

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Market research:**  SmartDog Market Research

**Business Type:** Dog training. The course we will be offering as our main course is SmartPup- puppy training

**Business Objective:** Maximise the conversions to SmartPup on the landing (home) page.

**Funnel:** Search funnel on Google -> Homepage -> Product page -> Buy

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. New puppy owners- beginners, that are not sure how to train their dogs or what's best for them. Both men and women, mainly 25-30 years old

### 2. Where are they now?

- a. They are about to buy a puppy and want to secure the best start for it or they have already bought a puppy and started to experience various issues, such as chewing, biting, peeing at home, etc.
  - i. Roadblock- lack of knowledge.
    - 1. They don't know how to train their dog;
    - 2. They don't know the limit of where to be strict and harsh to put boundaries and where to be playful and joyful to create the best associations and experiences for their puppy.
    - 3. They lack general knowledge of how dogs communicate, their body language, how they learn, and how to direct and shape their behaviors.

4. They don't know how to become a leader for their dog, so their dog listens to them no matter what. They don't know how to make the dog interested in them as their owner.
5. Most beginner training courses only teach Obedience 101 aka commands with little psychology. The owners are left alone when it comes to stressful situations for both the dog and the owner- meeting other dogs, and humans, going to the groomer, vet, vacuuming, cleaning, etc.

ii. Mechanism (learn how to understand and train your dog)

1. Our new solution for beginners is to become a righteous leader for their dogs- mentally calm and confident so that these emotions transfer to the dog and the dog trusts the owner in any scenario and obeys, and listens to any command, regardless of the distraction.
2. A good and professional trainer who conveys information concisely and understandably **or** training lessons that help the owner understand their dog, learn how to communicate correctly and teach basic obedience tricks.
  - a. Right training tools;
  - b. Right techniques to make the dog sit, stand, lie down, heel (walk by the side), not pull the leash, stay, etc.
  - c. Knowledge and understanding of how dogs communicate, what it means when they wiggle their tail, shake, sneeze, look away, and look into your eyes.
  - d. Also, there are a lot of things that need to come into consideration when it comes to certain dog breeds- how to look after their fur, what food to feed, etc.

iii. Product - a premium beginner's training course for new dog owners who value discipline and want a loving and trustworthy connection between them and their dogs.

The course not only emphasizes the right commands that the dog needs, but also teaches dog psychology and helps the owner understand how to become a leader of the dog. The dog learns from the owner's actions and especially emotions. This course emphasizes how to become a right, caring, loving, and respected leader to the dog and will help create positive associations for the dog about the whole world. He learns about the world through his owner/leader.

iv. Current State

1. Feeling lost, they don't know what to do with their dog.
2. High stress;


3. Mental and sometimes physical exhaustion
  4. Confusion and anxiety that they don't know what the dog needs
  5. Massive impatience (it takes a lot of patience).
  6. Angry at the dog for misbehaving, but heck we can't blame it (the dog).
  7. Confused about whether the dog will hate them if they apply a little bit of discipline and scared that if they don't, the dog will walk all over them.
- v. Dream State
1. A loving and caring relationship between the dog and the owner.
  2. A calm and obedient dog in a scenario, or situation.
  3. An intelligent best friend who understands what the owner asks for.
  4. The dog's full attention is on the owner when it comes to distractions.
  5. Status in front of other dog owners- heeling and passing through a dog who is very eager to meet your dog, maybe even barks or growls, while your dog's full attention is on you is a MASSIVE ego boost.
  6. An environment-friendly dog that doesn't attack, growl, or bark at other people or dogs.
- vi. Awareness level - Mostly solution-aware (we will implement a new solution).
- vii. Sophistication level - Stage 4 - We're going to do a mechanism play.
- viii. Levels
1. Current desire
    - a. If they are buying a puppy or already have one (and are experiencing issues), they are pretty much done with the desire, but we can increase a bit more. (4.5-5, let's increase it to 7)
  2. Belief in idea
    - a. Medium. We are presenting a new mechanism, so I assume it can be met with excitement. Nevertheless, we can increase the belief from 5-6 to 7-8 with the correct copy.
  3. Trust
    - a. We are ranked #1 by SEO and have a rating of 4.8 stars (61 reviews). I'd say it's moderate to low (3-4, we have to make it a 6 at least).

