

# Ski Holidays Sales Page

## Target Market

- Younger adults ready for adventure
- People who like the winter
- Experienced people in winter sports

## Avatar

- Paul, age 27
- Has learnt how to ski but only on dry slopes in the UK, wants to expand to the mountains
- Likes everything managed
- Likes to tell tales of his experiences to others and his future kids
- Is told by friends and family to be cautious when going aboard
- Speaks only English
- Has a fair amount of money as he works in the management of a company

## Current State

- Stuck in his 9-5
- No real hobbies
- No passion
- Thinks he has a dull life
- His holidays are only within the country - to his parents or the beach with friends

## Dream State

- To experience some adventure and adrenaline
- To have done something not many people do
- Wants to improve his skiing abilities - go faster and learn some freestyle
- Connect with more likeminded people

## Reviews

Positive about products

Negative about Product

Key to Avatar Info

Dream/Desire

Fear/Don't Want

- Had so much fun! Our coach Lukas was amazing at explaining the mechanisms for each trick without getting too technical... For each run, he would give a single thing to focus on improving, once that was nailed he would point out another area and so on. It is the best way to learn without getting overwhelmed by the number of things to think about when dropping in. Couldn't recommend this enough. I will 100% be back for another camp to fully nail 360s and improve my rail technique!!
- Amazing intro to freestyle skiing in Zermatt with coaches Josh and Lukas. I'm from the UK and have only been skiing in a snow dome which is a Blue slope so this was my first time on a mountain. Josh made sure I was able to get down the Red slope to the Park O.K which had many big features which we end up hitting and hiking back up to hit them again. A good level of fitness is needed for this, especially at 3883m above sea level. As it was summer, we had exited the slopes by 1.30 pm when the staff stopped the T-bar lifts, this was an adventure in itself. The Stomp It coaches provided activities throughout the day including the correct way to stretch and ice baths from Lukas. There was also mountain and quad biking.  
You get to spend a lot of time with the coaches and get to hear their stories and get tips and advice not only in your skiing but life in general.  
Also, thanks to Josh who helped me when I lost my ski pass somewhere on the gondola lifts. The staff were not that helpful and Josh had to go through the trouble of sorting it all out.  
Overall, a great first summer experience and I'm back in November for a Stomp It Technique Camp.
- The owner and coaches are all amazing riders and are eager to help campers learn. The facility has everything you need and is spacious and clean. For people who want to explore Whistler and improve their riding, Core Camp is highly recommended. I can not wait to go back.
- Stayed for a week at the Core Camp log house, for the beginner camp. I went into it never having done any snow sports and came out being able to do turns. Turner and Jordan were great hosts, and the mix of campers from all over the world, with different levels of skill, was an integral part of the experience. It was the coldest week on the mountain for decades and the beginner hills were still super packed. Fortunately, the Whistler coaches were great, especially Steveo and Rowan. Looking forward to revisiting it every year
- Step out of your comfort zone and sign up for a week or two or three! Then look forward to coming back as soon as possible. It takes a lot to say hey, I am heading to Whistler by myself, to take snowboarding (or skiing) lessons, live with a group of people I do not know, and have a roommate or two! Just do it! You will be very proud of yourself and your skiing or boarding will improve like never before! It's your turn to learn! Turner knows how to look after you whether you are 15 or 59! The housemates all look out for each another and it was an amazing experience. Beginners or experts will learn so much

as you are grouped according to ability and the instruction is world-class. The best way to do Whistler is with CoreCamps! I LOVED it! It's a **great balance of learning, personal responsibility and FUN!**

