

Improving marketing IQ draft Motorsports.

Customer

-Karting

Target Market

- Go-kart drivers looking to improve their driving.

Why i am choosing a kid as the avatar

I have decided to target kids as avatars.

Obviously will be writing to the dad. Generally would be better to aim it at fathers with children getting into karting because of the lack of experience. From a dad's point of view, he wants to make sure that his son/Daughter will drive to the best of his ability to be as safe as possible.

Avatar

Kid

- named locie is 9 years old and looking to improve his driving. He has been driving for 2 years in Cadets 9

His life consists of going to school and playing on the sim after school.

His dad gets frustrated with him being on the sim instead of doing homework. All locie can think about is racing. So his dad decided to get him a go-kart for his 6th birthday

- **Dad**

(Scotty) is in his mid-40s he believes strongly in being family oriented. He makes sure to bring his family to every go-kart and or sporting event. As a kid his parents wouldn't give him a chance to be a footy player because his parents could not afford footy boots. He decided to give his son an opportunity since he never got the opportunity as a Kid.

- Day in the life works as a tradesman and gets \$110,000 a year. He works long and hard hours to try to provide for his family. So he has the money to spend in karting.

Roadblocks (dad)

- Dad does not know how to show him to drive faster.
- Has no idea how to drive himself so can't help his son
- Gets frustrated when his kid is unhappy at the track.

Solution

- Get more assistance in learning how he will make his driving better. This will make the time at the track more valuable for him and his son. No more spinning out. no more crashes. Better driving

The Product

-Driver training videos, courses, live chats kart setup courses.

What does David do differently to others-

1. He has many CTA s on his website
2. He uses videos and little snippets of karting techniques and formulas and posted them on Instagram, facebook, tic tok, and youtube. Those videos really grab viewers' attention by asking you a “question “at the start of each video. For example “ why do I break so early”.
3. It excellent cover page with words saying “learn to win” but is to Cletcha in my opinion
4. Hits a lot of pain points through the copy on the “championship club” sales page.
5. Has a newsletter to keep up to date with. he would have an email list he can use.
6. A free 15 min Live chat to see if the course you're about to buy is for you.
7. Using fascinations in every featured category. In “THE 3 INVISIBLE HALF TRUTHS” he gives snippets on myths in karting They also use this to tease what he knows. He doesn't give everything away.
8. Puts a “ is this for me “ at the end of each sales page. A free 15 min Live chat to see if the course you're about to buy is for you.

9. Pictures of national-level drivers having a celebration
10. He has a particular coach that helps with the mental side of motorsport.

Why are people buying?

Most of the karting market knows of his great success in karting over the years.

He has a great way of showing his audiences (depending on the type of club) the pains they are expecting. He has great ways of creating curiosity by showing snippets of what you will come across in the program. Has a free program for the very basic kart setup and driving. This will create a lot of curiosity if he hits certain pain points in the videos. I have applied to see what it is about.

What I have learned David does differently and how i can apply this to help other competitors

1. Pain points

I learned that he has hit very vital pain points to a karting driver on the website. He always stays updated on his social media platforms to gain massive curiosity from the viewer. I will be using this as an example from my clients for what could be tested. Could they show general setup guides to establish their authority could they post social media posts to generate curiosity? The questions I'll ask myself are.....

What can I suggest we do differently from David and is there another way I could go about it more effectively?

2. Free dopamine

His website is made to be filled with free-kart driver dopamine on every page every click there is something new to question. I have learned that keeping the consumer engaged will make them more likely to buy since they are in a positive state.

3. Authority points

He pushes all the buttons from an authority standpoint. He uses his great success to leverage everything because everyone thinks he's the best kart driver in aus. I have learned that establishing authority over the reader will make them feel like they know what David is talking about and should listen to everything he says. He also talks very clearly on his podcast/social media videos/information videos.

4.

Difficulties

1. It is very difficult to find comments on his classes and testimonials and ratings. This would be beneficial to find but what he is selling is fairly broad.

Lessons I have learned throughout the course that could be applied (basic)

1. Belief

How I view my level of ability will determine the quality of my writing/research. I will use this idea to progress my

growth and mindset to get the best out of my mental game.

