

Ideas

Only people with (specific time on track) can pass to be in the driver training program.

1. Create a Driver training sessions package. This might hit avatars who want Help to become faster at oze karts.(Look at avatar for reasons)
20 Minute session is 65\$

Structure	RED normal amount	BLUE Training amount				
5ppl: Total:	350\$	\$175	75\$		150\$	.
Task :	INTRO	All Drivers	Gap (Training)	Individual	Gap	ALL Drivers
Time :	10 Min	15 min	20 min	5min	15 min	10min Total100
TOTAL SESSIONS:	50			(25min if 5 drivers)		
25						

Looking over other karting websites

Kartmania Gepps cross

I noticed a key detail that they use , perceived value on their grand prix group bookings. Instead of using the full price they put per person. This makes your brain think it's less than you think.

Oze karts (Looking over website)

How does oze kart express WIIFM

They express this by how you can drift the karts unlike most other higher kart tracks.

1.<https://ozekarts.com.au/>

2. They do not have a blog but what are some things they could write about if they did have one?

1 The ideal oze karts raceline.

content-would be about how to race the perfect line around the oze kart track.

Fascination- The secret to a perfect raceline around holden hill track (not what you think)

Avatar/audience - on going regular who wants to beat the record

2 The theory behind flicking the steering in an oze kart

Content- would also help assist how to drive the kart better.

Fascination- The oze kart (flick) you need to know about.

Avatar/audience- on going regular who wants to beat the record

3 The way to enhance your children's driving abilities

Content- assisting the child to get experience driving this will help them when they are ready for their learners.

Fascination-Educating your child with car control and being independent

Avatar/audience - A mum who likes to help their child grow and learn new things.

Target Market

- What kind of person is going to get the most out of this product?

General - A person wanting to go have some fast thrilling fun

1. A person who is into car racing or drifting.
 2. A mum with kids who wants to drive the karts.
 3. A general person who is a thrill seeker and looking for an adrenaline rush.
- Who are the best current customers, with the highest LTV?
 1. A man who lives close by and is very interested in motorsport
 2. Kids who want to go have more rounds because they like the fun .
 - What attributes do they have in common?

They both have a lot of fun while driving, the adrenaline rush makes them want to go back.

Avatar (Person to write to)

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1. A man Named Craig is in his late 20s. Craig has been interested in motorsport all his life. He would go to the mallala 4 times a year to watch drift cars when he was younger with his family and the Adelaide 500. He

always wanted to get a go kart but his family could never afford it. Now in his 20s he works for the minimum wage and could not afford go kart racing so he goes to his local indoor go kart tracks for the thrill that he never got as a kid and also as an adult. He woke up very late to go to work. He starts his minimum wage job at kmart at 9;00 and works till 3;00. He spends his time on his simulator practising drifting. He does do much in life since he doesn't have many friends but he is always at his parents house on the weekends. He puts teamwork in his utmost priority because he understands that to get what he wants to get in life, teamwork in places such as his workplace would not matter. He despises people who don't like working with him because it discourages his team work value. The fact that he grew up all his life not getting what he wanted makes him feel like its wrong if he bought a go kart. He has also seen and investigated prices on go karts and definitely knows that he may not be able to afford it plus his parents always put him down into buying the kart witch discharges him into buying

1.2

Denny is a 45 year old man with 2 sons, 12 and 14 years old. His children have gone through life not knowing what Sport they enjoy. They had a birthday party at Oze karts and have been instantly hooked into going back and cutting some laps. Denny doesn't have any racing knowledge and has done a little bit of research on karting and noticed how expensive it can be, he is reluctant into buying a professional kart since they may change their mind. He works a 7-4 job as a tradesman and earns an average wage. He works Saturdays because his work requires him to.

His values consist of working hard and requiring hard work. He has got his 14 year old working to earn some money for himself to teach him how he can control his money. He feels like he needs his children to compete in a sport. His friends talk about how bad his children are in the sports behind his back. Finding a sport to prove his kids are good will sooth his Ego.

. A mum named alana who is 45 years old with one 6 year old and one 8 year old. His son first has a go in the oze kart while at a birthday party. From then on the eldest has been absolutely hooked on racing and begs his mum to go back. He was not the fastest kid there but he wants to drive more. The mum works Monday to Wednesday from 10:00-2:00 her husband is a hard worker and works 6:00 - 5;00 to pay for the bills. Her values is to give her children the life never had. And support them in the decisions on what sport they want to do.

Current State

General: The current state of Denny is that his kids are noT doing a sport to help them gain different life lessons. Wants to understand more about karting.

