

Business:

- sells survival courses and other adventure courses in Sweden
- want to show the true nature of Sweden
- for Survival courses: want to help people learn valuable skills cause situations that acquire survival skills can come without warning
- founder: William Gilman

Business advantages:

- many different courses
- beautiful nature in Sweden

Avatar for Survival training:

- Age between 18-30, mostly man
- interest in Survival, especially in Sweden
- want to learn skills that help them survive a catastrophe
- test limits
- learn valuable skills that make them more valuable human beings

Pain /Desire:

- Fear of being lost if something goes wrong
- knowing skills that help them survive
- be prepared for a scenario without food, electricity, or infrastructure.
- fear of the end of the world
- want to provide for themselves, their families, and loved ones

Dreamstate:

- be able to survive a catastrophe
- feel of safety if something goes wrong
- be a stronger and more prepared human being
- prepared for anything
- less fear → more self-confidence

What can I Improve:

- better sales pages
- later more social media presence (they don't have an excellent social media presence)

FV:

- Sales Pages for the survival courses, especially the page where they described introducing their survival products

SL: Ready to Conquer the Wild?

Hey Johan,

Connecting with nature can offer a sense of stability during conflict and crisis. That's why many people seek survival courses to enhance their safety and preparedness.

While searching for those, I came across your website and was impressed by the wide range of courses you offer in Sweden.

This country has a beautiful landscape that is perfect for learning survival skills.

While browsing your website, I noticed you missed opportunities to engage more with your readers.

One practical approach is appealing to their emotions and clarifying that survival skills are necessary for today's society.

This will boost booking rates and increase the number of people learning your valuable lessons.

I have provided an example sales page that you can use for your survival training courses, linked on a Google doc below.

Did I match your intention behind these courses?

bests,
Lucas

Sales Page:

These courses will save your Live.

Have you ever felt afraid of the unpredictable? Worried that you wouldn't be able to provide for yourself and your loved ones in a disaster? You may have wondered what happens when a blackout or a conflict like the one in Ukraine might affect your environment.

It's natural to feel this way. We all want to maintain a sense of normalcy in our lives, but we also know that we can't always predict or prevent certain events.

So what can we do to prepare ourselves? The answer is simple:

Learn valuable survival skills to help you thrive even in the most challenging situations and protect yourself and your family.

These skills were once typical for humans, even just 150 years ago. But, they have been mainly forgotten in today's society and with our privileged lifestyles.

What do we Teach?

We provide comprehensive lessons on essential survival skills for challenging situations with minimal resources and quick execution. You will learn how to start a fire, construct a shelter, set traps, identify edible plants, filter water, and more. We aim to equip you with the necessary knowledge to thrive in harsh conditions.

And the best is we do it in the most beautiful and wildest environment you can Imagine.

In the **Nature of Sweden**

What is your current level of survival?



Are you a beginner with no prior survival experience? Do you want to challenge yourself by learning to survive in the forest using only the resources around you?

If so, this course is perfect for you.

Survival situations can occur unexpectedly, requiring quick thinking and decisive action.

This course will provide you with all the necessary skills and knowledge to survive in such situations.



This course is designed to equip you with the skills needed to survive in the forest and utilize the resources available in the wilderness to your advantage.

You will learn how to navigate through challenging situations and sustain yourself for an extended period using the gifts of nature.

This course will give you a deeper understanding of survival skills and offer ample opportunities to put theory into practice. Doing so will make you more confident in handling any survival situation.



In this six-day course, you will understand survivalism comprehensively and acquire valuable skills that can make a significant difference in a survival situation.

In addition to the essential training, you will learn how to craft a robe, utilize medicinal plants, and other techniques to make surviving a more comfortable experience.



Are you someone who seeks to test yourself in the most extreme conditions and survive in harsh weather and low temperatures? If so, our course is the perfect fit for you.

We will take you to the northernmost part of Lapland, well above the polar circle, where you will be exposed to the wilderness. During this course, you will learn how to survive in even the most extreme situations with lessons from the native Scandinavian People:

The Samí

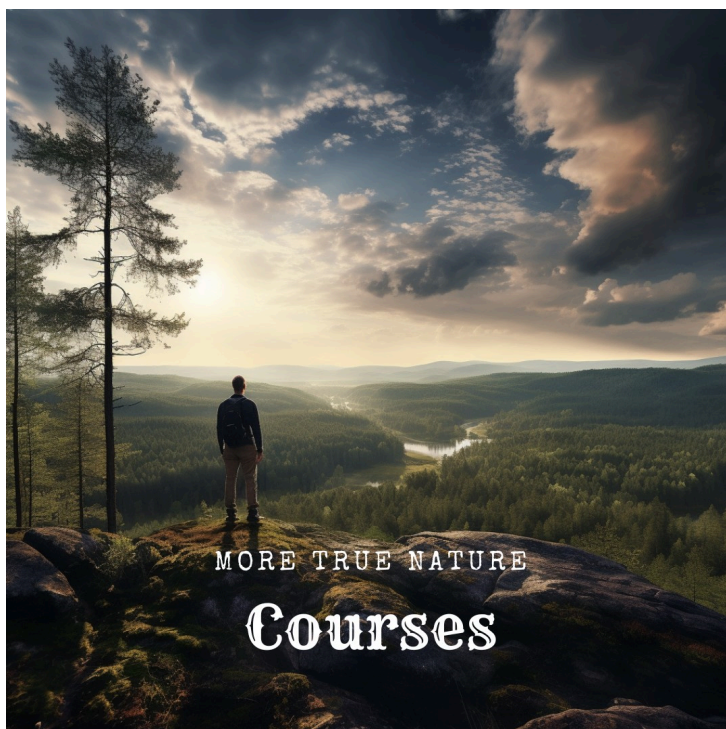


Are you interested in becoming a skilled survivalist? Do you want to push yourself to the limit and learn to survive alone in the wilderness?

Then the Two-Week castaway course is the perfect fit for you. We will cover everything you need to know to survive in nature for an extended period, providing valuable lessons and building your confidence for life.

Week 1: we will focus on the theory and Practice

Week 2: we will take you into a real Survival Situation, allowing you to apply what you've learned



Are you interested in discovering the authentic beauty of Sweden? If so, we have the perfect solution if you plan a trip to this fantastic country.

While many Sweden tour options are available online, our carefully tailored Swedish nature tours are exceptional.

Our friendly tour guides will ensure you have the best possible experience in Sweden, creating memories that will last a lifetime.

Testimonials.....

