

Target market: A person that wants to massively improve his piano skills and sound like a pro



Avatar: Loren, 29

Current state: Loren has difficulty in playing complex pieces due to weak fingers and wrists, Piano playing involves a lot of finger and wrist movements, and weak muscles, which can make it hard to play with speed and accuracy. This can also limit the ability to play more challenging pieces.

He struggles with maintaining even rhythm and tempo, Playing with a consistent tempo and rhythm is essential for creating a polished performance. Inconsistent timing can make the music sound disjointed or rushed.

Loren lacks knowledge of warm-up exercises and finger-strengthening techniques, Proper warm-up exercises are crucial for preparing the fingers and hands for playing and strengthening exercises can help build dexterity and control. Without these skills, piano playing can be more challenging and frustrating.

He has difficulty with playing patterns and finger movements, Many piano pieces involve repeating patterns or complex finger movements, which can be difficult to master without proper instruction and practice.

Depending on a stationary hand position, playing piano requires the ability to move the hands and fingers fluidly across the keyboard. Relying on a stationary hand position can limit the ability to play more challenging pieces that require hand and finger movement.

He has difficulty with sight-reading new pieces: Sight-reading is the ability to play a piece of music without prior preparation. This is an essential skill for performing and learning new music quickly.

He struggles with hand coordination and independence, playing piano requires the ability to coordinate both hands independently, which can be challenging for him. Developing this skill takes practice and patience.

He is unable to improvise or play by ear, Improvisation, and playing by ear are important skills for pianists, as they allow for greater creativity and spontaneity in playing. Lacking these skills can limit musical expression.

He is frustrated with slow progress and lack of improvement, Piano playing is a skill that takes time and dedication to develop. Frustration with slow progress and lack of improvement can be discouraging.

Dream state: He has become proficient in playing the piano and performing like a professional musician, he has a strong desire to become highly skilled in playing the piano and to be able to perform in front of others with confidence.

He has stronger fingers, wrists, and better dexterity in playing the piano, Developing finger strength, wrist flexibility, and dexterity is essential in playing the piano

He has learned to play more advanced exercises and pieces, this is an indication of growth and development in piano playing, and he is motivated to expand his repertoire and challenge themselves.

He has developed a more even rhythm in playing the piano. Playing with a consistent and even rhythm is essential for musicality and expression, and he wants to improve his sense of rhythm to play more fluently.

He has developed confidence in his abilities, which can help him to overcome performance anxiety and to play with more expression and feeling.

He has developed a better muscle memory in playing the piano. Developing muscle memory can help him to play more smoothly and effortlessly, allowing him to focus on musical expression rather than the mechanics of playing.

He has better control over the tone and dynamics of the piano, Being able to control the tone and dynamics of the piano can help him to play with more expression and feeling.

He has the desire to show off his skills to others and to receive praise and admiration for his playing.

Sales page curiosity bullets

1. How to change the #1 bad habit that weakens your fingers and is keeping you from playing masterpieces that warm and please the ears of your audience
2. Why most piano beginners can NEVER keep rhythm (and a little-known trick that 10-year piano players do to maintain tempo as automatic as walking)
3. The most efficient finger-strengthening techniques to train your finger to handle complex chord sequences for the whole song (and how to master the “magical piano
4. Why improvisation is massively keeping you from improvements, making your daily practice completely inefficient (and how to develop the “jaguar-progress” method to immediately grow in your piano journey)
5. The sneaky formula professional piano players use to make people fall in love with their magical melodies (even if they are not piano lovers)
6. The “rhythm-piano” formula to keep the tempo of any song, even if it is super complex and long (and how this method can help you develop steely confidence while playing in front of other people)
7. How to develop the “friendly confidence” to appear and feel like a professional while performing in front of family and friends
8. How to develop a Beethoven-like memory to remember every chords sequence of any song (and how to use that to massively boost your confidence in public performance)
9. How to master the "magic piano touch" to play melodies that will be tattooed on the souls of your audience
10. How the Beethoven memory exercise can help you perform with confidence in public