angry at?

Themselves for their lack of confidence in their abilities,

- What are their top daily frustrations?

The comfort zone

This realization freed me from all the negative feelings, insecurity, worries, and burdens about English.

Having self-disbelief and a lack of confidence

They hide themselves from their friends & workers & potential friends cause they don't think their english is good

Having to deal with stress and anxiety from the fact they can't handle staying in their shell and expressing themselves to others

Before, I had so many doubts which inhibited my fluency.

Before New Sound, I had many difficulties reading, listening, and expressing myself, **I felt limited.**

- What are they embarrassed about?

They cannot speak to other people which puts them in a bubble of fear and embarrassment to go out and try their english pronunciation and speaking skills

- How does dealing with their problems make them feel about themselves?

Shy, not confident, like they don't think they're good enough even when facing their problems, they don't think they can go out in the world and sound great with their words

I used to tell people “Don’t call me, just leave a message” but after this course, I started

to take all my calls, and now I'm talking all day.

This shows they are afraid of their problems, possibly getting a response like " what did you say? Huh? I don't understand. And possibly getting people angry or frustrated for them trying to speak to them which makes them less confident in their skills

- What do other people in their world think about them as a result of these

Problems?

Not confident, lack of skills in their capabilities,

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

I can't handle conversations, it's so hard talking to people and always apologizing every minute.

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 want to improve their english from their speaking and the way they pronounce their words

I was offered to give a lecture in English - and I said yes! I felt confident about what I had to say, and I showed myself that I could do it. **If I wouldn't have done New Sound, I would have said no. I have finally gotten rid of the feeling of inadequacy that I have felt for so long.**

Now, I often attend office meetings in English and travel to English-speaking countries for training and seminars. **This is only the beginning of the professional growth that I will experience as a result of my new English confidence.** I feel great!

high-level pronunciation teaching, exceptional conversational, confidence boost, Negative thoughts are gone, as well as stress, anxiety, and being shy in a bubble, they want their english to be super good they build confidence from them

Now, I can have conversations with more ease, and I am proud to be a bilingual speaker!

I feel much more confident in my clarity and ability to produce the sounds of English. Above all,

I HEAR more, and I **developed a perception of sounds I had never noticed before.**

Clarity

Clear pronunciation and effective communication are the keys to being heard,
building trust, and getting what you want.

Confidence

It's time to say goodbye to fear and self-doubt, and welcome courage and
self-assurance.

Freedom

Have the freedom to say and DO what you want. Whether it's standing your
ground, telling a joke, or asking for a promotion.

- Who do they want to impress?

The people they speak to but also the people they want to make friends with around the world. Once
they know english then they will speak with other english people to make new friends

Also, they want their friends and family to notice their english improved.

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

They would feel excited and as if all the attention is on them "omg you speak english so well and so
good now!"

- What do they secretly desire most?

"to stand up and speak in front of people and they understand me and pay attention."

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

They have improved their english, speaking, pronunciation, and possibly even talk to them in english
since they have so much confidence in themselves that they want to impress themselves

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

Do they face?

They can figure out their english problem with enough practice to the point they will eventually grow into it and not worry about themselves anymore. But in the journey of learning they will have self-disbelief

- Who do they blame for their current problems and frustrations?

Themselves and possibly things they have tried

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

Yes, they have tried going to english countries, lessons, or even doing english writing but they all seem to have a lack of confidence and self-belief since they have tried that time and given up

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

By putting in real effort, they go by their problems which they have and solve them by finding someone who helps with them specifically which helps them to buy and work on what they need to do

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

They have no one else they respect besides the current people

- What character traits do they value in themselves and others?

Humbled, truthful, Courage, bravery, Consistent

What kind of people are we talking to?

People who struggle to have belief in themselves and have confidence, once they are at their dream state become confident and have their self-belief again while sounding like they have clarity

- What character traits do they despise in themselves and others?

Self-belief and confidence but not only for themselves but others in the same situation as well. Other traits as well like Shy, Afraid

- What trends in the market are they aware of? What do they think about these

Trends?

