

100 + squats:

<https://rumble.com/v41xo8x-100-full-rom-squats-with-10kg-vest.html>

Who Am I Writing To And Where Are They Now?

Current State:

Jason is 29 years old, living in Alabama close to where he grew up.

He's currently making \$14 an hour in the warehouse of a washed up tire changing workshop.

He's got a voice inside of him telling him to choose another walk of life, something that his family and relatives are strongly encouraging him to do as well...

But he's never been a proactive or brave person in his little town in Alabama, and he feels like he is stuck in a rut he won't get out of anytime soon.

He knows that if he keeps doing what he's doing, he'll end up like his 58 year old colleague Billy that had a dream in his 20's about becoming a race driver mechanic, now he's miserable, drinking his sorrows away the best he can every evening.

Social situation: He knows a few people from childhood that lives in town, but he's not speaking with them very much, he feels like he doesn't deserve his time since his "failing" at 29.

He's super single, wanting to someday grow a pair so he can talk to a pretty woman when he's in town.

His parents still live in the same house he grew up in, and every time he visits family gatherings he can see a growing sadness in his mothers eyes and subtle disappointment from his father.

Vehicle: His Honda Civic expresses the exact opposite of what Jason wants.

He'd much rather "Have a big ass truck sittin a bit muddy, but in fine condition, on the driveway".

Daily Thought: "Lookin to do sometin a lil different, thinkin bout how it would be living like Chad from high school nowadays. I heard he's makin a whoppin \$30 an hour as a welder down at the power plant"

Then he thinks, if only he knew what Chad did to become such a welder that would get that dream job, and built some courage, he would've jumped head first into that opportunity.

Everything to get out of his shit hole and not have to hear Billy's mean comments anymore.

Where Do I Want Him To Go?

I want to: Fulfill Jason's deepest desire to, just like Chad, get a nice job at the power plant.

Then he could become proud of himself, buy a fine ass truck with a lift kit that would get him a beautiful woman and a proud family when he goes to the gatherings.

And he knows deep down that he would become a completely different man if he actually got that job.

Because he's seen Chad isn't moving like a washed up country boy any more. No, he's talking and acting as smoothly as those engineers from the power plant you see every once in a while.

Jason needs the education that got Chad to land his job as a welder at the powerplant and become a completely different human being.

What Steps Do I Want Him To Take To Get The Job Chad Has And Become Proud Of Himself?

I want Jason to see the homepage for the [Weld South](#) welding school when he's searching for how to find out what Chad did to get his job on the internet.

And when he lands on that homepage, which has really blunt copy as of today, I want him to feel that the certifications, promised career and financing options puts him over the edge to enroll on a course and change his life for the better.

In my self analysis I've Seen The Following:

Keeping in mind that Jason is an introvert, "assuming" that he will take the steps himself to search on google might be unlikely.

So I should have made a Facebook ad and a physical flyer to build a funnel that gets him onto the homepage.

The reason I focused on the homepage so far was that based on Weld South's platforms, they seem to be very popular without much online advertising, so they seem to be working with a lot of word of mouth.

So the mission becomes to get their homepage exciting since it is really blunt right now.

Their design is good at the moment, they have clear distinct sections on the website, so I've rewritten the copy in those sections in this google doc.

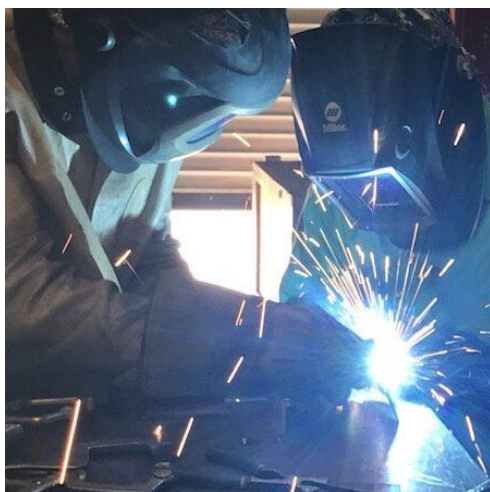
It could've been better to have more flowing text between the "sections" to create a flowing story that resonates more with Jason, but I thought it should be simple at the same time so it remains a homepage on a website and not some Sales Page.

