

Push-ups (done again for the resubmission)

<https://rumble.com/v4m9dnc-100-push-ups-copy-aikido-2.html>

Research

What specific business objective am I seeking to accomplish with this project?

Boost the conversion of traffic into leads (bought the trial).

Why is it important?

I want them to see that I am a good copywriter and get me to write their future sales pages.

Who am I talking to and where are they at now?

IB students (15-19 years old) and their parents - more leaning towards the parents, but not being full-on parents. Why?

- Many times it's the parents who look for tutors for their children
- The product is 59.99 Euro, even if it's the child looking for tutors, I believe the parent will want to know what they are paying for, so I need to show them that my product is the best one.

Current state

Fears:

- The child will unrealistically assess his abilities and knowledge, which will lead him to flunk their exams/assessments.
- The child will not get to the desired university (or will get to a bad university)
- The child will not be able to handle all the subjects, assessments, and essays alone

Desires:

- Their child will pass the exams well and go to a good university
- Their child will succeed
- Their child will do well at school, get better grades

Who your child is shows what kind of a man you are. You don't want your child to be a stupid loser.

Problems/roadblocks of students:

Incapable of handling a subject

Too much material to do at school, needs to learn at home

Bad teacher, doesn't know how to teach, talks about ex-husband

Too big requirements

Too many assessments to handle without help of an experienced person

Expectations:

The tutor will find the lack of knowledge on time and manage to fill it so the child doesn't have problems on the exams, and he will keep doing that until the exams.

I need an expert to check and diagnose it, and then

Diagnosis → Fill in the gaps → Accompany until the end and repeat the cycle

Dream State

Their child/student got over 40 points (max 45) on their IB Diploma and got into a good university. Both are happy and proud, the child is going to get a good education and prestige, and then probably get a well-paid job.

Awareness: Solution aware - they know what tutoring is, they searched for it, they chose my brand, and now I need to persuade them to buy my product.

Sophistication: Stage 2 - there are a few IB Online Tutoring businesses, and I need to show them why mine is the best

Based on the competition's headlines:

"Learn online from the best IB educators"

"EMPOWER STUDENTS WITH WORLD CLASS TUTORS"

"Get better grades with certified IB teachers and examiners."

Level of pain/desire: High, they searched for the solution (IB Tutoring), so most of the time they have an urgent desire to purchase.

Current level of certainty in the idea: Mostly certain in the idea, sometimes they may not be sure if tutoring will actually be an effective option (but what other is there, learn all of it yourself?)

Current level of trust in my company: None, they probably just clicked on an ad and entered my website for the first time - they are going to see testimonials and reviews along the way.

How did they get here? Active attention, they searched for something like "IB Tutoring" and chose to click on my link.

Avatar



Her name is Sarah, she is a 45-year-old mother of an IB Student, who goes to an IB school in Frankfurt. Every morning she makes breakfast for his son and asks him what he has in school today. She hears about the amount of learning he has that day, and the tests he needs to study for when he comes back home. The exams are inevitably coming, and her son has a lot of material to learn. Like every mother, she wants his son to succeed and crush his exams and assessments. She believes in him but is not sure if he can handle all of this (Extended Essay, Theory of knowledge, Internal assessment, External assessment). She came up with the idea, to hire a personal tutor who would help her son with the preparations for the exams, give him feedback on his assessments and essays, and fill his knowledge gaps regularly.

Where do I want them to go?

I want them to buy my trial Online IB Tutoring lesson for 59.99 Euro

Needed level of pain/desire: They need to feel that getting a tutor will assure good results on their child's IB journey (usually if they searched for it, they already feel it's the only option)

Needed certainty in the idea: They need to be certain that online tutoring (at least the trial) is worth their money and that it will benefit their children on their IB path (but most of the time they are already convinced, they just look for the right company)

Needed level of trust in my company: They need to trust that we actually have good tutors who will help fulfill their desires, but it doesn't have to be super high, as they can just buy a trial and not continue if they don't like it.

What are the steps I need to take them through to get them from where they are now to where I want them to go?