How will I apply this -

Make sure to get into an unstoppable frame of mind from the start of the day. I will make sure to have this in the back of my mind during my research. To get the best out of my mind.

2. Find growth rather than Mistakes

This mindset will help me increase the LTV between yourself and the customer

How will I apply this -

While looking through the website try to find something he may not have tried before. Even if it might be average, it could work.

3. Time controlling

Use your phone to my ability and my journal. To write down my deadlines and what to do

How will i apply this-

Make sure to write down the exact thing i need to do in the x hour/minute to determine my next move.

4. Identifying the sales funnel

To get an understanding of what the customers see. ?
how would they react?

How will i apply this

Getting a good understanding of the sales to funnel will give me insight into the writing and funnel. I will sign up for sales letters and free PDFS.

Conclusion

In conclusion Dave Sera establishes authority very well to leverage his audience to buy. I will use this to find ways for other competitors to establish authority in their own unique ways. Also finding ways to make the reader more engaged leads them to competitors' websites because most don't have any form of lead to get customers to their websites.

Cold email Outreach emails prospects.

to FLOW RACERS

Hi Flow Racers

I was researching on driver coaching when I clicked on to your website.

I stumbled across your "Content Writer" job on your website and wanted to ask you some questions. As a Copy/Content Writer.

1. What is currently in place to be driving traffic to your website?
Example: links on external platforms.

2. I see your page has many ads, are there any other form of income you have considered such as, Driver coaching, Sim racing setup guides or Strength and conditioning for racers?
3. I have seen a Facebook group called “Flow Racers Sim Racing” Did you create that group?

The team you have put together looks to have a lot of knowledge under their belt which could be utilized.

I have been racing karts for the past 8 years of my life and on the sim for the last 12.

I have been studying copywriting for the past 5 months and have learned how to disrupt and intrigue audiences.

Motorsports has been the strong point in my writing since I understand who to direct the writing too.

Check out this piece of writing below. There are many types of frameworks I have used this one utilizes a story to hit the readers' pain points.

Kartsport SA

Type of frame work. Who

Hook

Story

Offer

for a email-

Your race could end up like this.....

Upside down, confused, and broken

The 3 ways to describe my dilemma after the kart hit the pavement.....

Bent radiator, bent exhaust, bent steering wheel, bent steering column.....

The frustration had worked me up to that point.

I moved my kart to the edge of the fence while someone else asked if I was ok. "Yeah, slight bruising, nothing to worry about" I replied. He had known I hadn't been driving for a short while and he could see all the issues I undertook before the accident.

"Your kart was positioned too far to the left and he hooked back in on you" I wasn't going to argue that point from how frustrated I was.

I had hard look at my kart, myself, and the club
"How is this considered FUN if i'm not even driving properly"

No guidance

No help

No assistance

“Surely it can't be this daunting”

The guy turned around.....

His jacket had a number and a name with “2012 SA kart champion”

I later found out this was himself on his jacket. He later mentioned the biggest mistake every P Plater comes across in their first race meeting.

he assisted me with fixing the kart....

Where has this been?

There was assistance and guidance I had been looking for

I later found out he was a community member for the Kartsport SA karting community

My first practice day at kart sport was an experience

A lot of fun

A lot of insightful information

A lot of help

The best part of the day was the workshop for kart setup

This taught me a lot of new ways to set the kart up and get a better understanding.

My driving had improved from keeping my head clear and having the fun I intended to have.

That's what we want for you

Cheap, affordable and fun racing

[Kartsport year license 120\\$](#)

Prospect research

Identifying the person.

Target Market

- What kind of person is going to get the most out of this product?
- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate

more easily to them.

- **Values.** What do they believe is most important? What do they despise?
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- **!!**What do they lie awake at night worrying about?
- How do other people perceive them?
- **!!**How do they perceive themselves?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

My mind simply has no reason to get distracted because there is nothing to distract my mind. This stuff works, where attention goes, energy flows! goodluck my friends

Roadblocks

- What is keeping them from living their dream state today?

- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The problem for me is getting to 1 day without toxic and stress. Even if I could get 1 day of positive and positive life issues with resolve and all the work I've put towards my issues worked out and showed some positive outcomes

Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

Use less technology and destimulate your mind for increased focus and ideas

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?

- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?