

<https://vimeo.com/902607388?share=copy>

(uploading)

1. Who am i talking to

I'm talking to guitar players who are lost in all the information online and don't know where to pick up learning guitar to improve. It does not matter if they are complete beginners or intermediates who kind of lost interest because they have been stuck at the same level of playing.

2. Where are they now

Not making the progress they want. They drown in online information and mix a lot of teachers which makes everything more confusing

They feel like quitting when it gets hard to play a song. Frustrated, they can't play a song all the way through. Frustrated practicing the same theory and not remembering it. Constantly chasing perfection.

Despite playing for a long time they are stuck at the same level. No musicality, people online playing better than them younger. Can't play a full song all the way through. Embarrassed when they miss days of practicing. Unmotivated.

Despite practicing a lot, I don't get the results I deserve. I don't understand how other people do it. Maybe it is genetics, maybe it is not meant for me. Sometimes I don't even know what I am doing when practicing guitar playing. Nobody sees the effort I put in.

3. What is the objective i want to achieve with them

They play their favorite songs on stage and sound exactly like their guitar heroes. They would feel proud and respected.

4. What are the steps they need to take the desired action

- Sign up for the course
- Follow the lesson preferably from the beginner lessons to get the right habits
- They watch the videos and practice the given information and exercises afterwards.
- At the end of the lessons they should be able to learn and play everything they want the way they want it.

Roadblocks

- What is keeping them from living their dream state today?

They are practicing the wrong way. Not playing enough songs all the way through.
Practicing a lot of theory but never applying it to any songs to learn it.

- What mistakes are they making that are keeping them from getting what they want in life?

They are practicing the wrong way. Not playing enough songs all the way through.
Practicing a lot of theory but never applying it to any songs to learn it. Trying to learn everything at once.

- What part of the obstacle does the avatar not understand or know about?

That it takes time and everybody starts from zero. They need to learn songs all the way through and learn theory with songs they play instead of playing random scales.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Knowing how to practice efficiently

Solution

- **What does the avatar need to do to overcome the key roadblock?**

If they <know how to practice efficiently> then they will be able to <play whatever they want>.

The course does that by providing a step by step guide with exercises attached to each one. You know exactly what you need to do and where you are on your journey.

Copy

Fascinations for your landing page

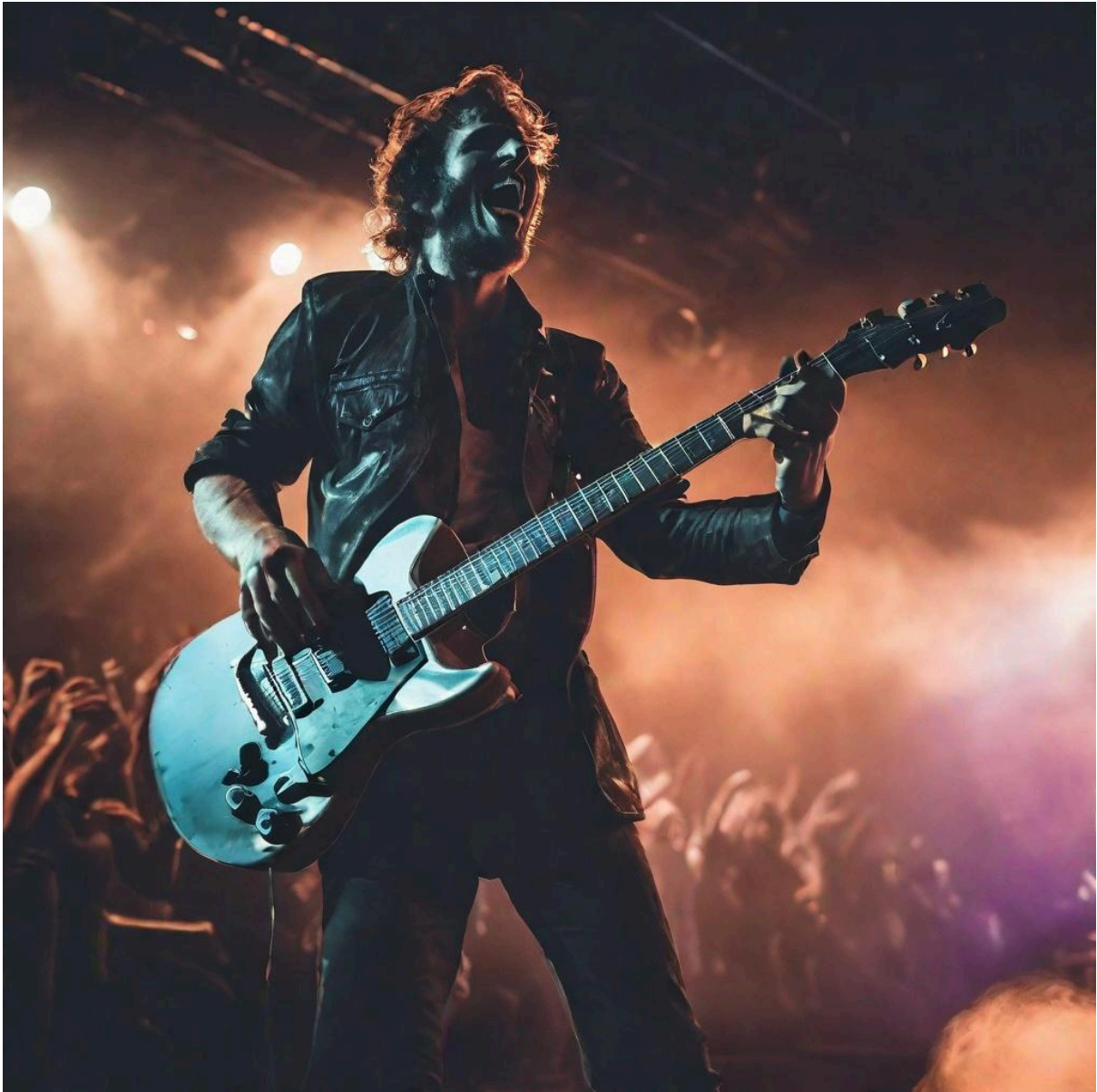
1. **How to quickly make your practice effective!** (You will feel that even 15 minutes of practicing this way makes you a better guitar player, while having more fun than you are having now.)

