

Context

Client socials

Competitor ads- I took them from the UK as my market is the same but in a different country.

https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=GB&media_type=all&search_type=page&view_all_page_id=103232782217059

https://www.facebook.com/ads/library/?active_status=active&ad_type=all&country=AU&media_type=all&search_type=page&view_all_page_id=103032438280863

I will be selling tutoring for a relative, we agreed to split the profits 50/50

I will be running organic posts via FB groups.

I will also be running ads in the near future.

MAIN objective

What specific business objective am I seeking to accomplish with this project? Why is it important?

I will build a local client base via google and FB marketing as my online tutoring business is new and need clients rolling in quickly.

It's important because that will kickstart the business in the best way possible , creating the most revenue and profit.

What part of their online business funnel is needed to achieve this project?

This project can be achieved via:

- Posting ads on Facebook
- Finding FB groups and organically posting
- Posting organically usually.
- Finding other abstract ways of advertising.

Things to test

1. Test if a Google form or DM is better for monetising attention
2. Stage 3 hooks or stage 4 hooks?
3. Website or DMs?
4. Long copy or short copy?
5. Early in the morning or later?
6. Ad for engagement or messages?
7. Tripoli or just ben ashour?

BETTER WINNER'S WRITING PROCESS

Step 1 - I answer the 4 questions in the back of my mind.

(You better fucking know what these 4 questions are.)

Step 2 - I create a bare structure in which I can write copy. Like, if I am writing an email:

Hook

Tease / Sell

Value

Close / Sell

Step 3 - make ai make first draft

Step 4 - Idea finalisation and objective achievement.

Now I pick and choose the core focus of my copy.

Then I critically analyze: does this line help me with my objective?

Yes, then it stays. No, it gets deleted.[]

Step 5 - Curiosity dripping and micro-commitments.

Curiosity and higher-order copywriting tricks are some of my weaker skills.

They don't come to me naturally.

So, one entire revision process is focused on 'how I can bribe my reader to keep reading.'

I am adding 2 bonus steps specifically for committed students.

Step 6 - Flow correction + AI proofreading.

Here I use my own understanding of the English language to make sure my copy flows smoothly.

Then I fire up ChatGPT using the hack I mentioned in [my previous lesson](<https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01HZ306W31VJBQVD8GCDWDXS6C/01J4528KSFWN6G3FKHYHG9EDK5>) to help with grammar and flow.

Step 7- be your avatar

Watch what your avatar would watch, consume what they would consume, and find insights no one else can.

BE your avatar- LINDA - and go through the simulation of reading your copy, what does she like, what does she hate, and is she convinced? etc etc

Step 7 - students review in TRW

Step 8 - client review

Bonus Step 9 - Layman test.

Ask your friend who thinks copywriting is creating patents for tech and medical companies to read your copy.

Their insights are also important.

Bonus Step 10 - Advanced Aikido review.

Submit your copy for an advanced Aikido review.

copy for maximum skill improvement:

When you make a copy...

You should start with **deep market research** until you can fully immerse yourself in the customer's lifestyle and almost feel like you know exactly what they're thinking.

Then, make an in-depth, yet clear winners writing process.

Once you've got a first draft, take these steps to refine it.

1. Review it yourself

2. GET IT REVIEWED by students

You'd be surprised how much errors other students can see in your copy. Do not think you are somehow "above" student reviews. You're not. Everyone's opinion on your copy is worth considering because everyone thinks differently and may view your copy in a different way you don't usually consider, which you should.

3. Get it reviewed by a non-marketer

Usually, you'll know someone who matches your ideal customer, they're great for market research, but they're opinions on the copy you've made and their reasons why they would/wouldn't buy, are even more important. Consider their opinion heavily, and revise from there.

4. Your client

This is where you'd run it by your client, and get the all-clear to test, or fix it from there based on their feedback and run it back through them until they're very happy with it.

If you test your copy after all of this, get data, and it's not working, and you have no idea why after you've tried all of this, that's when you bring your copy to one of the ask an expert channel for review from one of the captains.