What is painful or frustrating in the current life of my avatar

He is frustrated that he can't race a professional go kart and it hurts him to see children and older men racing at His local track

He is frustrated that his children can't seem to find a sport they have settled into , to teach them more valuable life lessons.

What annoys them

He is worried he will never be able to prove his skills to be the best driver.

His kids will never compete in a sport to understand the highs and lows that will teach them very important life lessons.

What do they lie awake at night worrying about

He is lying awake knowing he still has a lot of progress in knowing he can beat the oze, pooraka , gepps x , x karts lap record .

His kids are not creating an Interesting life that will affect their long term mental and physical health as they grow into adulthood.

How do other people perceive them?

He is perceived as a low value man who doesn't make any money and doesn't go to the gym. He is skinny fat and not a confident man.

Hes 12 year old gets bullied at school because he doesn't defend himself he does not have the confidence to stand up for himself he's a very submissive boy.

How do they perceive themselves?

He feels like he is the most confident he could ever be in his life time and there is no room for improvement.

He feels like he's failed as a father because the kids can't make solid concrete decisions from what he has seen over the years

words he would describe his current state:

frustrating" annoying" not fair" What do you do" i wish i could "" Humiliation" " I have potential "Expensive"

Expensive/ They can / Difficult / Dieing to do /hope it sticks

Dream State

If they could wave a magic wand at their life and fix everything, what would their life look like?

He would be racing cars at a high level and have all the money he can own to be able to race. So he can prove himself that he is a good driver.

His children would be dominating a sport that will make him feel accomplished as a father.

How would others perceive them in a positive light

He will be perceived as a speed demon that races. Most would think how he does high speeds without crashing. Others will see him as an authority figure towards driving.

His Community would question how the kids go so fast and control the kart so well. They would say comments like "Those kids Know how to drive" or " How can do they control the kart" or " Getting there PS will be that easy"

How would they feel about themselves if they made that change?

Feeling like he has finally accomplished something in life. And not feeling like a chump.

He will feel more comfortable when he teaches them to drive. And He will feel like a super dad getting there children into a sport that not many kids do

words he would describe his Dream state:

" A feeling i can't explain" "A completely different world" "this is what i was built to do"

"Generate confidence" " Create fearless young men"
"Get them to compete" "Proud" "That is my son" "Bad

ass" Progress

Roadblocks

What is keeping them from living their dream state today?

The lack of money. If he had all the money in the world his job would be to race. Also his perception on how expensive karting is from his parents is stuffed. He would feel guilty spending the money that he could save for other things.

The kids haven't found there favourite sport yet and have not committed to practising

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

Not Making enough money to be able to afford high end go karts. He did not work hard enough and took work for granted.

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

He would have to work very hard and get a job that pays a good wage. But at this point that is highly unlikely

FInding more sports they potentially will enjoy. See if they like the sport or not.

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Solution

- "If they Drove rental karts competitively then they will be able to be able to live up to his expectations on being a great driver,
- If they Tried the Driver training program they will be able to see if they have what it takes to be competitive In motorsport.

Product

How does the product help the avatar implement the Solution?

The product would help the avatar feel more involved in the racing and will get him faster by learning from the best in South australia.

He will be able to gain more assistance in getting his kids more interested and to drive to the best of their ability.

How does the product help the reader increase their chances of success?

This will get him to be faster on the oze karts leaderboard

This will clarify if the kids are interested in the sport or not. And will give them the best opportunity to get the best out of there driving.

How does the product help the reader get the result faster?

This will assist him to make him a faster driver and get to the top of the oze karts leaderboard

Driver training will assist them instead of him trying to teach the kids what he doesn't know.

How does the product help the reader get the result with less effort or sacrifice?

He won't be as frustrated trying to figure out where he is lacking, The driver training will be able to Get him to his outcome faster.

What makes the product fun?

The driver will be able to get more track time and he will be able to ask more questions to the driver trainer that will be beneficial for him. He will

The socialising the track time and the learning makes the course fun for the kids To get a better idea of the motorsport industry.

Bonus Stuck gold!!!