1. Grab their attention with an interesting headline

2. Trigger and amplify their pains/desires
3. Present my product
4. Establish and develop trust in the product and the company
5. Demolish objections
6. Call to action

The Funnel

Organic Google search / Google search ad → Landing Page → Form to apply for the Trial

Original copy

Link to the page (if you want to see it), it's copy pasted below

<https://www.ts-tutoring.com/online-ib-tutoring>

Elite Online IB Tutoring that will boost your IB grades

Individual and private online IB tuition at the comfort of your own home. Our tutors which aced their IB exams are here to help you anytime.

Our online IB tutoring offer is flexible, comprehensive and tailored to your needs.

[BOOK TRIAL LESSON](#)

Think Smart Online IB Tutors are **the most qualified in the industry** at offering first rate tutoring to **International Baccalaureate** students.

Think Smart Tutoring is rated **excellent** on Trustpilot

Think Smart students now attend:

[Carousel of universities]

Innovative Online IB Tutoring by Think Smart. Why should you consider IB Online Tutoring?

1. With **online** tutoring, students can get **immediate, personalised** help from experienced **IB professionals** who understand their problems and can provide them with the guidance and instruction they need to succeed in the IB program.
2. Online tutoring can provide students with **extra help** to understand difficult concepts and master the challenging material. It can also help students **prepare** for their exams, allowing them to **review** and practice material in a way that is more **manageable** and tailored to their own needs.
3. **Online tutoring** is also beneficial because it can give students access to an **expert** who is available to answer questions, provide guidance, and help them develop their own **strategies** for tackling challenging material. This can be especially helpful for students who are struggling with a particular subject, as they can receive personalized help that is tailored to their specific **requirements**.

Want to enroll to our online IB tutoring right now?

Why you should choose Think Smart tutors?

All our tutors are IB alumni who know the **IB curriculum inside-out**. They are knowledgeable and experienced in the IB curriculum and have a deep understanding of the subject matter.


They are not only **patient** and **understanding**, but they also possess excellent **organizational** and **communication** skills.

Our tutors are also able to work with students of varying abilities - from students aiming at 7s, through ones only trying to pass an IB, up to students with learning disabilities. Our tutors can be creative and flexible in their approach, but also have the ability to motivate and inspire students to reach their full potential.

During the **online IB tutoring** lessons, you can expect a healthy mix of lecture style explaining, hands-on practice and answering the student's questions. We brief, train and empower our tutors to be able to deliver high-class learning in the online environment.

We cover all IB topics, we have personalised learning paths for [Math](#), [Physics](#), [Chemistry](#), [Biology](#), [History](#), [Economics](#), [English](#) and all other IB subjects.

 **9 out of 10 Think Smart students reach their academic goals**

 **We provide you with past IB papers training**

 **All of our tutors are IB alumni**

 **100% refund guaranteed if you are not satisfied**

 **All IB topics are covered by Think Smart tutors**

Book a trial lesson with one of our great tutors right now!

What our students and parents are saying on Google (4.9)

[5 star review]

[5 star review]

[5 star review] →

Why online IB tutoring is better and safer than stationary?

Convenience: Online tuition is more convenient for students because they can access the sessions from the comfort of their own homes. This is especially beneficial for those with busy schedules or who live in remote areas.

Safety: Online IB tutoring allows for the tutor and student to interact without ever having to meet in person, which eliminates any risk of physical contact.

Accessibility: Online tuition gives students access to a greater variety of teachers, who may not be available locally. This can help students find a tutor who is better suited to their learning style and needs.

Flexibility: Online tuition is more flexible, allowing students to fit the tuition sessions into their own schedule. This is especially beneficial for those who have other commitments, such as a job or other courses.

Cost: Online tuition is often cheaper than stationary tuition, as students don't have to pay for transportation or other costs associated with attending a physical tuition session.

Interactivity: Online classes also provide students with access to a wider range of resources and materials, which can help them to better understand the concepts they're learning.

Technology: Online tuition sessions often utilize technology to enhance the learning experience. This could include interactive tools, such as whiteboards or video conferencing.

[BOOK TRIAL LESSON](#)

How does the example online IB tuition look like?

An online IB tutoring class typically consists of a one-on-one 1-hour session with a qualified tutor. The student and tutor will typically meet online via a video conferencing platform, such as Zoom or Google Meets.