2. This course will only teach useful theory to elevate your guitar playing, and shows you how to apply this to your favorite songs. (unlike all the guitar "gurus" on youtube who make you play the same boring useless forgettable scales.)
3. By following all the lessons in order, you will never have to scroll through youtube for **"that perfect video"** anymore.
4. I **don't** want you to **buy** this course if you are **lazy**, there is no quick way to success.(and i know this has been fed to you through tik tok and youtube videos)
5. I will not only show you how to play **pro guitar level playing**, you will also know highly valuable studio Techniques(That's what you get when your teacher is one of LAs busiest and most sought after studio musicians).
6. A beginner guide that ensures **you won't miss** any fundamental knowledge and protects you from learning **bad habits**.(Also highly recommended for intermediate and pro players to get the basics right quickly).
7. **Expensive?** If you think \$149/year for **1800 videos** is expensive, you don't want to be a pro guitar player bad enough.
8. If you'd like to improve your guitar playing...for real. And... do it extremely fast (We have students playing beyond their expectations of capability within a month) this is going to be the most exciting message you'll ever read!
9. As a **bonus** , i will give you **3 extra courses** in collaboration with Brett Papa (You will learn how to write your own songs by applying the lessons from other courses).
10. Now you might be thinking: Why is he different from all the other youtube guitar teachers?

Here is why:

You will learn from an industry veteran who has worked with some of your favorite musicians.(Joe Cocker, Crowded House, Goo Goo Dolls, Michael Jackson, Beth Hart, Roger Waters, Alice Cooper, Johnny Hallyday, Phil Collins, the Cheetah Girls, Bon Jovi etc.).

Ad example



🎸 "Hey, can you play me a song you have been practicing?"

Is the question we all have been asked. You play a riff or a lick, but never a full song.

That is because you have been practicing the wrong way.

And I don't blame you. There is so much information at your fingertips, I would drown in it too.

But there is an alternative method to learning the guitar way faster and more effectively.

As a professional guitar player who has worked with some of your favorite musicians (Joe Cocker, Goo Goo Dolls, Michael Jackson, Bon Jovi etc.) i know what to do and what not to do to be a good player. From these experiences I have created a roadmap of more than 1800 lessons. If you follow these lessons one by one, you can play for hours when someone asks you, and they won't ask you to stop!

You will understand music.

This course will only teach useful theory to elevate your guitar playing, and shows you how to apply this to your favorite songs. (unlike all the guitar "gurus" on youtube who make you play the same boring useless forgettable scales.)

🤔 Still Skeptical?

See It yourself with the 14 week risk free trial.

As a **bonus**, i will give you **3 extra courses** in collaboration with Brett Papa (You will learn how to write your own songs by applying the lessons from other courses).

See you soon rockers!

👉 [Call-to-Action Button: Enroll Now]

Analysis of copy

I made this for a potential client (Tim pierce <https://www.timpierce.com/>) I will reach out to.

The fascinations are very good in my opinion, because each one is a couple of sentences long containing lots of curiosity. I am telling what they want to hear. Maybe I have to make a couple more, and some may be too aggressive but I don't know about that yet. Referencing yt en tik tok specifically

may not be the best choice. I could use social media and cover everything but I find these 2 to be the main source of guitar videos.

The ad is an ai image which displays some guitarist playing in front of screaming people which is what they desire. The copy contains stuff about the product, but I think it's too long and I think it can be more powerful by making it shorter. I would like your feedback on this idea. Maybe I'm wrong and it's fine like this.