

100 Push Ups:

<https://rumble.com/v459m89-100-push-ups.html>

The objective:

Change the copy on their well designed website so it doesn't use:

- Cheap intrigue
- Language that no aspiring welder would get captured by.

Their current website copy is drastically reducing their online conversion potential.

Instead I want to:

Convey their message with more relation to the avatar to spark that pioneer instinct which they have deep down since they want to build their country.

I want to highlight the uniqueness of Weld South so we remove the commoditization of this brand which makes it easy to choose other price undercutters.

Who are we talking to?

Country guys 18 - 35 that are currently unsatisfied with jobs that are capped and don't bring out the best of them.

These guys want to be building the country and serve their communities by learning a, in their circles, respected trade such as welding.

They are determined patriots, enjoying the traditional family values and "country masculine" entertainments such as:

- Fishing
- Football
- Driving a Ford Truck
- Being interested in racing such as drag racing, offroad car racing, motocross etc.
- Having a great time with family and friends "sitting on the front porch and living life"

Pains and fears:

They picture it shameful to not serve a positive purpose in their community and disappoint their families by choosing a career that doesn't make the country go around, such as tiktok influencing.

They are strongly opposed to the vegan movement and radical feminists that are talking down on men who get to work everyday on the factories, pipelines etc.

They hate seeing America fall down and witness the criminality rise and wokeness spread.

Dreams and Desires:

Being a respected welder, working on the pipelines or in manufacturing with like minded guys, serving a strong purpose for the country.

Traveling around, putting up structures or pipelines that will outlive them would make them absolutely stoked at the end of each day when they speak about their experiences in the truck on their way home.

By doing that, they would build a fine reputation within their families, social circles and communities while leaving a legacy and making a solid and honest living.

Roadblocks:

Avatars specific roadblocks for Weld South:

1. Knowing whether or not welding is reliable to make good money and support "a fine livin".
2. How people will view them, he knows his family is supportive of the trades, but what will society, future wife etc think?
3. Will they be respected by learning this skill, or will they be a "dirty worker" that gets used by "corporational rats in suits?"

4. "Should I watch videos on YouTube and figure it out with a welder on my own (seemingly easy because of the arrogance) or get professional training that seems expensive and complicated to attend?"
5. "How do I even get started at a welding school, just the thought of it makes me all confused."

The industry's roadblocks for recruiting young people (avatar) to compensate for the aging workforce.

1. Young people have heard that welding is a dirty, dangerous, low-level job filled with days of repetitive and monotonous tasks..

Along with that they've heard you just end up miserable in an old workshop, without a career path.

2. The AWS estimates the US will face **a shortage of 400.000 skilled welders** by 2024, in an industry valued at more than \$5.5 billion
3. Lack of education for training and certifying welders. It stands in the shadows of the University and white collar career hype.

Solutions that Weld South Provides:

Their American Welding Society certified instructors offers:

1. The **Professional Welder Program**:
 - Teaches everything the students need in welding in 6 months such as:
 - The 4 main welding processes, cutting processes, how to do structural and pipeline welding etc.
 - The atmosphere with industry experts develops the students' personalities so that the best employers will think, wow this dude got it.

- Then the **Job Placement Program** gets students out on the good, high paying jobs with clear career paths as soon as possible.
Oftentimes it's within a month.
- 2. **Financing options** enable the student to attend the entire course, while working their other job in the meantime, and pay the course once they've gotten their new employment.
- 3. To make the **application** process easy, you could both fill in the online form or call a welding instructor to get first hand info about the entire education process and job placement.

Where are they at right now?

They are either in easily replaceable, low paying jobs that aren't very sought after.

Or the younger guys recently left school and don't have much going for them besides some fishing and helping an uncle out a little bit.

When seeing hard working men in the welding industry (when they pass pipeline construction sites etc) they get a sense of "that's admirable, how bout doin that for a livin" but they don't fully envision themselves doing it.

Where do we want them to go?

We want them to take a course and become a certified welder at Weld South.

That will give them a lucrative career in welding where they *"burn, learn and earn baby"*

What are the steps they need to take? (Think, Hear, Imagine, Believe)

Think:

1: They need to think that welding is truly for them and that the **Professional Welder Program** at Weld South is really worth the time and effort.

2: They need a picture of what they're opportunities and their day to day are actually going to look like after their graduation.

3: There are an ever growing source of online welding programs out there, so they could get a welder in their makeshift shop at home, at their parents house or even with their uncle and "start figuring something out"

They need to think that's just not an option if they want to learn the right way, get the right feedback, and be in the right community to get a foot into the industry.

Hear:

1: They want to hear that the guys graduating have the energy, capacity and interesting character they want to embody.

They want to hear what these guys say about they're day to day life now and if it was worth it getting to Weld South and getting in house training.

2: They want to hear the instructors encouraging them, since they aren't in a position today where they're the most proud of themselves, so they need to feel a warm belonging during the training.

Imagine:

1: Future desire: They need to imagine themselves having their own truck with a full kit of welding gear to go out on the job sites and burn some rods to "make a good livin baby".

They need to imagine themselves at the sites with their colleagues that are much more like friends than anything else, and they have a great time together out there on the road, factories and job sites.

2: Future pacing fears: They need to imagine that if they don't take the great opportunity in pursuing the ever growing, greatly in demand job of welding, they're gonna have a hard time keeping up in the world.

They need to imagine the disappointment in themselves and families if they're not having something going for them, and they're not putting in hard work to serve the community in an honest manner.

“Without that good livin, there ain’t gonna be a good chat with the buddies at work”.

“Neither a proud wife, kid, truck, dream house and fishin boat back home”.

