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I wrote a sales page for a Russian teacher who has a course and wants to convince his audience to buy this course from him (We've launched this sales page for 3 weeks and we've got ZERO purchases.)

**I need some serious feedback...**

4 questions:

1. Who am I talking to?

I'm talking to people who are not good Russian speakers but they want to be, plus they don't trust my client yet so they are not convinced that this course can help them to become a master in Russian. They are there just consuming his free content on Instagram (on first level of the value ladder)

2. Where are they now?

As I mentioned, they are not good speakers but they really want to be; their biggest obstacles to learning Russian are: 1. **Complex Grammar** 2. Genders 3. Conjunctions and .....

This is what makes Russian hard for them and they make mistakes while talking and see learning Russian super hard.

His home page (I haven't changed it yet) only contains a basic explanation of his course and a CTA that drives people to buy the product, I mean his audience doesn't see any sales page or even lead funnel on his website.

3. What do they need to do for me? What do I want from them?

I want them to trust my client and trust this course and buy it, plus I want them to stop consuming just the free content on my client's Instagram and buy his course to learn real Russian.

**My Client has 3 memberships. I'm doing my best here to convince them buy the VIP (Most Expensive one [100\$])**

4. What are the steps they need to experience?

They need to believe this course and process and get 100% certainty that this course will help them to become like a native speaker and solve their problems, plus they have to deeply feel I'm telling the truth inside this copy and feel the pains, desires so they can take action.

What is their roadblock:

As I mentioned their roadblock is that they can't find a course that is trustable and will fit them for sure.

They are struggling more with Grammar and Pronunciation and can't find a resource to help them.

I know they are emotionally damaged by learning Russian and they know that Russian is super

hard and almost impossible to master without a big amount of dedication (it's their mindset).

Where are they in the value ladder?

There are in the first step, they are just consuming my client's free content on IG, which means they are not interested in his course.

How can I improve my copy (My sales page) and personal analysis?

I checked the people's activity on **Hotjar** (216 recordings), and I saw some people didn't read the copy, and some of them read just the headline or a little more but both groups clicked on my CTA which showed them 3 plans of the course **(But none of them buys, they just look at the plans).**

I think maybe I should start my copy by tapping on their pains instead of introducing the course, it may make them pay more attention and compel them to buy.

So, I think I should put their pains in the headline because they just scroll and don't read the copy well.

**Avatar:** Jimmy, has technical problems and doesn't know how to solve them. Jimmy is not confident and is not sure this course will help him to master Russian.

Jimmy has to Experience the power of this course by Getting his pains amplified.

Jimmy sucks at speaking, he doesn't like to study a lot, he wants to overcome challenges.

He Will Experience the pain by reading this copy and he'll picture himself as a Fluent Speaker after this.

I want to trigger his emotions and I want him to experience this is his best choice.

I know he likes to be a fluent Russian Speaker...

He just needs to feel this and by getting his pains amplified get this course.

Push-Ups: <https://vimeo.com/910077835?share=copy>  
<https://vimeo.com/910077287?share=copy>

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# For Anyone Looking To Learn Russian The Simple & Smooth Way...

New Exceptional Course Uses a PROVEN, Step-By-Step System That Will Force You to Speak Fluent Russian in just 8 weeks or LESS.

Without wasting time teaching obsolete & overcomplicated books or lessons...

Or having to spend hours going over boring lessons on complex grammar, **that just leaves you more confused than when you started.**

**Dear Russian Learner,**

No matter how bad your situation seems right now...

- **Even if** you're absolute zero and don't know how to pronounce "Hello" in Russian
- **Even if** you've tried other courses before or watched All lessons on YouTube and didn't see the results you wanted
- Or **Even if** you're so busy and don't have time to invest in learning Russian

**...it doesn't matter**

Because over the next few minutes, I'm going to reveal my new **Legendary Learning System**.

After 4 years of mentoring thousands of amazing students from over 35 countries over the world...

I've discovered **the secret of language fluency** to sound like a real native speaker by using an exclusive system.

It's a Completely New Roadmap That YOU can get IMMEDIATE **life-changing results from it...**

Because The moment you discover that, you'll be able to understand **All grammar rules** easily that everyone calls 'Confusing'...

**All Nouns, Exceptions, conjunctions, or even native pronunciation** that everyone calls 'overwhelming'...

in a complete systematic & done-for-you course...

All in just 8 weeks or LESS...

Heck, most of my beginner students **start speaking with their native friends** in as little as just a few days

**This is the only system I know  
that's PROVEN to boost your Russian.**

**Take a look at what I mean...**

**<Testimonials>**

Keep in mind, these are **100% REAL results**

from real people, just like you...

Who were in the exact same place as you BUT Decided to transform  
their Russian.

Now, they can enjoy deep conversations for hours without that  
nervousness sitting in the back of their mind.

And I can't stress this enough:

This isn't just like any other pointless **COURSE!**

- **I won't** overwhelm you with unnecessary Tutorials to waste your time & make you tired...

- **I won't** overwhelm you with hundreds of hours of boring lessons either.

