

MARKET RESEARCH-Radovan

1. What kind of people are we talking to?
2. Painful current state
3. Desirable dream state
4. Values and believes

1.

- men and woman in age about 16-20
- school age, doing some short-term job
- income level— none or little low from short-term jobs
- Geographical location- Czech-Brno-Jihomoravský kraj

2.

- Afraid of not chasing their dreams
- They are trying to find perspective work or business, some of them maybe don't even realize what they want but they **want to earn a lot of money**
- they are angry about their current low value and no-perspective job
- Top daily frustrations could be their dream state and why they are not even close. they're doing **nothing just dreaming** or they're trying to find some perspective but its hard for them so they are just waiting for success or opportunity
- They're embarrassed about their lifestyle. They Are not where they want to be. Maybe they're showing their close people that they are different and making themselves better. In some examples the truth is different.
- they feel weak in most situations. not strong enough, just dreaming about their desirable state but not enough work or pain for that.
- Others can think they're lazy or not strong enough to find a solution. Maybe they are the type of people that jerks off every day, watching tik tok or some bullshit.

- **describing the problems to their friend over dinner: “i'm trying really hard yk, i'm going to do this thing, i hope it will be successful as well, i don't really know how to better and where i can find a prospective niche I can work in. Maybe if some magic opportunity will show my way I would grab it.**

3.

- If they had a magic wand. They will change it immediately to some type of HIGH-VALUE thing like a cool cars, big house, loot of money or some kind of beautiful woman
- They want to impress they close people like **“look at me i'm actually different, i'm not just dreaming i'm doing many perspective things and i have a lot of money”**
- If they will live their dream state they will be a more than happy, they want to be successful, have a luxury house and cars and feel free, like they see on social media
- They desire about getting to HIGH CLASS people, talk with other rich persons, getting bigger and bigger and happier and happier
- **describing their desires and dreams to a friend over dinner “I would like to be a millionaire. I want to have many cars in my collection, I want to have beautiful women and my dream cars. I want to live in a great location but also travel around the world. All of my friends will be jealous about my lifestyle and everyone will be impressed about me”**

4.

- **They believe they will get rich someday and somehow, the problem they face is missing opportunity**
- they blame themselves because they cant stay focus however they told everyone they are working hard
- **Maybe they're try to be better and actually move with something but it can bring nothing or they just gave up and lost the time for that**
- They might think the solution will spawn like magic wand and know that yes, this is a solution

- They respect big brands and high value business models like Elon Musk etc.
- They believe they are **purposeful awareness**, and they value on others too
- They see others on tik tok or IG reels and they're showing how rich they are. The Target Market wants to be the same. They Are aware of which opportunity to take

Application funnel

SALES PAGE

Headline:

Build not just a career.
Also develop yourself..

(CTA)- [I want to schedule a consultation](#)

In Radovan Ryšavý team, I believe in the long-term view.

I work with clients who appreciate my comprehensive and enduring strategy in Finance.

I'm not just looking for short-term gains but I strive for long-term growth.

I want the same approach for our people too.

I'm looking for not only new, determined colleagues in financial advisory who can keep up with me.

I'm also looking for people interested in personal development physically and mentally.

I want my team to consist of people who are welcoming, knowledgeable, sincere, and have the determination and abilities to go above and beyond for our clients. This way, we will create a community that collaborates to achieve one common goal: seeking diverse solutions that meet diverse financial needs

What will you address in the future?

- ✓ Building savings
- ✓ Vehicle insurance
- ✓ Mortgage for real estate
- ✓ VAT payments
- ✓ Health insurance payments
- ✓ Social insurance payments

Take responsibility for your finances in just 6 weeks.

I would like to invite you to a course that will only cost you your TIME, it's FREE

You will learn:

- ✓ Functions of the financial market
- ✓ How investments work
- ✓ Building savings
- ✓ Housing financing
- ✓ Increasing Financial Literacy
- ✓ Personal development both physical and mental
- ✓ Time management

and much more...

THREE STEPS TO CHANGE

1. Come for consultation

The first step towards changing your perception of the financial world. We'll address your questions individually.

2. Attend the course

Gain know-how about financial products and become a better version of yourself.

3. Continuation

Whether you continue is ENTIRELY UP TO YOU. You'll have the opportunity, and you can decide to start working on yourself, continue improving, and start competing with your idols, or you can choose a different path, but this time with a different perception not only of financial products but also of time management and opportunities.

REFERENCES FROM COURSE

GRADUATES

...(references)...

Curious for more information? Let's chat.

Tell me about yourself and your vision. Get to know me, have a personal conversation, and get answers to all your questions

(CTA)- name, surname, email, phone number

oprava funnelu

- chybí čárky, háčky SOLVED
- recenze– SOLVED
- grafické provedení recenzi na pc verzi SOLVED
- co te v zivote potka- napicu body– udelat to jako potreba– potreba bydlení, pojisteni etc.
- 3 kroky ke zmene– grafika na pc napicu. SOLVED
- citat na konci- OVB Allfinanz- spatna povest SOLVED
- mobilni verze- mezery mezi catma a mezery mezi nadpisemi, rozdelit na sekce
- učesat text