### 3. What do I want them to do?

- a. I want potential customers (new puppy owners) to sign up for the **SmartPup course** to gain confidence in training their dogs, improve obedience, and build a long-term connection with their puppies.

### 4. What do they need to see/feel/experience to take the action I want them to, based on where they are starting?

- a. Feel a surge of calmness and joy, whilst they imagine how great it would be to have an obedient and calm puppy + that they are not alone, and that other people have solved their problems.
- b. Briefly break their current trust in the current - general mechanism that they only need obedience.
- c. Show them the new mechanism of becoming a calm and obedient leader.
- d. Crank trust/authority.
- e. CTA

Market research:  SmartDog Market Research

## HOMEPAGE DRAFT

[Main banner text]

**Headline:** Become a leader your dog deserves

**Subheadline:** Start smart

**CTA:** Start your journey with SmartPup

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[A list of our partners]

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[Main courses]

A Complete Training Journey

From Overwhelmed to In Control—A Journey to an Obedient, Happy Dog

Choose from our top-rated, premium courses, specifically created for each age group of the dog to match their needs and perfect results, professional-grade training is right at your fingertips!

[PHOTO]

### SMARTPUP

*Start with the right paw— premium puppy training course.*

This is the ultimate toolkit for training the perfect puppy. Tackling everything from Jumping to Barking, Biting, Chewing, Potty Training, and Crate Training. Designed for those who demand the best for their puppy, this bundle is your secret weapon to navigate the challenges of puppyhood with confidence and mastery giving you the keys to becoming the righteous leader of your puppy, who it will trust and listen to no matter the distraction.

[LEARN MORE]

[PHOTO]

### SMARTJUNIOR

*Tackle the hardest part of your puppy's growth like a calm and confident leader.*

SmartJunior is designed for teenage dogs facing hormonal changes, distractions, and rebellious energy. This course reinforces obedience commands from SmartPup while introducing strategies to manage rebellious teenage behavior, such as reactivity, leash pulling, lack of concentration towards the leader, and the strong urge to reproduce. You'll learn how to maintain your dog's focus in distracting environments and strengthen your role as a calm and confident leader.

[LEARN MORE]

### SMARTOPEN

*Master your relationship with your dog*

SmartOpen focuses on perfecting obedience. It's the final step to mastering outdoor environments and distractions, ensuring your dog is confident, well-rounded, and fully obedient in any situation. Whether you want to take

your dog to a restaurant or a shopping center, your dog will act politely and listen to you all the time. This is the course that will set you up for lifetime success and the BH exam.

[LEARN MORE]

[PHOTO]

### Individual lessons

*Tailored Solutions for Specific Behavior Challenges*

For more personalized training, our lessons provide one-on-one support for you and your dog. Whether it's addressing puppy misbehavior like chewing and biting, or tackling more complex adult dog issues such as aggression or fear, these sessions are fully tailored to meet your dog's specific needs. Available as single sessions or a bundle of five, these lessons ensure your dog overcomes their behavioral challenges with expert guidance.

[LEARN MORE]

[REVIEWS]

[MEET THE TRAINER - KAROLIS]

[PHOTO OF KAROLIS]

### Meet Karolis

With over a decade of experience in various European countries, Karolis Grigaliūnas brings his deep knowledge and passion for training to SmartDog. His approach goes beyond basic commands, focusing on building a lasting relationship between you and your dog. Karolis has successfully trained thousands of dogs, from family pets to advanced obedience and protection work with bigger and stronger breeds.

Throughout his journey, Karolis has found the perfect balance between positive dog training with treats and old-school training by adding some

pressure to create the ultimate obedience so the dog listens to you each time, every time.

*"One of the biggest motivators for me is to see the increasing freedom of the dog and its owner."* - Karolis.

## THE COMPLETE TRAINING SET

If you are looking for complete mastery of your dog's obedience and a lifetime-lasting bond then this is it! This is a bundle of our 3 main courses - *SmartPup, SmartJunior, and SmartOpen*. Combined with a *free live consultation with our head coach Karolis* you will have everything you need to help you accomplish all of your training goals and are guaranteed to get the help you need to get you and your dog across the finish line!

