

Issues my prospect is facing:

Youtube clicks -> thumbnails

Conversion from social media to website -> intriguing captions.

Ig script ideas -> script ideas targeted towards people who will buy coaching service

Website design horrific -> website redesign

Using a popular marketing technique known as the 4 Us, we can get your content in front of people who are looking for vocal coaching.

Who am I talking to? Who is reading this?

Talking to Jenn, the singing coach

Where are they right now? And what stage are they now?

On their couch/pc tired from a long day of teaching singing and they are checking their email for updates about their clients.

Where do we want them to go? Sales page?

Just need to make it EASY for them to say "Yes"

What steps do I need them to take? What do they need to think & feel to get them from their current state to their dream state?

They need to feel intriguing and feel like "this random dude in a blazer can actually help me and my business".

**CONTEXT: its a singing coach with the problems above ^^ shitty website, shitty thumbnail, but she has good engagement because she is a natural entertainer**

Hello Jenn,

What are your thoughts on these Youtube thumbnails & Reels description made to increase your view count on Youtube & Facebook respectively?

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(FV)

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Your video about finding the BIG VOICE was a HUGE breath of fresh air. Your playful style of teaching which makes singing fun keeps your audience coming back for more.

The caption uses an Instagram "Loop" strategy that attracts any desired audience. In this case, people looking to improve their singing.

Then, it uses a "this or that" line to grab attention, hold it, and generate so much curiosity about your website...

Your viewers will go crazy if they don't find out about this "explorative" way of singing.

That was the 1st step of a 4 step plan to grow your social media presence & establish yourself as one of the top vocal coaches online.

The 3 other steps include several upgrades to your business which are too valuable for me to type it out here.

Would you like to hop on a Zoom Call around this Friday to discuss the potential growth of your social media?