- Dear Klaus, I apologise for not contacting you before. I simply wanted to thank you and tell you how your technical instruction has improved my skiing considerably and has given me an enthusiasm for skiing like never before. I have found your sofa ski school brilliant and I am always recommending you to other skiers looking to improve. I have never **uploaded any videos but will intend to do** so on my next skiing holiday whenever that may be ..... hopefully this winter. Thank you again for your help.
- **I bought from Blue to Black** runs 10 years ago and could ski anything groomed with practice. Just bought from Blue to Powder and it helped fill in a lot of holes. My Colorado local friends have been teaching me but the look of respect for what I taught myself with Klaus videos so that I could keep up with them on a 2-foot day was awesome. You won't find a better virtual instructor than Klaus.
- Klaus, I used some of your techniques skiing today and they worked well. I used to teach skiing 30 years ago but have not been skiing for 18 years due to injuries and my work schedule. This is my first season back on the slopes and your DVD taught me a lot of things to actively work on which made skiing today **very enjoyable** and made me remember how skiing should feel when it's done correctly. Thanks again, Ron
- Dear Klaus, my best friend is a high-level instructor. I have watched countless hours of instructional videos. Read a bunch of books. From Blue to Powder was the one that did the trick! I skied amazingly today. So free and moving through my turns. Thank you for clarifying and simplifying ski instruction. Hope I get the chance to enrol in a clinic one day. Thanks again for putting such good content out there at a great price!
- You have just about the **worst communication going**. Move emailed text and emailed a complaint. Absolutely nil point response. Not a jot, not a syllable. I will not recommend you. Ski Miquel and Ski Wolrd leave you standing on all fronts
- This was my first Ski Miquel chalet ski holiday and it was just wonderful. Carol is a very **professional, kind and helpful manager as well as a considerate ski guide**. Together with her team, they provide **excellent service**. The food was wonderful, the staff couldn't do enough for you, the place was **comfortable and warm, the walking distance to the centre and main lift only a few minutes**. We had Lewis as our ski guide and that made our week. He was just excellent. The ski area is beautiful and large, so having someone **capable, caring and professional guiding you and explaining how to best ski the slopes** made such a difference. **Lunch was always pre-booked** and we had so many laughs and fun throughout. The dinner with tobogganing back down was a great night out - all in all, it was a fabulous week and highly recommendable.

- A great resort and good skiing, but the experience in the chalet were mixed. First, the food was fabulous all week, all the staff were friendly, and in all, we had a great time.

However, there were several niggles that could have spoiled the holiday if other things had not been so good.

The toaster set the fire alarm went off twice at breakfast; the rooms vary widely in size and facilities (some large, some tiny); our room had a smell of drains that was never fully fixed despite repeated complaints (we gave up); the ski hosts were poor (didn't know the area, had the wrong lift pass and got stuck unable to use a lift; didn't take account of group size, even abandoned some of the group in Sauze D'Oulx); not enough hot water for tea.

None of these was major issues but it was disappointing given the usual high standards. Also, the ski/boot room storage provided was very cramped, given the size of the chalet, with hard room to move.

Having said all of that, we had a great week, and hopefully, most of the issues were temporary
- This was my last holiday with Ski World, I'll never use this company again. We booked a week in their chalet L'Alpicois, in La Plagne, France the chalet beds are hard, no space to hang damp clothes, and the chalet is unsuitable for chalet holidays. We booked a room with an en-suite, our invoice confirmed this but we found ourselves in a room with a shared bathroom. The chalet staff cant has washed the floor all season, there was also a nasty drain smell. The food was the biggest disappointment, they make such claims in their brochure and website about the food, it was like I used to eat with my mates when I was a student. The chalet "boy" walked around with his arse hanging out and he needed a good wash. When I complained to the local manager he just suggested I wrote to the head office on my return. This I did and was simply offered a voucher for my next holiday... So I wrote this review instead! I would only recommend people to book a chalet holiday with Ski World, other companies do it so much better.
- Lovely chalet with very comfortable beds ( just wish they'd use mattress protectors to prolong the life of the mattress). Nice size bathroom but only shower, no bath. The food was good, just a pity the crockery and cutlery were never washed clean! On our arrival, I commented on the stained cups. I was told tea stains the cups!! I replied they should then be washed properly. I scrubbed them clean, and one of our party inspected the dishwasher. he found the arm of the dishwasher clogged up so water couldn't even get through!! Some of the cups were chipped which is not acceptable. The Christmas tree was left bare dropping its needles on the sitting room floor. This was not vacuumed until the Friday after we made very pointed comments about the mess. the dining room wasn't vacuumed till then either. It rather felt like a youth hostel ( actually a youth hostel might be kept cleaner!) No clean towels till Friday, it should have been Wednesday. And nothing was done to the rooms, not a problem but advertised as having daily clear up.

## Roadblocks

- Is unaware of how to manage an entire winter holiday himself in the Alps
- Doesn't know what other activities he could do in the evenings
- Not a lot of money to use the big organisation companies
- Doesn't know which resorts to choose or which countries
- Doesn't know what to do to improve ski ability

## Solutions

- Full management of holiday
- Instructions on how to improve ski ability
- A way of visiting the alps
- Knowing what is possible to do at a ski resort

## Sales Page

### Escape the Daily Grind: Find Your Paradise in the Alpine Mountains

#### (The Lead)

Are you tired of feeling like you're stuck in a rut, living the same dull routine day in and day out? Do you dream of escaping your 9-5 and experiencing some adventure and adrenaline? Are you ready to take your winter holidays to the next level?