<https://forums.autosport.com/topic/178823-how-to-drive-a-rental-kart/>

“So, and I guess I'm not alone, a lot of us would love to drive competitively, but being a lack of time, a lack of money, or a lack of effort, rental karting is all what's left. And when talking about rental karting it's unavoidable to come upon this evil unleashed beast, the Sodi Rental Kart

https://www.reddit.com/user/Beltway_Aussie/

COMMENTS/links

<https://www.youtube.com/watch?v=LvUCyx7fHLI>

How much would it cost me for two of those go-karts, the tools and stuff that I would need to upkeep them and extra parts that usually go bad more often than others... And I have a 8 and 6 year old that are dying to do something like this and quite frankly I'm also dying to get them into something like this while they're still young... My youngest boy I guarantee can hop in something and send it into the first turn deep instead of shallow that makes sense and not have a fear in the world LOL and he knows what he's doing he's just not a good loser yet nor is his brother but they are good kids and respectful and all that... My oldest one is a lot more like myself and would more likely take Turn 1n2 at 75% 1st

time n turn 3n4, then 80-85, n then 92-97%, n then hard as itll go untill he finds that pace that he just understands like myself idk how to explain that but I really would love to get them in to this I'm from West Virginia and don't really have much money or anything like that I am willing to work and I'm a hard worker so if there's anything like that I could maybe work through the week so they can race every other weekend or something that would be awesome or even once every 3 weeks they both get to race a race or two a couple Heats or whatever and I could work for that even that how much would two of those go-karts cost me and the tools that I would need to upkeep in and standard maintenance that you go through yourself could you give me a price range of what that would look like Per Year? Plz

I sure do appreciate you getting back to me and actually by this time next year my mother and I were actually thinking pretty hard on getting to Florida the sooner the better if you know what I mean... and my kids would really only be visiting if I move down there unless I somehow end up with custody which is almost impossible as a man in this life LOL even though I deserve it for sure but I do appreciate the advice and everything and my oldest boy is actually smaller than my youngest my younger boy is a brute in my oldest one is a skinny fast little feller... Unfortunately West Virginia is so ate up with the opioid epidemic I guess you could call it then I wouldn't even know where to go to find a track I've looked some up and they're all an hour and a half out of Charleston so I'm just babbling now if I do end up in Florida this time next year or sooner I will definitely hit you up and trying to get into something... I'm actually debating on whether or not I should move on down to North Carolina with my sister and tried to get a job with one of the race teams right there where she lives doing body work or something because I have a little bit of experience doing body work two years in school so IDK really this whole fake pandemic really shook my life up... I guess like everybody else'

This is great! I look forward to introducing my son to karting and hoping it sticks. How old was she when she started? My son has some time to go since he's only 3, but he loves being at the track. If I'm watching F1 or SuperGT, he's completely fascinated.

<https://www.forbes.com/sites/hannahelliott/2013/09/22/jeff-gordons-dad-how-to-make-your-kid-a-star-racecar-driver/?sh=5e9a23456a56>

Objective/intention of the copy

Where is the reader? What are they currently thinking about?

The reader may be scrolling through their emails or going about their day . then they get a notification on there phone that captures their attention by giving them some sort of “congratulations” or “you have been chosen” But will have to make a fascination that Wont sound “scammy”

What action do we want the avatar to make?

To get The Avatar to call, email or walk in to discuss if they are interested in the driver training and get them to book a time that will suit the 4 or 5 other people.

What feeling should be instilled in the avatar whilst reading? / what effect will this create in the reader's mind.

My avatar must feel a sense of accomplishment to the time they have put down oze karts and make them feel like “they can go faster” and I

also need to instil FOMO by having a price cross out with a “Limited time” price next to it. Making them feel special by letting them know they have been picked out, out of the 100 people to have this opportunity that has not been released out into the public “Yet”. This doesn't mean we are going to ever release it out to the public but creating some FOMO will create urgency.

How do I want my avatar to perceive the writing?

The Reader should perceive the writing as a personal chance to be able to get one on one coaching from some great drivers. They have raced professional Cars, Karts or Bikes. This will be a great chance for them to have a 3 session day on top of a lot of help and see were they can drive just a little better then what they are .

research on different rental program/ newsletters

Kart class retinal program

<https://kartclass.com/products/rental-karting>

In his description for the program he hits a ton of dream points by describing. **Have the piece of mind you have the fundamental racing skills to beat anyone!** Very vague and basic points. This wouldn't instill any feeling in the reader. The writing feels more like they're just “ letting the person know” rather than digging deep and leveraging their feelings.

Crg newsletter rental tips

Capturing the reader's attention with an authority figure for the newsletter. There wasn't very much to take from this newsletter other then the effectiveness of the tips they capture attention with a big photo.

Crg newsletter on : Have you driven a rental kart before?

<https://kartcrg.com/2022/03/04/rental-kart-have-you-ever-driven-one/?lang=en>

He begins to talk about the passion for the sport and why people turn to rental karts.. Having the words F1 and Karting in the same line grabs the reader's attention “whats F1 got to do with karting”

Some words highlight i thought were interesting

1. **Rental Kart means karting for everyone:**
2. **Passion for engines**
3. **Doing what we are passionate about**
4. **improving the quality of our life.**
5. **Sensations**

6. to reduce stress, improves memory and the ability to concentrate and learn.