Now, don't forget the importance of reviewing other students' copy

When reviewing other student's copy:

It's very important that you don't skip over doing this, as it's one of (if not) the fastest way to improve your personal copywriting skill.

I personally credit doing this every day when I first started (as well as breaking down old school copy and thinking about how every word, line, and sentence first together to make the reader act.) to my skill development.

However, don't just go into a student doc, tell them "This seems vague" and leave.

You'll only get tons of skill improvement if you review it in the following format:

- What is good/bad about this copy
- Why it's good/bad
- How you would fix it
- Bonus: An example rewrite (for max skill gains)

Make sure you follow these 2 steps to skill development, and don't skip over reviewing students copy as it really does improve the hell out of you're writing.

You get used to picking things apart with no filter and spotting errors in different types of markets.

Go out and improve your skills G's - I expect to see higher conversion rates in the coming weeks from these practices.

Attack.

1. who am I talking to?

40-60 concerned parents, rich, want their child to succeed in GCSEs



2. Where are they at now?

What is their current state (physically and emotionally)?

Physical state-

man:

Exhaustion from work, doesn't have the energy to sit down and spend 2 hours with his son. Too busy working for him.

Woman:

Exhaustion from work doesn't have the energy either.

My husband works late hours so can't help much. I'm too tired to enjoy my kids!

I'm a doctor, so my hours are long and unpredictable. Sometimes I just don't have the energy to sit down and help with homework.

Both parents:

Fatigue and Burnout: Juggling multiple responsibilities—like work, house chores, and attempting to help with studies—can result in physical exhaustion. Over time, parents may experience burnout, characterised by extreme tiredness and a lack of motivation or energy.

Mental / Emotional state-

Feelings of Inadequacy

The parent may feel shame or guilt as they feel as if they're failing their child by not helping them with their studies.

"Sometimes I wonder if I'm good enough for this job, especially when I can't help my child understand their homework. It feels like I'm failing them, even though I try my best."

Stress and Anxiety/guilty

The parent may feel stressed or anxious about their child as, if not taught well, their child may fall behind in class and be overwhelmed. They feel guilty that they can no longer give their children the help they need.

"I hate feeling like I should be able to help, but I just don't understand the content anymore. It's hard not to feel guilty that I can't be more involved in their education."

Resentment and Frustration

They feel resentment and frustration about their situation, they hate the fact that they can't help their child, and they feel robbed of time. They feel as if their child is too lazy.

"I can't help but feel resentful. I'm working full-time, and now I have to figure out their math too? It's not fair."

Helplessness

They feel powerless as they can't understand the content themselves. It's frustrating

"I wish I could do more, but every time I try to explain something, it just gets more confusing for both of us. It makes me feel like I've failed as a parent."

"I just feel like I don't know how to help anymore. It's frustrating because I want to be there for them, but it's like I'm speaking a different language when it comes to their homework."

[Empowering Parents](#) [They Are The Future](#) [Psychology Today](#) [Calm Kid Central](#)

What's their current level of awareness and stage of market sophistication?

AWARENESS

20% are ONLY problem aware, and 80% are solution aware.

You need to -

call out the problem and offer a solution for problem-aware

Call out the known solution then offer the product as the best form of the solution

SOPHISTICATION

Stages 3 to 4 maybe like 3.3. APPLY STAGE 4 HOOKS

Lead with a unique mechanism or...

Lead with a unique mechanism while also explaining why it's better than everyone else's.

What are their current levels of desire, trust in the product, and trust in the person selling?

The medium desire for the product.

Medium belief the idea will work.

Low belief in the person selling.

3. Where do i want them to go?

Desired outcomes for concerned parents

Physical Well-Being

1. **Less Stress:** Parents want to lower their stress levels to improve their overall health and feel more relaxed.
2. **Better Sleep:** They hope to get more restful sleep, which helps with energy and focus during the day.

