

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Education Consultancy

Business Objective: Get more leads

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who have a desire to study.

2. Where are they now?

- a. Scrolling on FB
- b. Current Levels
 - i. Pain/Desire - 3/10 have some pain and desire to get into university
Belief in the idea of educational consultancy - /10
 - ii. Trust in The company - Pretty low - 2/10
- c. Current State
 - i. Lack of educational knowledge and universities.
 - ii. Career frustration.
 - iii. Regret of not having a degree
 - iv. Confused about university and courses

- d. Dream State
 - i. Better Jobs and career
 - ii. May have approached or referred by other consultants
 - iii. Affordable and free
 - iv. Quick and hassle free process.

3. What do I want them to do?

- a. Stop Scrolling and read ad
- b. Click the link (Learn more) and drive them to the sales page.

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop Scrolling and read ad
 - i. A helping hand or support for the application process.
 - ii. Demonstration of dream state
 - iii. Color contrast between the banner text/ also everything else they see on IG
 - iv. Here is an opportunity to get something helpful and relevant to their desire
 - v. Movement to animation
- b. Click the link with the intention to book a Consultation call
 - i. "A Free Career Analysis"
 - 1. Making a direct offer, without the cost for a solution
 - ii. "5 effective ways to get into top universities within the next 6 weeks"
 - 1. Highlight the painful current state + offer to help
 - iii. "Join our community with 4000+ successful students."
 - 1. Offer dream state, lower cost, lower time sacrifice, talk about convenience
 - iv. Let us help you get into the best programs effortlessly.

DRAFT

Program offer —> Effective ways to get into universities in 6 weeks effortlessly, Join the community which helped 4000+ students.



JOIN OUR COMMUNITY
WITH 4000+ SUCCESSFUL
STUDENTS

BECOME A UK STUDENT IN 6 WEEK OR LESS

WE HELP YOU STEP -BY STEP -TO GET
INTO BEST FLEXIBLE PROGRAMS IN
MORE THAN 150+ UNIVERSITIES



- Assisting students in choosing course
- Interview and test preparation
- Assisting with creating CV
- Career Guidance

Click the link below to save
your spot!!



Study In: London | Manchester | Leeds | Birmingham | Northampton

Headline and Body Text:

Graduate and undergraduate programs with 150+ Universities in the UK

Become a student within the next 6 weeks.

Let us help you to get into the best programs effortlessly.

CTA: See what our students are saying.
(Learn more)

Landing Page:

Headline: *Lets sort your University Degree*

Subheadline: Graduate and undergraduate programs available with 150+ Universities in the UK.

“Do you dream of throwing your hat at graduation and heading into a fulfilling career?”

Body text: Want to graduate without effort and get the grade of your dream?

Choosing a course and University doesn't have to be difficult. “We will help you make the right decision and ease the stress of the process.”

"Graduates who were once in your shoes and want to help".

All the programs and courses are completely funded by student finance, we have helped more than 4000+ graduates to achieve their academic success.

“Impact we made on our students:”

Testimonials >>>>>>

Why iEducation:

“Eligible students pay nothing”

We are an educational firm which helped more than 4000+ students to get into the best Universities in the UK.

Our expert student advisors help you guide the process step by step and make sure they are with you until you graduate.

Eligible students pay nothing for all these great benefits as we work directly with more than 150+ Universities in the UK.

Our identity comes from the fact that we offer flexible courses according to your lifestyle, convenience and location.

We have flexible options just like 2 days a week classes and also such as one day online and one day on campus classes.

“See if You’re Eligible for Government Funding:”

Step 1:**Visa Status:**

To be eligible, you must have one of the following:

Settled status

Pre-settled status

Indefinite leave to remain

If you meet these criteria, congratulations! You're eligible for government funding. Now, let's move on to the next steps.

Step 2:**English level:**

Now our expert guides will test your English level and help you find the university for your desired course which works best for you.

Step 3:**Interview Preparation**

Once you have selected the University, now it is time to attend the interview which will be completely trained by our professional student advisors to make sure you pass the test with ease.

Step 4 :**Student Finance**

Finally as you pass the interview we will start processing your student finance.

Step 5:**University time**

Congratulations now you are a student, you will be provided all the resources by the university and start attending your classes.

"Language barrier? Busy schedule ? Unsure of choosing the right course/university."

Lets get that sorted>>

CTA: "Book A FREE Analysis call"

"Applications are closing soon!"

"Hurry up Few slots left"