Fasantions

Questions to ask about the fascination: **FOR Avatar 1.**

1. How is this going to give the avatar cheap dopamine?
 2. How will this grab their attention?
 3. How does it break the pattern?
 4. How is it related to something they want
 5. How does it show the pot at the end of the dopamine rainbow
 6. How does it tease a reward?
 7. What information gaps can i use to increase curiosity
 8. How can they get the result with less time effort and money
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1. What workers know is that you dont around the Oze karts circuit.
 2. 3 Common mistakes new drivers make at oze karts.
 3. How pro drivers react in all situations
 4. plus how you can be vigilant.
 5. Cut precious tenths from your lap time
 6. Plus the techniques to get you there.
 7. Your technique is costing you precious time.
 8. The Quickest way to out Drive your competition.
 9. The single step to being known as the “ competitive karter”
 10. Spending thousands on race karts isn't in your budget
 11. Getting your Name up the leaderboard has never been easier.
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12. Getting your name to the top of the leadbard is easier than ever
 13. Create a racing experience that your built for.
 14. Are you frustrated at race karts that sell for 3500k-5000K
 15. Fine tune your driving Ability in less than 2 hours
 16. If you're unhappy with 27:00 you need to understand the simple mistakes you're making that others aren't

17. A 27:00 might be disappointing especially if your making those simple mistakes
18. The quickest way to increase your confidence in the driver's seat
19. The truth about oze karts Driving style and how to execute it.
20. Better than 3 sessions, the coaching program will give you the confidence to drive our Tale happy karts efficiently.
21. The sneaky Style used by every oze karts worker, to stay under a 26:50
22. You're making some mistakes that cause you to be under 26:00.
23. Why most struggle at oze karts (including some professional drivers.
24. There's one underlying reason for your slow time and it's created by this single technique that you're not executing properly.
25. Improve your consistency and break into the to top 75.
26. Even the best quality karters make this mistake with their race line at Oze karts. And not about using more track or Accelerating earlier.
27. Most quality karts make this mistake at Oze karts.
28. Drive 20 laps in half the time
29. Learn to dominate

2. Avatar 1.2

1. Get your kids steering Professionally all on their own
2. The secret to getting your kids active plus the sport only 10% of fathers understand.
3. Your kids aren't fast at Oze karts hears why
4. Why your kids have driving potential

5. Never tell your kids this at Oze karts you're throwing them off.
6. Plus the tricks Track marshalls aren't telling you
7. The race line is the fastest way around the track right?.... Wrong
8. Warning your Kids will get addicted
9. The Sneaky driving style that shaves off time
10. Your kids will be ready for F1 within 2 hours
11. Are your kids looking for a change in sports?
12. Struggling to find "The sport" for your kids
13. The half truth Oze karts tells you
14. Better than speed, drifting feels just as fast.
15. The single step your kids must take to complete their sports journey.
16. Complete your kids sports journey
17. The sport your kids will stick to
18. The cheap form of motorsport That you need to know about.
19. Become a proud father plus get your kids into a sport they will enjoy
20. Your motorsport belief is all wrong learn the right way
21. The 3 half truths to starting your kids in karting.
22. Get your kids dominating a sport
23. Your kids opportunity to develop great sportsmanship
24. This is the single most important thing that comes to teaching kids how to drive
25. Your probably thinking " This sessions are not going to work for kids" The truth is I can't make that promise until we get the kids into the driver's seat.

Different subject lines for a email

1. Congratulations (name)
2. Warning : Top Secret training program
3. Your in the top 500
4. You're invited to....
5. You been picked
6. Your 1 in 500
7. You have potential
8. We choose you
9. You have been selected
10. We see potential in you
11. Your drivings Great
12. About your (Time on leaderboard "27:00")
13. We know your quicker than (27:00)
14. Your driving ability
15. Keep practising
16. Warning: Don't tell your friends
17. A secret you must keep
18. Your going to miss out
19. What other kart centres aren't doing
20. You need training.
21. You are a racer.
22. (name) You can drive

What is the reason for this copy??

To give drivers in the top (say 500) on the leaderboard a chance to come and get a 1 on 1 training session. They should have all the emails and numbers of the different customers

Email 1 -Draft 2 (very
basic/general) **Avatar 1**

Subject line : (Name)  You can drive!

Your (Time) you set on the (Date) Was a Flyer!!