### **As many Teachers and Language learning Apps Do...**

Offer you tutorials as boring as a mathematics problem in the high school exam... **That you never use in your entire life...**

Only for you to become as fluent as a 5-year-old trying to squeal for a chocolate ice cream...

And after 10 minutes you remember nothing from what they told you in those lessons, let alone speaking fluently.

**It's not your fault** that most people just don't know how to teach in a simple and understandable way so every student at any level can use it.

Let me tell you more about my method:

**1,000+ students** went from ZERO knowledge & confidence to speaking fluent & outstanding Russian by just applying the lessons I teach.

### <TESTIMONIALS>

Let me be clear with you...

I'd be a complete liar if I promised you're going to speak fluently from the first day...

That's ridiculous, all my fluent students have applied All I taught them in this program to become completely great & confident speakers.

**But I'll promise you one thing...**

If you apply what I tell you in this **done-for-you program**...

And doing **just a few simple exercises** included with lessons each week...

You'll become completely fluent and never make any mistakes while speaking or even writing **in 8 weeks or less**

**I promise you that**

Like I said, most of my students see **huge transformations**

**in just a few days...**

Before I tell you **HOW** this system works for you.

And **HOW** You can use it (Which I'll tell you in a minute)...

Let me ask you something

## What Would YOU Do If You Could Finally Speak Fluently As a Native?

I really want you to think about it.

What would happen if you could speak fluently with ease... anytime you want without even thinking?

**Imagine** talking to your Russian family, partner, or friends and feeling every single word they use as if it were your mother tongue.

**Imagine** understanding perfectly your favorite movies, songs, books, and videos on the internet.

**Imagine** getting your dream job & shocking your boss by flexing your fluency.

**That's what happened to All my students** when they followed my roadmap.

When you can **speak fluently**...It feels like you were born in Russia  
And native speakers see you as a Russian.

**I'd consider this the best feeling in the world - Because not every foreign speaker speaks Russian fluently...**

All native speakers know this.

Because they talk to many foreigners daily in Russia...

And I Can guarantee you these:

**NO MORE Grammar or Pronunciation mistakes** while talking to Native friends, partner, family, and any other Native speaker, Plus understanding them precisely.

**NO MORE Pausing or Searching for the right words.** Your mind will automatically pick up the words, allowing you to think and communicate smoothly in Russian.

**NO MORE Feeling Unconfident or Shy in Public.** My course Urges you to speak confidently & Fluidly, whether in public or private settings.

**NO MORE Wasting Months of Your Life and Searching for Real Russian Courses.** Get access to everything you need for mastery.

**NO MORE Fear and Embarrassment.** Break free from the fear of making mistakes or feeling embarrassed. Discover the only key to overcoming language barriers.

Just take a look at these students, most of them have been in this course for less than a month...

## <TESTIMONIALS>

### Is This Program Really for Me?

This is **100%** for you if:

- ✓ You want to speak Russian Fluently but **you're busy and don't have time** for useless classes and endless lessons.
- ✓ You **Want To Get a Job** in a Russian-speaking Country and want to have no accents and sound professional.
- ✓ You Want to Master **Pronunciation, Irregulars, Cyrillic Alphabet, and ESPECIALLY Grammar** once Forever.
- ✓ **You seek a single place** that has all the necessary tools.
- ✓ You want all the essentials **without giving up your comfort at home and money**.
- ✓ You prefer a **simple method** without getting confused or overwhelmed.

And the interesting part is that it's not All, there is More!

This is **NOT** for you **ONLY** if:

**✗ You're not serious about learning** and improving your current Russian proficiency in Russian.

**✗ You're not willing to catch grand opportunities** and commit to a single resource that guarantees your Fluency.

**✗ You're the kind of person who likes to go at it alone** & spend months even YEARS to learn the things they could learn in just a few days...

I Put All My Experience and Knowledge Gathered From over 4 years of mentoring

And interacting with 20,000+ Students from 35+ countries around the world at universities, schools & private classes in this Course.

I Analyzed the Mistakes that 99.99% of Students Make and Covered All of Them in This Course to Ensure your Success & Fluency.

That's what I created by myself and it took me **thousands of hours** to compile everything.

So, I need you to understand how **valuable** this program is for me

This Course allows you to **become fluent once forever.**

As I said in the **Easy** way with **Fun** exercises.

**Without** endless boring hours of Complex tutorials.

So, keep in mind, All these promises I gave you are Possible when you have just one thing...

You need to **WANT** to learn Russian

**That's it.** If you promise me this one thing...

**...I can promise to take you from zero to a fluent & confident speaker who enjoys deep conversations for hours.**

So, If You see this like other pointless courses and you don't want to learn Russian...

**Do us both a favor** and click the 'X' and leave this page for good.

If you're someone who rather use 'google translation' everywhere

And only dream about becoming a fluent speaker...

**Then this program is not for you**

**Because this system is for someone who wants to sound special**

**Do you want to** make it to the next level?

**Do you want to** see the shocked faces of your family members and friends when you speak Russian?

**Do you want to** speak with natives without thinking?

**Do you want to** understand your favorite movies, songs & books perfectly?

**Then let's make it real.**

**And I can't wait for you to experience the same success as the many students I've Mentored!**

## **How Much Does It Cost?**

At first, I felt that in order to be fair to the students who paid up to \$1,000 for this same knowledge in private schools...