Videos that pronounce 2 different words or videos that tell them show the difference between the pronunciation and the actual word. They think these trends are easy to digest and consume which makes them invested in reading. Also, they think the courses are all the same and have not much of a difference

The way the PRODUCT IS PRESENTED the highlighted blue

Key to AUTHORITY about the person highlighted yellow

If it is something a DREAM/DESIRE highlight the green

If it's a PROBLEM/FEAR/PAIN or something they don't like make it red

If it is something they DON'T LIKE ABOUT THE PRODUCT highlight the purple

Before New Sound, I had to go to classes twice a week for nursing school, and I was always afraid that I wouldn't be understood so I never spoke up. I was so depressed about this because I like to speak, I like to communicate, but I was so anxious and afraid to express myself as I wanted to. I had no freedom, like being in jail. One day I suddenly realized that I needed to find someone to help me. I needed someone to direct me.

I prayed for this. Then I found Hadar's video and after watching for 5 minutes I knew Hadar could help me. New Sound was starting in two weeks, but I thought I was too busy to join. I decided to join and do the program at my own pace. I had taken other courses before, but nobody taught me like Hadar did. She found a way to change our mindset – not just our speaking. She taught us how to connect the mind with the heart and body. In the first module, she said “Just start speaking, don't worry about your mistakes.” So after just one week in New Sound, I started talking in my nursing class. And people kept complimenting me on my English. Hadar, you are the best teacher ever and forever. You pointed me in the right direction.

I had forgotten a lot of my English and wanted to get it back for my professional journey to the US. Now I can speak at work meetings and ask questions! This course is great! Even with a full-time job, children, and many other responsibilities, I was still able to participate and learn what I needed to focus on.

Before joining New Sound, I was looking for a job in Canada and I felt unprepared for the job market there. In Brazil, my job was all about being convincing and conveying the right message to my clients and team. Communication was my superpower, and it seemed I had completely lost it.

When I made the decision to join New Sound, I immediately saw that this program was different from any other.

First, the course is designed to take into account all the necessary details for all learners around the world. In addition, each lesson considers all the questions we could have about that particular point. In my field of work, we call it “pixel-perfect”.

When I talked to other members of the program, we all agreed that we had never experienced anything like this engagement, enthusiasm, or outcome in a course before.

New Sound gave us a completely different perspective. What used to be a struggle, now we see as a new challenge to be accomplished. What used to be painful, has become fun. Rather than beating ourselves up, it now serves to motivate us to go beyond our expectations.

This course gave me back my confidence to communicate. Ultimately, it gave me back my superpower.

After New Sound people can understand me without any problem. That makes me feel happy, proud, confident. I've been a tour guide for 20 years and many years ago I worked in English, but it was such a bad experience struggling with what to say, and I couldn't understand people. Now I can stand up and speak in front of people and they understand me and pay attention. That makes me feel happy, proud, and confident. I got a new life from this program. I still have a lot to do, but now I absolutely KNOW what to do.

I had wanted to speak English for a long time but was not improving. I thought maybe I just didn't have the talent to learn a new language. I was very frustrated. I had embarrassing experiences. I decided to quit. But then I came to understand something that changed my life – I may not be able to control bad things in my life, but I can choose how I respond. This was the beginning of a powerful new direction for me. I decided I was going to get serious and become a fluent speaker. But I had no idea how. With a new attitude and determination, I felt a powerful conviction rising up inside of me, an image of a 'future me' speaking fluently. But I knew my approach to studying was all wrong and had to change. Then I found Hadar. She changed my life. Hadar created a method to teach her students how to improve their English, become fluent, and speak with confidence and clarity. She motivates and inspires us. Because of you, Hadar, now I believe it's possible to become fluent in English, just speaking as myself.

2. **What type of business/niche are we talking about?**

English online coach/english pronunciation coach

3. **Tell us what product your client sells.**

The English Room

Project Overview

The English Room (ER) is a place for non-native English speakers to bring their English back to life through lessons that go beyond theory, weekly challenges, a safe space to practice their English amongst fellow English learners, and much more.

The ER is a place for people to recover their English, and gain confidence in what their English can be if only they have the correct techniques.

Audience

- People who are insecure to talk to others in English
- Don't know how to use their vocabulary in English
- Can think in English but freeze when they have to speak
- People who don't have anyone to practice English with, but want to have a place to learn and grow.
- The "bring a friend" into the room will be an idea that I want to generate with my audience.