Believe:

1: They need to believe that this solution of an education at Weld South is what will bring their dreams to their reality.

Now, they are a little timid at the moment, so they are gonna need encouragement and believe that Weld South is like their home away from home.

Self analysis + improvements discussed:

The weak links I’ve thought of are:

- Not matching Weld South’s current tone of voice properly to make them feel that this is professional.

I’ve incorporated words that are actually used in the industry, but compared to the current “Welding Courses” page on their website it is way different because they use blunt intrigue that doesn’t resonate with an aspiring welder in their attempt to sound professional.

- Writing too much fluff about the 4 welding processes. The guys reading this page are already quite sophisticated about the welding methods, since they’ve daydreamed about being a welder and seen videos on YouTube.

Typically they focus more on getting the big bucks and being encouraged to work hard in their profession, not the nitty gritty details of the methods.

But I thought it added proof of competence.

- Not having painted a clear enough picture of what their life will actually look like in the day to day work in the industry, and also regarding their

private life.

They want to have a nice truck, build their dream house to support a family and be able to go hunting and fishing in their spare time.

I felt going into that would create too much text for this website page and it would be better to make a video testimonial with guys after graduation.

- Not having a clear enough picture of how huge the demand is for welders, the depth of the labor shortage and how they can capitalize on that.

**The Professional Welding School
With AWS Certified Instructors
And The Industry's
Most Flexible Programs
Turning ordinary guys into respected craftsmen
that builds our beloved
country from the ground up.
Located In Hoover, AL**

Welcome to Weld South, the welding school that'll take care of your future!

First of all let's crush the biggest myths of them all:

"Welding is just a dirty, dangerous, used and abused low paying job that'll never get you anywhere."

That couldn't be more WRONG.

We know from our 50+ years of industry experience that welders are highly skilled problem-solvers doing the most important trade, supporting the backbone of our nation.

Welders are needed everywhere in places like: Construction, pipelining, energy production, highway transportation, and the military.

Just picture yourself riding down the country road seeing the new pipeline being built.

That very thing will transport energy that's used everywhere you look in America today and tomorrow, it ain't going away.

And you're about to become the man fulfilling that in this \$5,5 Billion industry, right here at Weld South.

Our graduates go straight into jobs paying **2x, 3x** up to **4x** more than they've ever gotten before.

In fact, one of our financing options is called "**pay after employment**" making the course itself completely **free**.

"Top notch guys down there at weld south, these guys are good welders and they have the skill set and the patience to teach people the right way of doing this job. Guys will learn the skills that these employers are looking for!"

- David Protzman, a former student, now making **\$40,63/hour**.

Here's what you get in our [Professional Welder Program](#):

✅ **A 6-month course** held by AWS certified professionals giving you 50+ years welding knowledge through **hands-on training** to have employers hunt you down as soon as you're finished.

We never exceed 5 students per instructor to make sure you get dedicated focus during the entire program.

✓ **Classes** are held at three different times a day, Monday - Friday, enabling you to work another job and get paid learning a skill that makes you even more.

Morning: 9:00am-1:00pm

Afternoon: 1:00pm-5:00pm

Evenings: 5:00pm-9:00pm

✓ **The four** major welding processes wanted by every company in the industry that have the highest paying, in demand jobs:

SMAW/Stick

GTAW/TIG

GMAW/MIG

FCAW/Dual Shield

✓ **Cutting processes:**

You are taught OxyFuel cutting and Plasma arc cutting giving you the skills to handle all the situations you'll face in the industry.

✓ These welding and cutting processes will be a vital part of the:

Pipe Welding Courses

Structural Steel Courses included in the Professional Welders Program.

✓ **Upon completion** of this program you're required to pass a welder performance qualification test to earn the certifications meeting the industry standards.

✓ After the **certification** our **Job Placement Program**, which isn't hit-or-miss like other's around the country, is used to get you a high paying job with ease.

"This welding school and the men that run it helped me change my life and get the job of my dreams. I'm now an apprentice tube welder making over 3 times what I made before working for fab shops."

- Chad Cooper, former student who got **employed 1 month after graduation** at the Miller Steam Plant having **tripled his pay**.

✓ **4 different financing options** with the opportunity to pay your course **after** you've been employed, making the entire education basically free.

✓ **The curriculum:**

Our courses utilize Lincoln Electric's U/LINC welding curriculum and are a part of L.E.E.P.S., the Lincoln Electric Education Partner Schools.

So what you'll get in this entire program is:

✓ The experience from our 50+ years in the welding industry in 6 months giving you every skill you need succeed.

✓ Packaged in a convenient 5 hour class, Monday to Friday at the time that fits you best.

✓ Truly your opportunity to make money while learning to make 2x, 3x even 4x your current money and be respected in the community.

✓ You will have the freedom to choose how you want to live your life and build your legacy.

"If you want to learn welding and make a name for yourself this is the first step! If it wasn't for Weld South I wouldn't be where I'm at today! Check them out!"

- Cole Wilson, owner of CW Welding, a growing fabrication shop proudly serving the market in his community.

Remember, our purpose is to help you make great money while bringing back proud craftsmanship in America.

[And our next classes](#) are starting soon.

Secure your spot [here](#) to immediately get on the way to your life's best living, best job, nicest truck and proudest family.

Believe us, it's worked over and over, we wouldn't be so sure otherwise.

Our instructors will help you with anything you need, give us a call or have us call you when you do the booking.

**See you soon,
Weld South Team**



CERTIFIED INSTRUCTORS

Our instructors are American Welding Society-Certified Educators and Inspectors. Their extensive backgrounds in and knowledge of pipe, tube, and structural steel welding make them the ideal people to teach beginners the skills they need to succeed.