...I had to at least charge the price of a single coaching session.

Then I decided to divide it into 3 plans...

And **at just 199\$**, give you access to everything **(VIP plan)**

I'm sure you'd agree it's more than worth it (Especially **The VIP Plan** since it's yours in life... And you can come back to it anytime you want...)

But today, I want to give you the best deal possible...

Because, I just launched this course and I want All my subscribers join and use this wonderful resource

**You can get instant access to everything for a one-time, single, secure payment of **just \$99!****

***That means you save \$100!***

**An incredible discount for the original coaching price,  
Just to help you get started right now.**

**<Get Instant Access to All Material NOW>**

**Want a MERE Fraction of what you're about to discover?**

→ **All Mistakes that 99% of beginners make while Speaking that Kill their Fluency...**

I give You automated/personal feedback on all your exercises, I also tell You EXACTLY what You're doing wrong, Plus How you can Avoid them Entirely.

→ **What makes Genders, verbs Conjunctions, and Noun Declensions, Difficult for students...**

- **Plus the only key to Master Them.**

I don't leave you to figure out all of these alone.

I give you real-life examples in each module that will make Russian seem as easy as ABC.

→ **Why Russian Grammar & Alphabet seem complex to most students**

-**The truth that every fluent foreign student knows to avoid common grammar mistakes in their writing and speaking.**

I break down the grammar into bite-sized pieces for you. From A-Z... I won't leave any important out.

→ **What are the most common Daily Slang Words that Native Speakers Use...**

Plus, A list of "33 Slang Words" For VIP Students.

→ **Why Singular and Plural Nouns Knock Everybody Down...**

- The fastest way to engrave them in your mind once and forever.

→ **Going on a Date With a Russian: "Key flirty phrases to make you sound like a Sexy Partner"**

→ **How to Communicate with Russian Speakers Confidently and Not Pause The Conversation to Search the Words in Your Mind...**

The Quickest way to become confident and Kill your Shyness.

**<Get Instant Access to All Material NOW>**



I'm so confident in this Course and I know this course will make a real Russian speaker from you.

Plus it gives you all the steps to never feel “stuck” or “lost” even after finishing this course.

So, **You're 100% protected** and until 30 days If you're not impressed by the result, all you need to do is email me and I'll immediately send you a **100% refund**.

**No questions asked**

So, What Are You Waiting For?

**There's *nothing* to lose.**

**And *everything* to gain...**

Join and Transform TODAY...

**<Get Instant Access to All Material NOW>**

Let me tell you something...

**If 1000+ Students Could become fluent, So Can You!**

They all found themselves in a situation similar to yours before joining this course.

They were Also Frustrated and Couldn't Figure out What The Problem is...

Maybe they think they'll never learn Russian or never can become a fluent speaker

They once Felt the same way you're Feeling now.

I gave them my sneaky method that DESTROYED that Awful feeling in seconds...

**And Now Despite Other Students, They Know Something That allows Them to Enjoy Russian...**

**Makes other Russian Speakers Interested in them When They Speak in University, School, Street, Club, Bar, or any other Public Place.**

If You Were a Perfect Speaker Who Understands Everything and Speaks Phenomenal...

You wouldn't be here now, Mindfully Listening To My Words, Would you?

Once in Your Life Decide To Learn Russian From The Right and

Guaranteed Way...

Witness for yourself...

**Is this Slavic language, often deemed Complex and Elusive, Truly as Challenging as it Seems?**

**<Get Instant Access to All Material NOW>**

**The Way I see you have 2 options:**

### **OPTION 1**

You can ignore my words and Do Absolutely Nothing.

Even after All I showed you from my legendary method...

you can pretend these facts don't exist and that's just a dream, that's fine.

Then After at least 2 years of **researching for sources** and **struggling, wasting your time & money...**

you'll figure out there were many Nouns, Vocabulary, Grammar Techniques, and Exceptions (If you're lucky just these)...

That native speakers use and you don't understand.

Trust me, You will!

Because it has happened to hundreds of my students and as a teacher, I've seen it a lot with my very eyes during my teaching Career...

I had hundreds of students who came back to me after years of struggling and wasting their time and money.

## OPTION 2

You can dedicate yourself to A Single Course that promises immediate real life-changing results...

**boosts your abilities...**

**makes you independent from any other Russian resource...**

**And transforms you into a proficient speaker rather than a mere learner in just a few days.**

There are **plenty of students** inside my program who started from absolute zero...

No hope to become fluent...

Even lower IQ than you...

And They're All Speaking fluently & confidently now

Why don't you **speak like them?**

Why don't you become fluent **once and forever?**

Why don't you defeat Russian difficulties and become a real Russian speaker **in your entire life?**

## **WHY NOT???**

With a **completely risk-free** program...

That guarantees real results in just a few days **not** months or YEARS...

See you inside my friend,  
I'm looking forward to seeing your fluent conversations.

**<Get Instant Access to All Material NOW>**



