

Target market: A person that wants to master jazz piano standards, develop improvisation skills, and explore new genres and styles



Avatar: Mike, 34

Current state: He wants to master jazz piano standards, develop improvisation skills, and explore new genres and styles, this is a lack of personalized approach in his learning process. Without a tailored approach that caters to the individual's unique strengths and weaknesses, it can be difficult to make progress and achieve goals effectively.

He has difficulty in self-identification, It can be challenging for him to self-identify his strengths and weaknesses in playing jazz piano, which can make it hard to create a customized curriculum that addresses areas of improvement.

When learning on his own, he may have limited access to feedback on his progress, which can make it challenging to identify areas that need improvement and make necessary adjustments.

Finding time for consistent practice can be a frustration for him, since he has a busy schedule and struggles to make time for regular lessons or practice sessions.

Jazz piano playing requires technical skills, such as finger dexterity, rhythm, and timing, for him, is challenging to develop these skills, which can make progress in mastering jazz piano standards and developing improvisation skills more difficult.

Learning a new skill, particularly one as complex as jazz piano playing, can be challenging, and he struggles to stay motivated and engaged in the learning process.

Understanding jazz piano theory is essential for developing improvisation skills and mastering jazz piano standards, but he finds it challenging to translate theory into practice effectively.

He is afraid of failure and this can be a significant obstacle for him. Overcoming this fear is essential for making progress in mastering jazz piano standards and developing improvisation skills.

Dream state: He wants to master jazz piano standards and achieve a high level of proficiency in playing the most well-known and beloved jazz pieces. This involves not only

playing the notes correctly but also interpreting the music in a way that is stylistically accurate and emotionally compelling.

Improvisation is a key aspect of jazz music, and he strives to develop his ability to improvise effectively. This involves not only understanding the underlying theory and concepts but also developing the technical skills and creative intuition needed to improvise fluently and expressively.

Jazz is a diverse and ever-evolving genre, and he is interested in exploring different sub-genres, styles, and influences. This can involve studying the music of different time periods, regions, and cultures, as well as integrating elements of other musical genres such as rock, blues, and classical music.

Personalized and tailored instruction refers to the desire to receive individualized guidance and support from a professional teacher who can help identify areas for improvement, set goals, and develop a customized curriculum that is tailored to his specific needs and interests.

Real-time feedback and guidance allow him to receive immediate feedback on his playing, ask questions, and get personalized guidance and support throughout the lesson.

Building confidence is important for him since he wants to perform in public or collaborate with other musicians. A good teacher can help him build his confidence by providing constructive feedback and creating a supportive and encouraging learning environment.

Personal growth and development involve using the process of learning and practicing jazz piano as a way to develop and, build skills such as discipline and focus, and achieve a sense of personal fulfillment and satisfaction.

Roadblocks: Access to expert guidance is crucial for mastering jazz piano standards and developing improvisation skills, but without access to professionals in the industry, he feels unsure about his progress or struggles to identify areas for improvement.

Small sales page rewrite

Do you want to easily remember complex chord sequences and play piano comfortably?

Now you can quickly fill in the gaps created by your lack of confidence while playing in front of family and friends and memorizing lyrics and melodies that can warm the hearts of your listeners.

Just think of how it would feel if, in the next 14 days, you could drastically speed up your learning process and be able to confidently improvise any type of genre, song, or rhythm, even if you had never heard them before.

Impress family and friends while quickly gliding right and left with your hand on the keyboard and playing magical (even super chord-complicated) songs.

You will also learn:

✓ How to perfectly direct your hands to the right keys to correctly clue in the sound of the song

✓ Why most piano rookies can never play with two hands, struggling to strengthen the strength of their fingers (plus the quickest way to develop an iron-like finger strength)