

Joe

Mission: Redesign his sales page so more of his followers want to buy his sample pack.

Offer

- Offer:
 - **Purpose:** Help producers finish music quicker so they can improve their skills and be happy with the quality of their music.
 - **Mechanism:** A pack of high-quality samples with a seamless workflow that speeds up production time and results in a better-quality song.
 - **Offer:** Over 1600 high-quality samples, laid out in a structured way to optimise workflow and efficiency.
-

Avatar Summary

- Appearance overview:
 - Jack is a 24 yo producer from New York. He has brown cropped hair with curtains and wears baggy, hipster-style clothing. He had a fairly normal upbringing. He found music in his teenage years as he was going through the struggles of growing up and started making music around 20. He became obsessed with making music, spending every spare minute at his computer producing. That faded after a few months though as his progress started to slow and he wasn't as happy with his music as when he first started.
- What is the current situation of my audience, and why is it so painful?
 - Jack dreams of becoming successful in his music and making it his career, but he is struggling with being **consistent** with producing. He keeps getting **writer's block** and doesn't finish songs he sits down to make. His skills in certain areas aren't **improving** because he isn't **completing tracks** from start to finish. He often feels **overwhelmed** with the amount he has to learn to make good music so ends up **procrastinating**. He's been producing for a while and is **embarrassed** that his music doesn't sound as good as he wanted it to by now.
- What is the dream state of my audience, and why is it so desirable?
 - Jack is flowing with **ideas** all the time and he can see what he wants a finished track to sound like. His skills allow him to fix little **problems** that pop up in his project with ease and he can create a **professionally** sounding track in a single day.
- What is the underlying problem my audience has that's stopping them from reaching their dream state?

- Jack isn't finishing his musical ideas so he's not improving his skills equally. He lacks in one or more areas which causes more problems for him when making music. These added problems make him frustrated so he doesn't produce as much and procrastinates.
 - How does the [sample pack] solve their problem?
 - It will help him pick better sounds for his music, so he has a better foundation to build his song on. The structure of the pack allows him to quickly pick the sounds he wants, so Jack can quickly work on the main sections of the track. By removing lots of unnecessary roadblocks at the start, Jack will be able to keep momentum and finish tracks a lot faster, improving ALL of his skills and helping him on the path to making high-quality music.
 - What is the business's overall speech style?
 - Casual, informative/educational, and personable.
 - Awareness/Sophistication Level (unaware, **problem aware**, solution aware)
 - Jack knows he has a problem. But he doesn't know how to fix it. He's tried to fix it multiple times over the years but they were either short-lived or didn't work.
-

Problem > Solution

- Main Problem: Isn't finishing music so his skills aren't improving.
 - Product (Solution): Sample pack that helps Jack produce faster and more professionally so he can finish music to a higher standard.
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Free Value

- Value: Sales Page Re-Write

Design.



KLING

[Home](#) [Sound Design Course](#) [Store](#) [Free](#)

1600 Premium Tools So You Can Quickly FINISH The Songs You Start.

Listen to all of your friends play your songs on repeat.



This is the culmination of 5+ years of producing experience and over 6 months of careful sample selection.

Nitric - Performance Enhancing Drums



1600 Samples to make 16,000 songs.

- A multi-genre pack of 1800 high-quality samples, including:
 - Powerful Drum Shots
 - Loops
 - Guitars
 - FX
 - Synth Shots
 - + MORE
- A bunch of custom sample mini-kits that layer well with each other.

Add to cart

Do You Want...

- To stop wasting time clicking through your packs trying to find the right snare?
- To be finishing tracks on a daily basis, hearing your production skills improve each day?
- To be flowing with endless musical ideas and have all the tools to make whatever you want?

Speed up your sample selection workflow and make clean and more balanced mixes. Your tracks will instantly sound more professional because you'll be choosing the right samples from the START.

Hear It In Action!

Nitric - Performance Enhancing Drums DEMO ▶ 0:00 / 2:02



Take A Peek

- Nitric - Performance Enhancing Drums by KLING
 - Bonus Packs
 - Nitric - Drums
 - Nitric - FX
 - Nitric - Guitars
 - Nitric - Kits
 - Nitric - Synth
 - Nitric - Vocal Shots

- 1600 high quality samples that can make almost any genre.