[YES, I WANT THE BEST JOURNEY FOR MY DOG]

[REVIEWS]

[FOOTER]

# COURSES DRAFTS

## SMARTPUP'S COURSE COPY

(This is a separate landing page)

**Headline:** Give Your Puppy the Best Start for a Confident, Obedient Life

**Sub-headline:** Master the art of becoming your puppy's trusted leader while preventing unwanted behaviors.

**CTA Button:** "Register Now for SmartPup"

From Confusion to Confidence: A Puppy's Journey Starts Here

Are you struggling with potty training, biting, or simply don't know how to properly discipline your puppy? You're not alone. Many first-time puppy owners face the same challenges—unsure of where to start or how to prevent unwanted behaviors. The truth is, that teaching obedience is only part of the equation. Understanding your puppy's psychology and how to be a calm, confident leader is the key to creating a happy and well-behaved best friend.

With **SmartPup**, you'll learn not just the basic commands but also how to foster positive associations, overcome common behavioral problems, and create a strong, lifelong bond with your puppy. When you become a righteous leader in your puppy's eyes, that's when it will listen to you no matter what. Let's set your puppy up for success and help them grow into a confident, obedient adult dog.

Our 8-week premium SmartPup course is designed for beginner puppy owners who want more than just a basic obedience class. We teach you how to **become your puppy's leader** while ensuring their development is filled with positive experiences. Here's what you can expect:



1. **Understanding Puppy Behavior:** Learn how to read your puppy's body language, identify their needs and address common behavioral issues like potty training, biting, and chewing.
2. **Confidence & Obedience:** Develop techniques to help your puppy trust you and stay calm in new or distracting environments.
3. **Lead the Pack:** Master walking on a loose leash and guiding your puppy through everyday challenges, such as meeting new people, visiting the vet, or exploring the world around them.
4. **Prevent Future Problems:** Learn to identify early signs of fear or aggression and how to correct them before they become big issues.
5. **Develop Independence:** We'll teach your puppy how to feel safe and independent, preventing separation anxiety and other related problems.

## **Course Structure & Components**

SmartPup is an 8-week course designed to give your puppy the best possible start. Each week covers specific aspects of dog training, building a foundation of trust and leadership between you and your puppy.

### **Week 1: Introductory Lecture (Online)**

We'll kick things off by making sure you're set up for success—proper collars, leashes, treats, and more. This lecture will introduce you to the fundamentals of positive reinforcement training and leadership.

### **Week 2: Understanding Your Puppy's Body Language & Focus**

Learn how to interpret your puppy's body language and keep them focused on you in any situation. We'll begin by teaching name recognition, ensuring your puppy responds regardless of distractions.

### **Week 3: Loose Leash Walking**

Who's walking who? We'll show you the proper techniques for loose leash walking, making your strolls together enjoyable and stress-free.

### **Week 4: Patience & Calmness**

Patience is key! This week, we'll work on teaching your puppy how to stay calm and patient, whether at home or when left alone. These skills make visits to restaurants or stores a breeze.

### **Week 5: Building Independence**

It's crucial that your puppy learns independence early. We'll show you how to

prevent separation anxiety by creating a safe space your puppy will love to be in.

### **Week 6: Confidence Building**

We'll challenge your puppy with real-life situations to build their confidence, helping them stay calm in everyday distractions, whether it's a loud vacuum or an unexpected visitor.

### **Week 7: Visit to the Groomer or Vet**

With our partners at PetCity, your puppy will be introduced to the tools and sounds of the grooming experience. No more anxiety at vet or grooming appointments!

### **Week 8: Exam & Assessment**

We'll evaluate your progress and provide feedback to ensure you and your puppy are on the right track. Prizes await those who ace the final evaluation!

## **A Whole New Different Approach to Puppy Training**

With SmartPup you will go beyond basic obedience. Our approach combines positive reinforcement with deeply understanding your puppy's psychology. Here's why SmartPup stands out:

- **Leadership Development:** We don't just train your dog; we teach you to lead them. Your puppy learns through your calm, confident energy, making them more obedient and focused, regardless of distractions.
- **Real-Life Scenarios:** We expose your puppy to real-world challenges, ensuring they're comfortable and confident in everyday situations—whether it's a walk in the park, a trip to the vet, or meeting new dogs.
- **Small Group Focus:** With only 8 puppies per group, we ensure individual attention and a supportive learning environment for both you and your puppy.