TRIPLING YOUR PAY WITH AN IN-DEMAND WELDING CAREER JUST STARTED

**Here You'll Gain Industry Leading Skills To Become an In
Demand, Professional Welder with our AWS Certified
Instructors**

*"In Less Than A Month After Graduation I Got Employed As An
Apprentice Tubewelder At The Miller Steamplant Making 3 Times
More Than Before"*

- Chris, former student, now working his dream job.



Highest Quality Education From **INDUSTRY PROFESSIONALS**

With Over 50 years of combined industry experience, our AWS Certified Welding Educators and Certified Welding Inspectors teach proven hands-on skills and techniques.

Here You have a 5:1 student to instructor ratio which gives you the most comprehensive, one on one training experience you can get today.

This includes the Lincoln Electric U/Linc curriculum for advancing necessary skills in specialized welding fields.



We Create Uniquely Skilled **COMBINATION WELDERS**

Every step of our proven process is placed to train graduates that are prepared for today's welding industry with real-world welding skills and certifications that will secure the highest paying jobs out there.

“Top Notch Guys down there at Weld South, these guys are good welders and they have the skill set and the patience to teach people the right way of doing this job, guys will learn the skills that these employers are looking for!”

- David, Weld South Graduate.

“If you're wanting to learn how to weld down in Alabama. Hit up Weld South, they have different classes throughout the day where you can still work your regular job. They are Jam up guys and if it wasn't for them I wouldn't be where i'm at today!”

- Cole, Weld South Graduate, now self-employed welder.



A CERTIFIED WELDING SCHOOL IN HOOVER, AL

Industry Leading Financing Is Available!

Our trusted welding program and network of employers have such faith in your future that we created industry leading financing options.

You can start your training for only \$500 to become a highly sought after, multi-process, certified welder in the high-paying welding industry.

The rest of the course is paid when you've been employed.

Secure Your Financing For The Upcoming Classes Today

JOB PLACEMENT PROGRAM

After graduating our courses with good results, immediate employment is waiting for you.

Our large industry network of employers rightfully trusts us to train skilled welders and we stay in contact with them to transition our graduates to their chosen field where they start earning a lucrative income.

In other words, your inbox will be full of positive job offers from our trusted, sought after employers once you finish.

Here's the difference between your future as a welder compared to *university bachelor* graduates:

Student A		Student B	
ATTENDS UNIVERSITY, earns a bachelor's degree in	4 YEARS	ATTENDS TECHNICAL SCHOOL, earns a welding certificate and passes the AWS Certified Welder test in	18 MONTHS
Average cost of completing a BACHELOR'S DEGREE:	\$127,000	AVERAGE COST OF COMPLETING A TECHNICAL SCHOOL PROGRAM:	\$33,000
AVERAGE STUDENT DEBT:	\$30,000	AVERAGE STUDENT DEBT:	\$10,000
AVERAGE SALARY with a bachelor's degree:	\$49,900 x 6 years = \$299,400	AVERAGE SALARY OF A WELDER:	\$44,000 x 8.5 years = \$374,000
Total return on investment over 10 years ^	\$172,400	Total return on investment over 10 years ^^	\$341,000

Not only that **major** difference, [statistics](#) from the American Welding Association shows us that **150 000** welders are approaching retirement.

And by 2027, an astonishing **360 000 new** welding professionals is projected to be needed.

So the industry is truly yours after you've acquired an industry leading education here at South Weld.

[**Secure Your Lucrative Career Today With The Upcoming Classes**](#)

SPEAK WITH AN INSTRUCTOR

For questions about our welding program or any other concerns,
please feel free to call an instructor today. Weld South is determined
to guide the future welding generation.

[CALL US](#)

Or

[Apply Here](#)

