

Bootcamp: Inspire Belief (Mission)

01. Prerequisites

Current State: Child not getting good grades / failing tests. Shame on my family. Low social status.

Dream State: Child is getting amazing grades. Neighbors and relatives respect me. High social status.

Roadblock: Child is not able to get good grades, because of unwillingness to study, or not being able to study effectively in school.

Solution: Must make the child willing to study, and make him study effectively, so that he can apply his knowledge in exams and get good grades.

Product:

Tuition center with the following features:

- Small batches and personalized attention for effective studying.
- Mentoring under expert faculty for effective studying.
- Motivational environment to make the child willing to study.
- Interactive and fun environment to make the child look forward to studying.

Market Awareness Level: Level 3 - Solution Aware

02. Important beliefs my reader must have to take the desired action

Beliefs about me (the tuition center):

- We're not cheats or liars—in other words, we're trustworthy.
- We're an authority in the education sector.
- We're capable of taking them from their current low-status state to their dream high-status state

Beliefs about the promised result:

- Good grades will actually lead to high status and pride.

Beliefs about the solution:

- Applying knowledge in exams results in better grades.
- Effective tutoring and practice help the child apply knowledge better in exams.
- Willingness to study leads to more effective tutoring.

Beliefs about the service:

- The tuition center will make the child willing to study and look forward to tuition.
- The tuition center will provide effective tutoring and practice to the child.

Other beliefs:

- Other parents, who already send their children to our tuition center, have achieved their dream states.
- Other parents respect us.
- We don't compromise the parents' dreams for our own monetary gain.
- This will work for MY child.

03. All the claims I make, and how I can provide proof and influence them to believe.

1. We're trustworthy, and we're an authority.

a. Do they already believe this? No

- b. Social Proof
- c. Affinity / Familiarity
- d. Other shortcuts of trust and authority

2. We're capable of taking them from their current low-status state to their dream high-status state.

a. Do they already believe this? No

- b. Case studies, before and after.
- c. Testimonials from people of their tribe.

3. Good grades will lead to higher status and pride.

a. Do they already believe this? Yes, in most cases.

- b. Before and After, Case Studies.

4. Applying knowledge in exams leads to better grades.

a. Do they already believe this? Kind of.

- b. Layman's explanation.
- c. Metaphors.
- d. Proof from outside respected sources.

5. Effective tutoring and practice help the child apply knowledge better in exams.

a. Do they already believe this? Kind of.

- b. Layman's explanation.
- c. Showing the service in action.
- d. Social proof.

6. Willingness to study leads to more effective tutoring.

a. Do they already believe this? Kind of.

b. Metaphors.

c. Proof from outside respected sources.

7. The tuition center will make the child willing to study and look forward to tuition.

a. Do they already believe this? No.

b. Showing the service in action.

c. Tribal social proof.

d. Before and After.

8. The tuition center will provide effective tutoring and practice to the child.

a. Do they already believe this? No.

b. Trust and Authority (including credentials from other authorities).

c. Social Proof.

9. Other parents, who already send their children to our tuition center, have achieved their dream states.

a. Do they already believe this? Yes or No.

b. Tribal social proof.

c. Before and After.

11. Other parents respect us.

a. Do they already believe this? Yes or No.

b. Lots of testimonials.

12. This will work for MY child.

a. Do they already believe this? No.

b. Case studies of how we handle each student individually with personalized tutoring.

c. Layman's explanation.