Need help knowing how to manage this well-deserved break? Whilst not throwing cash around? And unable to choose between which resorts and countries to visit?

These factors can make it seem impossible to plan a winter escape but what if I told you there was a solution. A way to unlock the secrets of creating your dream alpine getaway, from finding the best deals on airfare to improving your skiing abilities and discovering fun activities for any occasion. Let us help you turn your dreams into a reality.

#### (The Body)

John had always felt like he was stuck. He had a decent job, a comfortable home, and a good group of friends, but he couldn't help feeling like something was missing in his life. He had always been interested in skiing but had only tried on a dry slope a few times. Many days he would find himself longing for an experience on real snow in real mountains, but he thought he would never be able to afford a skiing holiday anyway, let alone organise one.

One day, while scrolling through skiing posts on Instagram, he came across a Man who had a lot of experience with the Alps and John hesitantly asked for any tips. The Man promised to help him overcome his problems and that he will experience what he had always dreamed of. He

was sceptical at first, but something about the Man's message resonated with him, so he decided to give it a try.

The Man taught him that his real problems were not his age or his finances, but his own limiting beliefs. He showed him that there were plenty of affordable ways to experience the Alps, and that age was just a number when it came to learning something new. John started to believe in himself and his dreams, and he began to take small steps towards making them a reality. He joined a ski club, started watching ski videos online to improve his skills, and even started saving up for a budget ski holiday. And also, started to learn the insides and out of ski resorts.

The Man also helped him see that his true problem was not a lack of adventure or excitement in his life, but a lack of purpose. He encouraged John to think about what he wanted to do with his life and to pursue his passions with purpose and intention.

With the Man's guidance, John discovered that he wanted to feel accomplished, to do something no one in his family had done before. To be able to tell his alpine adventures to his children and in the future his grandchildren. To be Different.

And finally, after a few months of dreaming and planning, John was able to take his longed-for ski holiday in the Alps. He skied down the mountains, feeling the wind in his hair and the rush of adrenaline in his veins. He met new friends who shared his love of the sport and who encouraged him to keep pushing himself.

As he sat in his chalet, looking out over the snowy peaks, John realized that he had never been happier. He had discovered his purpose, overcome his problems, and achieved his dreams. And he knew that he would be back in the Alps soon, living his best life and helping others do the same. And most importantly he knew exactly how to do it all over again.

(The Close)

Are you tired of spending your winter holidays cooped up in the city? Do you crave the crisp mountain air, the stunning vistas of snow-capped peaks, and the exhilarating rush of skiing down powdery slopes? Just like John did?

Learn the secrets with Ski, Relax, Repeat: Creating your Dream Alpine Getaway, your ultimate resource for planning the perfect winter getaway. Whether you're a seasoned skier looking for a new challenge, or a first-timer eager to hit the slopes, this guide has everything you need to make your alpine adventure a success.

But what exactly is in this book? Insider tips, expert advice, and in-depth information about all the best destinations, accommodations, and activities for your alpine holiday from native skiers. From cosy mountain lodges to world-class ski resorts, it's got you covered.

Of course, we know that planning a winter holiday can be a daunting task, especially if you're not familiar with the region. That's why we've gone the extra mile to make sure that our guide overcomes all the issues you might encounter. Worried about finding the best deals on flights and accommodations? We've got you covered. Concerned about language barriers or cultural differences? Our guide will give you all the information you need to feel confident and prepared.

But that's not all. We've also stacked the Alpine Winter Holiday Guide with additional value that will make it seem like a no-brainer to buy. In addition to the comprehensive guidebook, you'll also get access to exclusive online resources, including interactive maps, packing lists, and more. Plus, we're throwing in some amazing bonuses that you won't want to miss.

So what are you waiting for? Don't let another winter go by without experiencing the beauty and excitement of an alpine holiday. Order your copy of the *Ski, Relax, Repeat: Creating your Dream Alpine Getaway* today and get ready to hit the slopes!

As a final message, now that you have read this, you have 3 choices: do nothing and return to your repetitive 9-5, or try and figure out how to organise your own holiday by yourself, or read this guide which will help you achieve this in a quicker, cheaper and stress-free way.

Remember, the Choice is Yours.



## Review

What is the objective of this piece of Copy?

What is the writer(me) doing to accomplish this? Why does it work? How could they do better?

What mistakes in the writer making that are keeping them from achieving their objective? How could they fix these mistakes? How can I keep myself from making these mistakes?

What would the reader feel as they read this piece of copy?

What lessons from boot camp do I see at play in this copy?