3. **More Energy:** By reducing stress, parents wish to have more energy to handle daily tasks without feeling exhausted.
-

Emotional Well-Being

1. **Confidence:** Parents want to feel capable of helping their child, which can reduce feelings of guilt and inadequacy.
2. **Emotional Stability:** They aim for more balanced emotions, moving from frustration to calmness when dealing with academic challenges.
3. **Better Relationships:** By finding ways to support their child, they want to improve their family dynamics and reduce tension.

Probable required certainty and trust thresholds

- Middle to low certainty threshold.
- Middle to high trust threshold - young tutor.

4. What steps do I need to take them through?

1. Get attention- create curiosity - make a remark that sounds outrageous- shock them.
2. No wall of scorching heat - start with a statement- including a demonstration of results “**As a student who got all 9s and 8s...**”
3. Lower cost + call out problem + curiosity - talk about a free session and what it contains.

4. Drip curiosity- talk about how GCSEs work - “the top 5%”
5. Explain the roadblock by showing threats and opportunities.
6. Show the solution/product, explain why your the best , benefits etc.
7. Eliminate objections- shift beliefs - use objection list- show them that’s what the 95% do, FOMO for urgency YOU NEED IT NOW.
8. CTA-**2-way close**-show the opportunity and threats OR identity play. (you can future pace this).
add value and decrease cost again,

Objections

- Too expensive? - show that it saves money
- How can I trust you?
- They’ve got time, we don’t need it now. - 95% of students do this
- He’s smart enough...- most won't make it
- He’s already doing revision - more consistent effort.
- Is it worth it? - increase belief in the product.

Roadblocks

What is stopping them from living their dream state today?

- Their child is inconsistent with their revision
- Their child needs more help understanding things
- Their child needs to revise more effectively

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

- Child is lazy
- Finds it hard to understand at SCHOOL
- Simply doesn't know the ropes yet

What part of the obstacle does the Avatar not know about?

- He doesn't know how to revise effectively

Solution/product

My client's benefits/ outcomes:

<https://www.canva.com/design/DAGSCEqpP5w/IrAqBU-OQlvRrYORd5umhQ/edit>

Or, more simply:

Outcomes

- Get into any college in the UK - **outcome**
- jumping grades in just a few weeks - **outcome**
- get 8s and 9s- **outcome**
- reaching that top 5%- **outcome**
- no regret on results day- **outcome**
- surprise your teachers- the **outcome**
- make your child stand out from the crowd- **outcome**
- best opportunities when older- **outcome**
- getting fluent in English- **outcome**
- looking for 5 students...- **Selling point**
- Get into most colleges of your choice UK or Libya- **outcome**
- consistency in revision- **outcome**
- get them up by 2 grades- **outcome**
- speak English confidently- **outcome**
- gaining confidence in the subject high achiever- **outcome**
- achieving the grades they need- **outcome**
- getting back from disruptions to education- **outcome**

Benefits

- high-quality instructions- **benefit**
- help them keep up in class if struggling- **benefit**
- teaching advanced topics- **benefit**
- the right exam techniques- **benefit**
- teaching, reading, writing listening and speaking- **benefit**
- teaching grammar- **benefit**
- tips on how to support your child- **benefit**
- FREE first session- **benefit**
- experience - number of students- **benefit - 3 gsce**
- Accountability and strategies for consistency- **benefit**
- High-quality explanations for full understanding - **benefit**
- Revision strategies- **benefit**

Unique selling point

- *Fluent in English AND Arabic*
- British GCSE curriculum educated.
- 5 students only

Client feedback:

- Don't say they'll get a certain grade - 8s, 9s etc
- Not teaching English as a second language.

HOOK FACTORY

So Here's What Every Hook Should Have:

- **Who is it for?**

Speak directly to your intended audience. "Here's how men over 45 did X" or "As a business owner, I thought..." Your target market needs some indication that it's for them and something they'd be interested in reading more about.

- **What is it about?**

Your hook must contain a word or two on what your ad is about. "I could never play guitar chords correctly" is much better than "I could never do this correctly". This is also a signal to anybody who is interested in your topic that your ad may also be interesting to them.

- What is new/different about this?