Project Summary

- Course tailored to transform the students' English. A combination of lessons that will go beyond simplistic theory + a monthly safe place to put their English into action.
- Weekly challenges leading up to the monthly conversation so students can actually practice their English.
- Affordable access to English lessons

Deliverables

Monthly Plan

1. Weekly Live English lessons (Lessons that will help the students develop their English beyond theory, and help them express themselves better in English without taking too much of their time - 30 minutes to be more precise)
2. Monthly conversation group meeting to discuss the month's challenge (movie, series, book, podcast, or article)
3. Monthly Q&A where I'll answer all the student's questions live.
4. Access to "The English Habit Tracker"

Annual Plan

1. If you buy the annual plan you have access to a package of 10 private lessons with me to work on your specific goal with English (Weekly 1-hour lessons that can be done twice a week for one month, or weekly for 2 months)

Price

- Monthly Plan: €29,99
- Annual Plan: €359,88

Launch:

3rd of June

4. **To send a link to the client's website and social media accounts.**

[CLIENT IG](#) & [CLIENT WEBSITE](#)

The reason why she doesn't have her website linked to her IG is that she told me her website is trash

5. **Tell us what your client has tried before (why did it work/why didn't it work?).**

She tried in the past to work with others online via Gumroad I believe but still, it wasn't enough until she launched the English program" in January and is expected to make membership her next upcoming product

She has not tried this membership although in the past. She is still new in the space of trying to monetize her business

6. Tell us every measurable metric the client's gotten somewhat recently.

She doesn't know her view count on her page but she gets 5-10 DMs of students a month

Captured 153 leads when she released the pronunciation program

7. Tell us what his current revenue is.

0 revenue from this product she selling since it is an **upcoming** course

Tell us the source of your client's attention (with numbers for attention).

Mainly IG with 20k followers, other socials are unknown. But mainly gets her attention from instagram reels. She said she had been active on uploading every day for the last 6 months

8. 100 pushups link

[100 Push Ups](#)

10. The Copy, modeled copy, & reason why I'm submitting it.

The reason why I'm submitting it is so I can give the sales page some spice, and stand out against others, + it needs to stand out since she has NO testimonials for this product. It's a new product that will launch on June 3

[TOP PLAYER MODEL COPY](#)

COPY—>

*Here's How I Went From Struggling With English
Communication To Having Fluent Conversations
With Native Speakers By Engaging With Other
English Learners In Less Than 1 Month*



Learn from Jordana, who studied English for 10 years. Transform your conversations forever, become bilingual, and increase your chances of getting hired!

The English Room Membership helps people **(like you)** recover their english, allowing you to speak with *other native english speakers*
confidently



Start building a solid foundation so you can no longer struggle with your words and sound like a real English speaker **from any country**



Replace your old speaking habits to effortlessly improve your speech & **open up your character** with other English Learners as fast as possible.



Stop letting your fear mispronounce your words to express yourself and begin pronouncing English in front of loved ones & construct your **English speaking skills step by step**



No longer be the shy person in the room and make your English so good your friends, family, & co-workers will say to you “**wow your English is so nice, you sound more confident**”

Do any of these sound like you?

- People don't know what you're saying and you have to repeat yourself, which feels hard and stressful.
- You love hearing English, but it is difficult to speak and turns you shy in front of co-workers and friends.
- You pick up some English words but lose confidence once they start to speak fast.

- You want to stop sending messages and instead hop on Zoom calls with English speakers.
- You feel Insecure and freeze when you're in a conversation with english speakers.
- You love English and want to try it when you speak English but feel too scared to talk with other english people.
-

If you're facing any of these problems, here is the solution that will allow you to overcome them all in less than a month 🙌

Get ready for exciting weekly live English lessons where you'll hear and learn new things, and monthly conversations where you'll chat with other English learners, getting better at English every time you talk!



What's included in your English Room Course Membership?

Weekly live english lessons

Study completely at your own pace with other English learners like you to finally develop your english voice in less than a month.

Monthly Conversation groups

Receive support in the private community and monthly live hangouts with Q&A to get all your questions answered so you can fix any mistakes you face!

Supportive community

by joining our private English learning community you'll Stay motivated and grow your English whenever you want to build your skills!

Extra practice

Get English exercises, English tracks, and monthly challenges on your favorite TV shows and other types of

content so you're continuously practicing with the community while enjoying your favorite shows!

