

Target market: A person that wants to level up his violin skills but also his violin improvisation and creativity skills



Avatar: Joseph, 29

Current state: He has a classical training background that emphasizes playing written music rather than improvisation. As such, he finds it challenging to integrate the concepts of improvisation into his current training and playing style.

He finds it challenging to locate resources on improvisation specific to classical violin playing, which makes it difficult to develop his improvisation skills and incorporate them into his playing.

For him is difficult to apply the concepts of improvisation to various aspects of his playing, such as rhythm, melody, and harmony. He needs guidance on how to apply improvisation techniques to improve these areas of his playing.

He doesn't have a strong foundation in music theory and harmony, which can make it challenging to apply improvisation techniques effectively. He needs to learn more about music theory and harmony to fully understand how improvisation works.

He doesn't have much experience playing different styles of improvisation

He has a hard time remembering his ideas for improvisation and may struggle to reproduce them in future practice sessions or performances.

He feels stuck in his creativity and has a hard time coming up with fresh and innovative improvisation ideas.

He struggles to incorporate harmonics, which are produced by lightly touching a string at specific points, into his improvisation due to a lack of knowledge or practice in this technique, he also struggles to play in tune with others or with a backing track, which can negatively impact the quality of his improvisation

He struggles to use dynamics, which refer to the loudness and softness of notes, effectively in their improvisation to add interest and emotion.

Dream state: He has learned a system to remember and organize his improvisation ideas in order to easily access them during practice and performance, he also learned how to create tension and resolution in his improvisation.

He understood how Improvisation can help him develop his technique and theory skills in a practical and hands-on way. This desire reflects a need to understand how improvisation can be used to improve overall musicianship and skill level.

Improvising during performances and recording sessions can be intimidating, But he became more confident in his improvisation skills and was able to perform with ease and confidence. He also understood how to effectively use improvisation as a tool for expressing emotion through music

Roadblocks: He doesn't know where to find this information and he also doesn't know how to improve his improvisation skills in his daily violin practice

Product: The Creative Strings Academy will help Joseph to learn how to remember every note on his improvisation practice while also being creative

Headline for a sales page:

1. The Secret To Playing Harmonic Music Every Time You Improvise With Your Violin
2. How To Fluently Improvise Without Worrying About Remembering Your Ideas
3. The Improvisation "Hack" That Will Make Every Note Sound Magical And Fluent
4. The Quickest Way To Master Improvisation Even If You Feel Insecure During The Performance
5. Go Beyond Your Traditional Training And Discover How To Effectively Use Improvisation To Become More Confident
6. Why Most Violinists Can't Master The Art Of Violin Improvisation And Creativity, And How You Can
7. Better Than Classical Training. Discover The Best (Creative) Methodology To Master The Art Of Improvisation During Your Performance
8. The Single Step To Massively Improve Creativity And Incorporate Harmonics In Your Improvisations
9. Discover How To Effortlessly Become Confident In Violin Improvisation And Overcome Memory Leaks During Your Performance
10. Everything You Need To Understand If You Want To Remember Every Single Note During Your Violin Improvisation Performance
11. How To Quickly Become Confident And Improvise In Front Of Others While Remembering Every Single Note That Comes
12. The Fastest Way To Incorporate Improvisation And Creativity In Your Violin Practice
13. How To Effortlessly Integrate Creativity In Your Violin Improvisation Practice (Even If You Don't Remember Every Note)