

Practice

Goals:

- Market research, find sophistication and awareness levels
- Get the reader to click

Market Research Template

Jason's productivity course

What kind of people are we talking to?

- Men and women aged 18 - 40
- People with 9-5 jobs, people with an online business
- Average income
- Global

Painful Current State

They regret not starting a project they've always wanted to. They also struggle with procrastination, endless scrolling, unable to finish what they start, and wasted time

They are angry about staying the same as their lazy selves, they are angry at themselves and blame digital objects such as phones for keeping them lazy.

They tend to waste so much time regardless of having a lot of free time, just to look back during a busy period and realise all the free time they wasted.

They truly feel pain for not changing for the better

They are tired, annoyed, and desperate for answers

" I have such a hard time trying to focus and start things, I don't even enjoy half the things I do anymore, I'm tired of being lazy and not productive"

Desirable Dream State

They desire to manage their time well, improve focus, and attention, and avoid procrastination. They wish to be productive and organised.

After they reach their desired states, they would feel extremely happy and energetic, they would feel like they can complete any and every single task they are faced with.

They wish to tackle any project, start-up businesses, and solve problems after they reach their desired state.

"I wish I could just wake up the next day and start doing things that make me productive, instead of wasting valuable time scrolling through social media."

Values and Beliefs

They believe it's extremely difficult to overcome laziness and being productive is impossible to reach

They truly think they can go and find the answers to their own questions but really need a guide

They have read many books on self-improvement but none of them helped. They tend to fail due to the lack of information the book had or because there was no true value in the other books.

If the solution they are trying is hard they might not try or some people might try the solution for a bit and if no results are found then they give up.

They believe in self-improvement figures/books and self-improve products because they want to change

They value productivity, time management, and focus the most

Laziness, procrastination, and short attention span are their weaknesses

Self-improvement books, videos, and tips are useful to them, most people believe they work they just need to find the right ones.

P-A-S framework

SL: How to conquer laziness and KILL your procrastination in just 48 hours

Are you annoyed at how lazy you are?

Do you constantly find yourself saying you'll finish that project or start that business, only to end up scrolling through TikTok instead?

Do you look back during your most busy times to realise how much free time you wasted?

For those who are crawling around desperately seeking answers

I've got some for you...

You see, Productivity and focus aren't innate talents; they're skills you can develop

For example... Riding a bike

I guarantee that most of us reading this started with stabilizers (training wheels) before getting comfortable without them

My course serves as your productivity training wheels. It guides you step by step until you're confident and efficient on your own.

Imagine effortlessly completing tasks, staying focused, and maximizing your time. Sounds intriguing, right?

Now you know the problem which is only 1% of your journey. Execution and implementation are 99%

If you are truly passionate about conquering your laziness, start your transformation NOW

[Click this link to start your productivity journey and transform your life](#)

P.S This link is only active for 24 hours to prevent none dedicated people from getting my prized value

SALES PAGE/LANDING PAGE

The productivity **'hack'** that will get you off your couch and effortlessly complete any task you are faced with in less than **1 MONTH!**

After years of secrecy, America's well-known marketing genius Jason Fladlien reveals to the world the top productivity hacks he's been hiding to generate millions upon millions of dollars worth of income. With his hyper-tailored course, there will absolutely be:

- No BS
- No random e-books
- No boring Zoom calls
- No Useless information
- No trending tips

Instead, it will be filled with

- Super valuable information
- Quick and easy to navigate
- Quick results
- Completely tailored to match you
- Engaging community
- 1 on 1 call with me
- Money back guarantee
- Vital tips and tricks

And on top of that

We believe in our work so much that if any of our clients don't see results or they haven't seen any changes in less than a month, we advise you to go straight to our support a customer page as we will give you a 100% full refund of your purchase

[Click here to become unrecognisable](#)

Welcome email

SL: The First Step Towards Your Productive Self

Congratulations on doing the hardest part of any journey: starting it!

Welcome to the world of productivity.

You're about to embark on a journey to overcome your former self and transform into the best version of yourself.

This is the first initial step towards completely transforming your life.

Many people believe that signing up for a newsletter will magically transform them overnight.

This is the mindset you DO NOT want to have.

Instead, if you truly want to become the best version of yourself you need commitment, and a lot of it

This is why I'm here

With my knowledge and experiences, I will guide you on the right path and help mold your mindset for success over the next 4 weeks

The catch? You just have to stay consistent and consume all the free value I am providing you

If this is something you find hard or cultivating to do then I'm afraid this newsletter isn't for you

But if you are ready to face new challenges and overcome laziness and procrastination, dive into my first lesson and embrace the path to success

Kind Regards, Jason

P-A-S framework

Hey “name”