

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Kids Tutoring

Business Objective: Get more attention and people to sign up for tutoring.

Funnel: Facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Parents of children from Kindergarten to year 12.

2. Where are they now?

- Scrolling on Facebook
- Current Level
 - looking at reviews of different companies, to find the best fit for their child/ren for tutoring face to face.
 - They believe that a tutor will help
 - Trust in Kumon Australia as there are many locations to choose from, as well as a wide range of reviews.
- Current state
 - child/ren is struggling in school, failing subjects or scoring low scores.

- No motivation in the child
- Child/ren do not like to go to school
- Dream state
 - child/ren are thriving at school and accomplishing good grades.
 - confidence at school and has developed his resilience, determination and perseverance
 - Affordable
 - Reasonable time spent with each child and getting your money's worth.

3. What do I want them to do?

- Stop scrolling and pay attention to the ad.
- Click the link with the intention to sign up 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?

- Stop scrolling and pay attention to the ad.
 - i. Price of the tutoring
 - ii. Demonstration of a happy child in the dreamstate
 - iii. Colour contrast in the banner and the text, RED as it gains the most attention.
- Click the link with the intention to sign up page
 - i. Introductory low price for new students - making a direct offer that is appealing to parents
 - ii. Every student is different - we emphasise to bring out the best in each child
 - iii. Gain confidence in all learning abilities - specialise in maths and english
- Feel accomplished in your child/ren abilities.
 - i. Feel proud that your child is doing well at school.
 - ii. They are not falling behind their age group
 - iii. Child feels happy and proud of themselves for being able to answer questions that the teacher asks at school.
- Multiple timings of tutoring so it doesn't affect their school and activities..
 - i. After school sessions available
 - ii. Weekend sessions available
 - iii. Morning and evening sessions available that work around your schedule.
- For all ages of students ranging from kindergarten to year 12 studies.

DRAFT

At Kumon we are dedicated to fully pursuing the potential of each individual student.

Kids master the 'self-learning' ability. As a result, students build self-esteem, learn that they can do anything if they try, and develop the ability to take on new challenges for themselves.

Click now for a free assessment to see where your child ranks!!



UNLOCK YOUR CHILDS POTENTIAL

KUMON TUTORING

After School and Weekends

+123-456-7890

hello@kumontutoring.com

www.kumontutoring.com

**CLICK NOW TO
RECEIVE A FREE
ASSESSMENT**