HELLO! NICE TO MEET YOU...

I'm Jordana 🖐️

I'm your Brazilian English pronunciation teacher!

My mission is to make English pronunciation Easy and simple for you to start speaking fluent english as quickly as possible!

I've taught privately for over 10 years and started Teaching students in 2020 to help make pronunciation fun to practice, Easy, and accessible to all! Now, 21,200k+ English learners love my pronunciation lessons on social media!

I've put all my English teaching into the best Fluent English Course because I want you to know how easily you can start developing your english knowledge— The English Room Membership. 🎉🖐️



Is The English Room Course right for you?

It's for you if...

☒ You want to learn Fluent English.

- ✓ You want to speak with co-workers and make jokes during meetings
- ✓ Want to build your english with other students like you
- ✓ You are looking for a self-paced membership site with other motivated english learners.
- ✓ Finally get out of your current job and succeed in the job interview with clear pronunciation in ENGLISH
- ✓ Your goal is to get out of your comfort zone and start opening up with clarity and confidence to show the world you can speak fluent english

Weekly live English lessons

So you can work on every aspect of your pronunciation,
Speaking, and listening

Live hangouts With Q&A

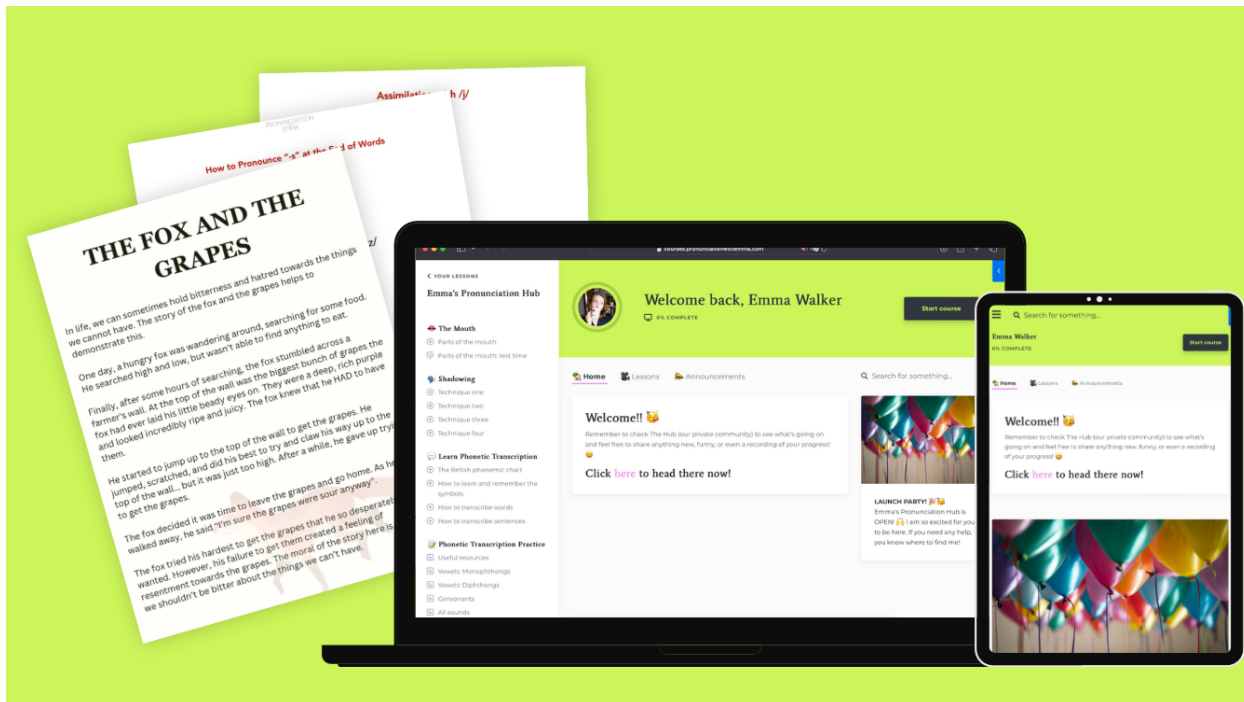
So you can ask Jordana all your questions

Full support

From Jordana and the private community when you join

Challenges

To keep you fully motivated while building your future



Join The English Room Membership Today!