[REVIEWS]

*"Super mokykla šunims ir jų šeimaininkams. Treneriai puikią nusimano šunų, šeimaininkų ir jų santykio psichologijoje, padeda užmegzti ryšį su augintiniu."*

*"The best place for those who want to have a friendly and well-behaved four-legged friend! A great team of professional trainers and answers to all questions about your dog... 😊"*

*"Lankėmė individualias pamokas pas vyr. trenerį Karolį. Žmogus, kuris šiame darbe save atiduoda 100%."*

### Meet Karolis Grigaliūnas—Your Expert Trainer

With over a decade of experience and a passion for helping owners connect with their dogs, Karolis Grigaliūnas has successfully trained hundreds of puppies and adult dogs. As the head trainer at SmartDog, Karolis uses proven techniques to help you develop a lasting bond with your dog while tackling behavior problems with confidence.

Don't wait—your puppy's future starts now. Give them the gift of a confident, well-behaved life with SmartPup.

CTA: [Register Now for SmartPup]

## SMARTJUNIOR'S COURSE

(This is a separate landing page)

Help Your Teenage Dog Stay Focused and Calm During Their Most Challenging Phase 🐾

Is Your Once Obedient Puppy Suddenly Acting Out?

As your dog enters their teenage years (6-12 months), things can quickly change. You might have noticed your dog becoming more reactive, ignoring commands, or even showing signs of aggression or fear. Don't worry—this is all part of their development. But, if not managed properly, this phase can seriously strain your relationship with your dog.

**SmartJunior** is designed to help owners navigate the turbulent teenage phase with confidence and calm.

## What Is the Teenage Phase?

During this period, your dog experiences hormonal changes that increase their drive to dominate, and reproduce, and often make them more reactive to the world around them. Without the right training and mental preparation, this can create an overwhelming experience for both you and your dog.

Many owners start to doubt themselves, thinking they've failed in training or that their dog has become unmanageable. But with the right approach, this phase doesn't have to be too chaotic.

## What You'll Learn in SmartJunior 🐶

The **SmartJunior** course builds on the foundations of **SmartPup** and helps owners tackle the new challenges that come with a teenage dog. This course focuses on:

- **Advanced Obedience:** Reinforcing the obedience commands you learned in SmartPup, but now in more complex, distraction-filled situations.
- **Maintaining Focus:** You'll learn techniques to regain your dog's attention despite their heightened interest in other dogs, people, or anything else.
- **Socialization Skills:** Proper socialization to help your dog interact appropriately with others while maintaining focus on you.
- **Dealing with Hormonal Behavior:** Understand the underlying reasons for your dog's increased energy, aggression, or anxiety, and learn how to manage it calmly.
- **Reaffirming Leadership:** Strengthen your position as the calm and confident leader your dog can rely on during this challenging stage.

## Course Structure

SmartJunior is an 8-week program similar to **SmartPup**, but with enhanced techniques and scenarios specifically designed to address teenage dog behavior.

- **1x Introductory Online Lecture:** Start with the basics from the comfort of your home, prepping you for the upcoming challenges.
- **6x Live Group Training Sessions:** Practical, hands-on training to address real-life teenage dog challenges.
- **Evaluation Session:** Assess your progress and ensure you and your dog are on track to mastering this critical stage.

## Why SmartJunior Is the Solution for Teenage Dog Challenges

At this age, dogs face strong hormonal changes that can make training and day-to-day activities difficult for many owners. SmartJunior doesn't just focus on obedience—it's about teaching you the tools to maintain control, even when distractions or heightened energy make it hard.

Together, we'll create a calm, structured environment where your dog will learn to respect you as a leader and navigate this tricky stage with confidence.

[REVIEWS]

*"Super mokykla šunims ir jų šeimininkams. Treneriai puikiai nusimano šunų, šeimininkų ir jų santykio psichologijoje."*

*"The best place for those who want to have a friendly and well-behaved four-legged friend!"*

 **Register for SmartJunior Now!**

Give your teenage dog the tools to navigate this phase with focus and calm.  
**[Enroll Your Dog Now]**

## SMARTOPEN'S COURSE

**Headline:** Elevate Your Dog's Obedience to the Next Level with SmartOpen

**Subheadline:** Train regularly, perfect obedience, and prepare for the BH exam.

**CTA:** *Join SmartOpen Today*

SmartOpen is a subscription-based training program designed for adult dogs and their owners to master obedience in a dynamic group setting. Whether you're perfecting essential commands or preparing for the prestigious BH exam, SmartOpen is the ultimate training course to sharpen your dog's skills. Recommended for dogs who have already gone through basic training, SmartOpen builds on those foundations and tackles real-world distractions and challenges.