You need some way to break the mould and some novelty in your hook. Everybody looks for novelty and new things because they want to stay current - they don't want to be left behind. Things that are new or different spark interest and people are more eager to investigate.

Pre-Conquest FOCUS ROUTINE

- Write down a clear, binary objective on paper next to you
- Clear environment of ALL distractions
- Get your blood pumping (pushups, squats, or burpees work)
- Visualize your goals and how this task connects to them
- Set a challenging timer, lyricless music, and attack



Maslow's hierarchy of needs

How many needs have you hit off? Which ones?

Actually writing

1. Let the AI make the first draft
2. Revise it and add high quality changes- go through revision processes 4 and 5
3. Get the AI to proofread for mistakes and flow correction

4. Send to client for review
5. Test it live , if it does not generate sales, ask why? **ANALYSE** what went wrong. **CHANGE SOMETHING**

Checklist for Effective High-Intent Copy

1. Grab Immediate Attention (Hook)

- **Who is it for?:** Address **parents** of IGCSE students. Example: “Are you struggling to help your child prepare for IGCSE Chemistry and Biology?”
- **What is it about?:** Clearly mention **tutoring for IGCSE** exams, so they know the ad is relevant. Example: “Get your child into the top 5% of IGCSE students.”
- **New/Different:** Introduce something **novel** or unique. Example: “Using a proven 3-step system that has already helped local students jump 2 grades in just weeks.”

2. Establish Relevance and Connect Emotionally (Pain Points)

- **State their pain points:** Highlight the **exhaustion** and feelings of **inadequacy** parents experience. Example: “I know you’re overwhelmed, balancing work and home life while trying to help with complicated exam topics.”
- **Tap into guilt and frustration:** Speak to their **guilt** about not being able to help more, while positioning tutoring as a solution. Example: “You shouldn’t feel guilty for not understanding the curriculum – but you can ensure your child succeeds with the right guidance.”
- **Introduce hope:** Offer a solution that relieves this burden. Example: “With just 1 hour a week, we help your child master the toughest IGCSE concepts.”

3. Demonstrate Understanding and Empathy

- **Show you understand their frustration:** Use specific language that reflects their concerns. Example: “It’s stressful when your child feels lost in class and you don’t have the time or knowledge to help.”
- **Position yourself as an ally:** Convey empathy by offering your help. Example: “We know how to bridge the gap between what’s taught in class and what your child needs to succeed.”

4. Position the Tutor as the Expert (Authority)

- **Credentials:** Highlight the tutor's experience. Example: “Our tutor is a top IGCSE graduate with 3+ years of helping students jump from Cs to A*s.”
- **Proven track record:** Demonstrate results. Example: “We’ve helped over 50 students boost their grades by 2 levels within 3 months.”

- **Unique Selling Proposition (USP):** Explain why **your tutoring** is the best choice. Example: “Fluent in both English and Arabic, we specialize in helping students who struggle with understanding the complex language of science exams.”

5. Build Trust and Credibility (Social Proof & Guarantee)

- **Include testimonials:** If available, share **positive feedback** from other parents. Example: “Here’s what one parent had to say: ‘My son went from a D to an A in just 8 weeks thanks to their focused tutoring.’”
- **Offer a free session:** Reduce the risk by offering a **no-commitment free trial session**. Example: “Try your first session free – no strings attached.”
- **Transparency:** Be upfront about the process and expected results. Example: “In your first session, we’ll pinpoint the areas where your child needs the most help.”

6. Engage Curiosity and Urgency (Micro-Commitments)

- **Create curiosity:** Tease the benefits of your methods. Example: “Learn the exact revision strategy used by top-scoring IGCSE students.”
- **Build urgency:** Make them feel like time is running out. Example: “With exams just around the corner, there’s no time to waste. Sign up today – we’re only accepting 5 students this term.”
- **Create scarcity:** Limit spots or sessions. Example: “Only 3 spots left for our exclusive 1-on-1 sessions – book now before they’re gone.”