REGULAR ENGLISH MEMBERSHIP

€29,99

PRO MEMBERSHIP	PREMIUM MEMBERSHIP
147.00 USD/Month CANCEL ANYTIME 4 Language Coaching Sessions_____ \$120.00 4 Conversational Sessions_____ \$60.00 TOTAL: \$180.00 JOIN NOW AND GET YOUR 7-DAY TRIAL	247.00 USD/Month CANCEL ANYTIME 8 Language Coaching Sessions_____ \$240.00 4 Conversational Sessions_____ \$60.00 TOTAL: \$300.00-USD JOIN NOW AND SAVE 53 USD (7-DAY TRIAL INCLUDED)

Euro/Month

7-DAY REFUND GUARANTEE

✓ Develop your English speaking skills efficiently with weekly live lessons: Express yourself better in English in just 30 minutes per session.

✓ Enjoy monthly conversation group meetings: Learn English while engaging with your favorite movies, series, books, podcasts, or articles through fun activities to start understanding what people are saying

✓ Get your questions answered in monthly Q&A sessions: Overcome any English challenges with live calls, and personalized support so you don't worry about being in an english conversation

✓ Track your progress with "The English Habit Tracker": Save time while improving your English skills.

✗SPECIAL: Access to a package of 10 private lessons with me to work on your specific goal with English (Weekly 1-hour lessons that can be done twice a week for one month, or weekly for 2 months)

~~TOTAL: €180,00 Euro~~

JOIN NOW AND GET YOUR 7-DAY
TRIAL

PREMIUM MEMBERSHIP

€359,88

Euro/Month

CANCEL ANYTIME

✓ Develop your English speaking skills efficiently with weekly live lessons: Express yourself better in English in just 30 minutes per session.

✓ Enjoy monthly conversation group meetings: Learn English while engaging with your favorite movies, series, books, podcasts, or articles through fun activities to start understanding what people are saying

✓ Get your questions answered in monthly Q&A sessions: Overcome any English challenges with live calls, and personalized support so you don't worry about being in an english conversation

✓ Track your progress with "The English Habit Tracker": Save time while improving your English skills.

✓ **SPECIAL:** Gain access to 10 private lessons designed to accelerate your English learning. Work with me to achieve your specific English goals and receive personalized assistance along the way.

~~TOTAL: €400,00 Euro~~

JOIN NOW AND SAVE €150 EURO (7-DAY
TRIAL INCLUDED)

7-Day **No-Risk** Trial



Try the English Room Membership for 7 days

without any charges and if it wasn't what you expected, you can cancel anytime.

I'll take all the risk for you!

FAQ

Do you have any more questions? Drop me a DM on my instagram

How much does the membership cost?

The membership is €29 per month. You can cancel your membership at any time.

How long is my membership?

When you join, your membership will last for one month (so if you join on the 10th of May, your membership will automatically renew on the 10th of June).

If you want to continue accessing all the amazing benefits of the membership, then your subscription will just automatically renew for you.

You can cancel your membership at any time.

How can I pay?

You can pay by credit or debit card.

What do I get when I join The English Room Membership?

As part of your monthly membership, you will receive:

- Over 100 on-demand British English pronunciation lessons.
- Access to the private community to ask questions and talk to your fellow Hub members.
 - Fun challenges to keep you motivated and practicing.
- Personal support from Emma and her team in the private community.
- A monthly live hangout with Emma to ask any questions and play fun pronunciation games.

What time are the lessons?

The lessons are completely self-paced, so you can study whenever you want.

You can write in the community to ask questions and talk to your fellow Hub members at any time. Emma and her team of teachers will respond to your questions on Monday and Friday.

The monthly live hangout tends to happen the first week of the month on different days and times. Don't worry if you miss it, as you can still ask your questions in the private community!

Can I cancel my membership at any time?

Yes, you can cancel at any time and still get complete access to all the membership's wonderful features until the end of your subscription (for example, if you join on the 10th January and cancel on the 20th January, you will still get access until the 10th February, but your subscription will not automatically renew for another month).

What happens if I join and don't like it?

I give a 7-day money-back guarantee to everyone who wants to try it out.

No refunds are given after 7 days from your first membership payment.

Also, no refunds are given if you forget about your membership and don't cancel it on time – so remember to set an alarm in your calendar for when your membership renews!