### *Why Choose SmartOpen for Your Adult Dog?*

SmartOpen isn't just about obedience—it's about refining your dog's skills in a challenging group setting, where they will learn to focus and respond under the pressures of real-world distractions. Master this course and be ready to take your dog anywhere- from the supermarket to a restaurant.

### **Here's what you and your dog will gain:**

- Ongoing training to perfect critical obedience commands like sit, stay, recall, and heel.
- Socializing with other well-trained dogs to enhance communication and reduce reactivity.
- Full preparation for the BH exam, where your dog will showcase excellent obedience and composure.
- Expert guidance to help you become a more confident and calm leader.

**CTA:** *"Book Your Spot in the Next Training Session"*

## **INDIVIDUAL LESSONS BUNDLE**

**Headline:** Tailored Training for Your Dog's Unique Needs

**Subheadline:** Customized one-on-one sessions to solve your dog's specific behavior issues, no matter their age or breed.

**CTA:** *"Book Your Individual Lesson Now"*

## *Does Your Dog Have Specific Behavior Issues? We Can Help.*

Every dog is different, and sometimes group training isn't enough to address the unique challenges your dog is facing. Whether you're dealing with aggression, fear, reactivity, separation anxiety, or any other issue, our one-on-one lessons offer tailored solutions designed to meet the exact needs of both you and your dog.

### **What Can You Expect from Individual Lessons?**

- Personalized training to address specific behaviors, from aggression to biting and chewing.
- Customized techniques based on your dog's temperament, breed, and age.
- Practical, hands-on strategies that you can implement in everyday life.
- Progress at your dog's pace—no rushing through lessons, ensuring lasting results.

**CTA:** *"Check Available Times for Individual Lessons"*

Individual lessons are designed to tackle a wide range of dog behavior problems. With expert trainer Karolis leading the sessions, you'll receive personalized support and hands-on training. Whether it's teaching a reactive dog how to remain calm or helping your dog overcome fear and anxiety, we've got you covered.

### **Common Issues We Address Include:**

- **Aggression:** Teaching your dog how to stay calm and non-aggressive in stressful situations.
- **Fear & Reactivity:** Helping your dog become less reactive to stimuli like other dogs, people, or sudden sounds.
- **Separation Anxiety:** Training your dog to be comfortable and calm when left alone.
- **Biting & Chewing:** Correcting unwanted destructive behavior, from biting to chewing on furniture or shoes.

- **General Disobedience:** Reinforcing core obedience skills with one-on-one attention.

Whether your dog is struggling with a single issue or several, we can tailor each lesson to focus on what matters most to you and your pet.

### *Choose What Works Best for You and Your Dog*

We offer flexible scheduling options for individual lessons. Whether you need just one session or a bundle of sessions to address deeper issues, our packages are designed to give you the support you need, whenever you need it.

#### **Available Packages:**

- **Single Lesson** (80€): Ideal for tackling a specific behavior or reinforcing previous training.
- **Bundle of 5 Lessons** (360€): A more comprehensive package to address multiple behaviors or reinforce skills for long-lasting results.

Use our calendar tool below to find available slots for your lessons.

**CTA:** Reserve Your Spot Now

*See how our one-on-one training has transformed dogs with difficult behaviors into well-behaved and confident companions.*

#### **Testimonial 1:**

*"Our dog used to be extremely aggressive towards other dogs. After just a few individual lessons with Karolis, we noticed a huge improvement. She's now calm and even socializes with other dogs without reacting!" – Laura, Dog Owner*

#### **Testimonial 2:**

*"We struggled with separation anxiety for months, but these individual lessons helped us both. Our dog can now stay home alone for hours without any problems!" – Jonas, Dog Owner*



**CTA:** *"Start Your Dog's Transformation Today"*

**FAQs:**

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