1. A typical tutoring lesson would start with a **warm welcome** and some time to build rapport with the student.
2. The tutor would then **assess** the student's current knowledge and set goals for the lesson.
3. Going further, the tutor **presents the material** in an engaging and interactive way, using visuals, hands-on activities, and discussion to ensure the student is actively engaged with the material.
4. The tutor would check in with the student periodically to ensure that they are **understanding** the material.
5. After introducing the material, the tutor provides the student with an opportunity to **practice** the skills presented in the lesson, either through a game, worksheet, quiz, or other activity.
6. The tutor then **reviews** any questions the student may have, and provides feedback and encouragement. At the end of the lesson, the tutor **reviews** the goals set at the beginning of the lesson and discuss how well the student met them.
7. Lastly, the tutor provides the student with some **homework** or practice **activities** to complete before the next lesson.

Book a trial lesson with one of our great tutors right now!

[BOOK TRIAL LESSON](#)

The university of your dreams is within reach. Our IB Tutors are already there.

We can help you pass your IB Exam the way we helped thousands of our students.

[BOOK TRIAL LESSON](#)

2k+
students trained

94%
success rate

11+
years of experience

My analysis of my rewrite

Not tested

As I researched and talked with my client, this business is highly built on urgency. Most clients are students or parents of the students who:

- have exams soon
- are starting the IB Diploma after the vacation and need to be prepared
- have problems with a subject/assessment that need to be resolved quickly

So it doesn't have to be super persuasive, we have to get proper traffic and just persuade it to buy our product (the trial, they will decide to buy a package based on the experience, so it's up to the tutors to give a good impression), so we need to build trust and credibility.

I think the rewrite does a good job of building trust, credibility, and confidence, and is a lot less wordy than the original.

I believe the headline does a pretty good job of standing out from all the other IB tutoring companies and introduces the narrative of tutors being guides well.

I focused a lot of the copy on how the tutors have first-hand experience with what the audience is going through, and that they overcame these struggles successfully, which I think does a good job of showing how they are the best help on this journey.

The flow of the copy is much better than it was before.

I took out a lot of the wordy, meaningless sentences and I believe I did a much better job of connecting with the audience.

I'm still unsure if I should change the "First lesson" and "Why is online IB tutoring superior to stationary?" parts, I don't think it would change much, but I may be completely wrong.

Rewrite

We are not just IB Tutors, we are IB Graduates who made it their goal to guide you to success

Behind every successful person, there was a mentor...

Or should I rather say... **Tutor**. A man who taught him the ways to become the successful person he became.

[BOOK TRIAL LESSON](#)

Students and parents rated us **excellent** on Trustpilot



With our guidance, the students got into

[Carousel of universities]

So, why is Online IB Tutoring your best option?

(If not for the results above)

Well, it's super simple, online tutoring provides the students with...

- immediate, personalized help from experienced IB professionals who understand their problems and can provide them with the guidance and instruction they need to succeed in the IB program
- extra help to understand difficult concepts and master the challenging material
- guidance in preparation for their IB exams, allowing them to review and practice material in a more manageable and tailored way

PLUS the parents can sleep soundly, knowing their child is set on the right path to their dream university, and won't misjudge his abilities or knowledge.

Want to secure a place at your dream university?

[BOOK TRIAL LESSON](#)



Why choose us?

Well, to be **the best**, you need to learn from **the best**.

But what makes **our** tutors the best choice?

Let's start...

They are not your stark teachers. All of them are IB alumni who went through the IB curriculum and they **succeeded**. Now they've made it their goal to help **you** do the same.

They may even be at the **exact** university you are trying to get to.

Let's look at Markos for example. The young man in the photo.

He studies medicine at Cambridge, you can even see its walls in the background.



Wait, you want to go to Harvard, or Stanford, or Yale?

We more than probably have tutors from these universities too.

And **for sure**, all of them are highly **adaptable** and will fire you up to action during your lower points and make the learning process **enjoyable**, even for the subjects you struggle with the most

And now, we can guide you through every subject

[Carousel of subjects]

BOOK TRIAL LESSON


What will happen after I buy the trial?

Firstly, we will examine your form, and based on it we will match you with the best possible tutor.

Then, we will contact you via the chosen media, maximally within an hour of the purchase.

On the call, we will agree on all the details concerning the first lesson, such as the time or platform we will use.

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 **All IB topics are covered by Think Smart tutor**

**The exact same problems attacked us, and we dismantled them.
It wasn't easy, but we did it.**

[BOOK TRIAL LESSON](#)

The first lesson

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[BOOK TRIAL LESSON](#)

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