Our team at OZE karts has made a decision to give **You**
The next invitation to our.....

1 on 1 Driver coaching program

Karting competitively Pins your bank account against the wall.

You don't have to be the next Michael Schumacher or millionaire to be a competitive Racer.

Besides, racing high end cars would leave You **Bankrupt**.

This message only applies to you if

Spending thousands on race karts isn't an option for you.

I know what you are thinking “But Your facilities don't account for competitive racing”

The fastest drivers on the leaderboard are still quicker than you

We are giving you the best opportunity to get you closer to that top step.

Don't be hard on yourself for setting a (time)because

Most struggle at OZE Karts (including experienced karters)

This well designed driver training course will give you.

✓ (time) of track time for the price of (time)

✓ Understanding the fundamentals of driving an OZE Kart

✓ 1 on 1 Feedback

✓ Track walk and analyses (most professionals walk the track before there race)

If Spending Hundreds and thousands on race karts isn't within your budget

Get in contact with Tim info@ozekarts.com.au and message the words

“LETS GET DRIFTING”.

We decided to lower the cost of the program especially for you To kick start your racing career.

350\$ 500\$

Problems with this email

1. To long sentences
2. Some parts are unnecessary
3. It's not impactful enough.

Questions to ask myself about the writing

1. How can i make the sentence go straight to the point
2. Make sure every part is 100% necessary
3. Try to make it more impactful to the reader (he who impacts the reader the most wins)

Email 1- 3rd attempt **Avatar 1**

Problems

To logical and money part may scare avatar away.

Subject line: (NAME) You can drive! 

The (Time) You set (How many months ago) was a flyer

The OZE-Karts team decided **your** above average lap time makes you a great fit for our new upcoming program.

This opportunity hasn't been released to the general public yet

We made this decision based on one thing.

Most racing drivers don't make the cut as a professional all because of.....

\$

Racing competitively Pins your bank account against the wall.

You don't have to be the next Lewis Hamilton to be an extraordinary Driver.

Besides owning a race car will leave you **bankrupt**

This message only applies to you if.....

Spending thousands on racing isn't an option.

Our facilities don't seem competitive but

there's still drivers faster than you

1st on the leaderboard knows beating him will not be possible

But we're making this possible for you to climb the leaderboard and knock others off.

Email 1- 4th attempt

Subject line: (NAME) Your built to drive 

Your (Rank)th on the leaderboard

Out of (amount of drivers) your not that slow

Your Speedy technique shows us you have talent to crack top 50 on the oze karts leaderboard .

We created an opportunity no other rental kart facility has to offer

A 1 on 1 Driver coaching program



Learn from national level karter

:Jayden Catalano

How would you feel to beat V8 Supercars driver Cam Waters' lap time?

You don't need to be the next millionaire or V8 supercar driver to Race motorsport.

In fact this message only applies to you if.....

Spending thousands on racing isn't an option.

135\$ per 2 hour session.

Will include

- ✓ 50 minutes of track time
- ✓ Technique discussions
- ✓ personal driving problems and resolutions
- ✓ Games that will help vehicle control

Only 8 positions available per week
monday and tuesday 4:00-6:30 PM

I hope to see you at the track

Message Jayden “OZE Coaching” To get started

Email 1- Draft 2 Avatar 1.2

Subject line: 🏎️ (Name) Racing Chance

(Name)'s Speedy technique shows hes/shes got talent to be a Racing Star. Hes/Shes within (Rank number) Positions From Number 1!

Did i mention That's Out of (Total number of drivers)

(Name) Has no fear of letting off the gas pedal. Shes/Hes got the confidence to become one of the fastest Oze kart drivers.

(An opportunity not released to the public)

Warning your kid will become addicted. That Millisecond will be the single and most effective way to becoming competitive at the Oze karts weekly event.

You wont need to push or force them into this adrenaline field sport especially when they keep chopping and changing.

Giving your child a closer look into karting without the expense of a Go kart ,trailer,Licence and Up keep.

There are many confusing aspects when starting out in karting, not to mention the amount You need to spend up front.

That's why we are offering **1 on 1 Driver coaching** To give (name) the opportunity to start steering more often.

Coach: Jayden Catalano

So do you want your kids spinning out or Drifting in style ?

Oze karts driver training pamphlet words

Poster.

Driver coaching Sessions with Jayden Catalano

A 5 day crash course to learn vehicle control at oze-karts

- Racing lines
- Break application
- Throttle application
- Steering application
- And more

Starting from 12+ years.

Every Tuesdays from 5:30 - 7:00

4 Positions available contact Jayden on 0452441773 for more information