7. Present the Solution and Its Benefits

- **Showcase outcomes:** Highlight what their child will achieve. Example: “With our structured revision plans, your child will be exam-ready, confident, and ahead of their classmates.”
- **Explain the benefits for parents:** Less stress, more time, peace of mind. Example: “With our help, you can relax knowing your child is in expert hands, improving their grades while you focus on your own busy schedule.”
- **Focus on long-term benefits:** Future success. Example: “Unlock better opportunities for your child by helping them secure top grades now – a foundation for college and beyond.”

8. Anticipate Objections and Address Them

- **Too expensive?:** Reframe it as a smart investment. Example: “Think of it as an investment in your child’s future – one that saves you money on retakes and lost opportunities.”
- **Will this work?:** Reinforce credibility. Example: “Our proven methods have worked for dozens of students – and they’ll work for yours too.”
- **Time constraints?:** Address the time issue. Example: “With online sessions, your child can fit tutoring around their school schedule, no extra travel time required.”

9. Encourage Action (Call to Action)

- **Use a strong CTA:** Guide them to take action. Example: “Click below to book your FREE trial session now.”
- **Incentivize quick action:** Add urgency with an incentive. Example: “Sign up today and get a free revision guide with your first session.”

10. Reinforce FOMO (Fear of Missing Out)

- **Create a time-limited offer:** Make them feel they’ll miss out if they don’t act quickly. Example: “Our free trial offer is only available for the next 5 days – don’t miss your chance to give your child the best possible start.”
- **Highlight future regret:** “Don’t let your child struggle through another term – give them the confidence and grades they deserve.”

Final Copywriting Flow:

1. Hook:

“Is your child struggling with IGCSE Chemistry and Biology? Give them a head start with our proven tutoring program.”

2. Pain Points:

Address their exhaustion and guilt. “You’re already juggling work and family, let us help your child get the grades they need.”

3. Empathy & Solution:

“With just 1 hour a week, we’ll help your child excel in their exams – while you get peace of mind.”

4. Expertise:

“Our tutor has helped dozens of students boost their grades in record time.”

5. Social Proof:

Share testimonials or previous success stories.

6. Curiosity & Urgency:

“We’re only accepting 5 students this term – book your free session now!”

7. Benefits:

Highlight reduced stress for parents and better grades for students.

8. Address Objections:

“Worried it’s too expensive? Think of it as an investment in your child’s future.”

9. Call to Action:

“Click below to book your FREE trial session.”

This structured approach ensures you’re addressing their emotional and practical concerns, building trust, and pushing them toward action—all while keeping high conversion rates in mind.

COPY

Need a tutor? Our British-trained tutors will boost your grades!

With our proven system, your child could be in the top 5% of students—guaranteed to see improvement in grades. 🚀

Teaching your child yourself is too overwhelming. Despite your efforts, their report card isn't improving, and you're left feeling guilty.

What if there was an effortless way to secure your child's future? 😊

We help children like yours achieve As and Bs in their IGCSEs with just 2-3 hours of focused tutoring a week!

(We've added 2 key points at the end for serious parents)

Our expert tutor, a top graduate in the British GCSE and A level curriculum, uses a proven system that is guaranteed to boost grades. 📚💡

"Sometimes I feel like I'm failing my child. They tell me they're not getting it at school, and I don't have the knowledge to help them either." - We're here to remove that problem!

Our tutor has helped students go from barely keeping up with the their class to securing As and Bs.

Fluent in both English *and* Arabic, there will be NO language barrier between our tutor and your child. 🇸🇦🇬🇧

- Concerned about the cost? This is an investment in your child's future - saving you money on retakes and lost opportunities.
- Will It Work for My Child? Absolutely. With personalized lesson plans and weekly check-ins, your child will stay on track.

exams will start soon and our spots are filling up fast! ⌚

Don't let your child fall behind. Take the first step every serious parent takes towards their child's future.

DM us now to book your first session Today!

PS. 🛎

Picture your child smiling on results day because they've achieved grades you always hoped for. Don't miss the opportunity to give them the best shot at success!