

EDMP Research Summary

Mission: Provide them with a new landing page for their mobile site. Over 60% of their traffic is on mobile and they haven't optimised their site for this.

Offer

- Attention/Monetisation
 - Site traffic:
 - 680k (Sept-Nov)
 - Bounce rate:
 - 69.98%
 - Mobile visits:
 - 64.4%
 - Best platform/following:
 - YouTube - 46.7k
 - Avg post engagement:
 - 1-3k YT views
 - Attention improvements:
 - More engagement on their YouTube videos. Better thumbnails/titles driven by SEO.
 - Monetisation improvements:
 - New mobile homepage design. Updated deeper copy on the site + sales pages.
 - Offer:
 - Purpose (what is the purpose of the free value?):
 - The purpose is to drive down their bounce rate and direct them to their courses from the homepage rather than to their email list.
 - Mechanism (how will it work?):
 - The homepage redesign will keep visitors on the page for longer by capturing their attention better and sparking their curiosity, making them read the entire page and click through.
 - Offer ():
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 - Other Ideas:
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Avatar Summary

- Appearance overview:

- Jack is a 24 yo producer from New York. He has brown cropped hair with curtains and wears baggy, hipster-style clothing. He has a little facial hair shaped like a goatee but maintains a groomed appearance.
 - What is the current situation of my audience, and why is it so painful?
 - They're struggling with one or more aspects of music production.
 - Their learning has been patchy so they stick to doing what they are best at (e.g. sound design).
 - They're frustrated that they're still struggling with the same problems after years of producing.
 - They feel defeated and that they will never be a good producer.
 - Don't know why their tracks don't sound good/right.
 - Struggle to translate their musical ideas into productions.
 - What is the dream state of my audience, and why is it so desirable?
 - They constantly and regularly finish new tracks that sound good.
 - They can finish a high-quality track in hours/days instead of weeks.
 - They are confident and happy with their music and love seeing their friend's and family's reactions to their music.
 - They want to impress those around them and other people in the industry.
 - They want to make a living out of their music, performing it to thousands of people.
 - Be able to identify and fix all of the problems that crop up in their projects.
 - Be consistent with their music.
 - What is the underlying problem my audience has that's stopping them from reaching their dream state?
 - They lack the knowledge to fix the problems that pop up in their projects.
 - They get stuck when producing and their momentum stops.
 - They can't keep the momentum of producing regularly.
 - They focus on one or two things in their project that stop them from progressing on the track.
 - They get stuck in an endless loop of watching tutorials, thinking they are becoming better.
 - They struggle with generating creative ideas.
 - How does the EDM Fundamentals course solve their problem?
 - It fills in all the knowledge gaps producers may have that is causing problems in their productions.
 - It gives them a solid base of knowledge to build from.
 - It teaches them all the basic they need to produce a track from start to finish.
 - What is the Guru's overall speech style?
 - Informative with a causal tone.
 - Speaks clearly.
 - Speaks as if talking to a mate.
 - Awareness/Sophistication Level (unaware, problem aware, solution aware)
 - This audience is problem aware. They are struggling with their music and know it's because they lack the knowledge in certain areas.
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Problem > Solution

- Main Problem: Consistency, Idea generation, Production Skills (sound design, mixing, mastering).
 - Product (Solution): An EDM course that helps them improve the foundational skills of music production, so they're less likely to make mistakes in their projects; leading to a smoother production session.
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Free Value

Fascinations (20)

1. Drum design is the best way to start a track right? WRONG. Here's the best way to start a track..
 2. The single biggest mistake producers make that messes up their mixes...
 3. The lesser-known tip for improving your sub-kick relationship.
 4. Thousands of producers are copying YouTube tutorials. Learn how to leverage blog posts to improve your music and stop being a copycat.
 5. The lesser-known method for adding auditory spice to your drums.
 6. Give me 15 minutes and I'll show you how to find and eliminate problems in your mixes.
 7. 5 reasons why your mixes sound flat, even though no elements are clashing.
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Free Value

- Value 1:

Mobile Homepage Re-design

This is the raw copy that will be on the website. There will be lots of design and formatting added.

Headline:

Learn how to
**Produce, Mix and Master
High-Quality Tracks**

In <30 Days

AND Leave Behind Creative Block For Good! T

Social Proof:

We've worked with:

[logos of well-known brands they've worked with]

Product Carousel:

Which Skill Do You Want To Master?

[Interactive carousel of the various courses they offer. Top selling in centre, next best 2 either side]

Benefit Fascinations:

We'll Help You:

- **Finish tracks consistently**
- **Gain recognition from your music**
- **Always make clean mixes**

CTA:

Click below to

Join 5,838 Producers And Enrol Now >