- Nitric - Performance Enhancing Drums by KLING
 - Bonus Packs
 - Nitric - Drums
 - Drum Loops
 - Claps
 - Fills
 - Full Loops
 - Future Bass Snare
 - Hi Hats
 - Kicks
 - Natural Taps
 - Pan Drums
 - Percussion
 - Shakers
 - Snare Loops
 - Stadium
 - Tambourines
 - Taps
 - Winky

- Nitric - Performance Enhancing Drums by KLING
 - Bonus Packs
 - Nitric - Drums
 - Drum One-Shots
 - 808s
 - Claps
 - Cymbals
 - Drum Textures
 - Kicks
 - Bright Kicks
 - Clean Kicks
 - Future Bass Kicks
 - Layered Kicks
 - Organic Kicks
 - Romy Kicks
 - Soft Kicks
 - Top Kicks
 - Trash Can Kicks

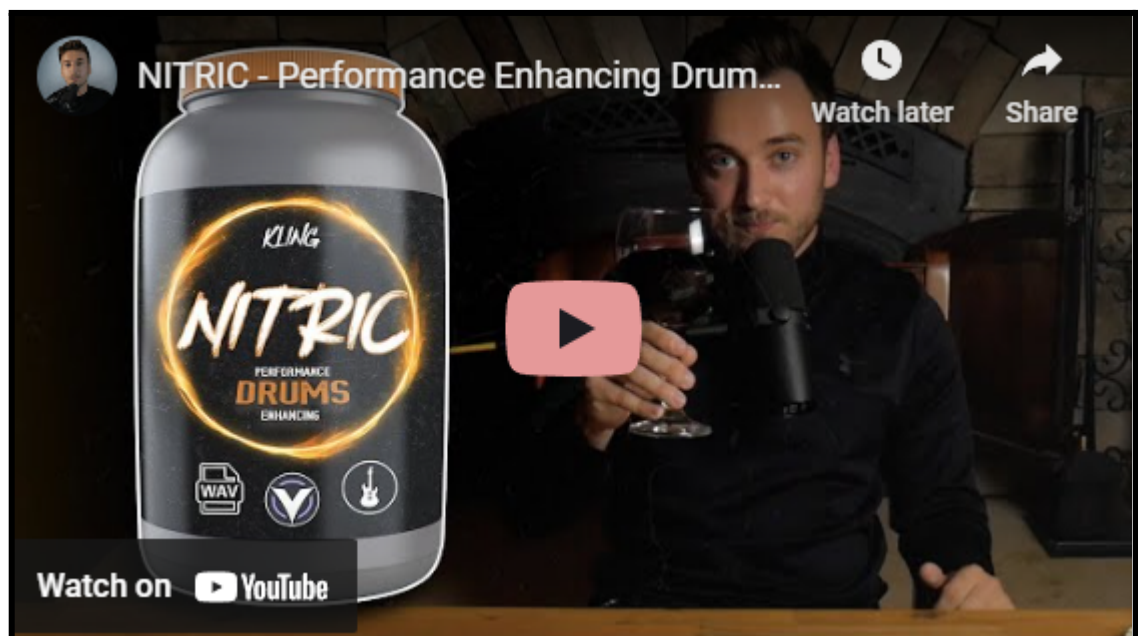
- Properly named and organized for the most efficient workflow

- Nitric - Kits
 - Aggressive Club Kit Samples
 - Brax Kit Samples
 - Chained Kit Samples
 - Cinematic Future Bass Kit Samples
 - Deepfreaks Kit Samples
 - Future Club Kit Samples
 - Garricks Kit Samples
 - Hard Future Bass Kit Samples
 - Illuminati Kit Samples
 - Organic Future Bass Kit Samples
 - Organic Progressive Kit Samples
 - Peter Gryllin Kit Samples
 - Shesha Kit Samples
 - Spinmin Kit Samples
 - STAMP Kit Samples
 - Summer Vibe Kit Samples

Text Form [V3]

1600 premium sounds for you to quickly FINISH the songs you start.

So you can make studio-quality music and release on your favourite labels.



This is the culmination of 5+ years of producing experience and over 6 months of careful sample selection.

Ever wasted 15 minutes idly clicking from "kick 01" to "kick 78" trying to find the best one?

But by the time you get to kick 38, they all sound the same (and your finger starts cramping)

Nitric has scrapped the number system most packs use, for unique names which reflect the characteristics of each sample.

This is gonna save you HOURS!
(as it has done for me)

Nitric - Performance Enhancing Drums



1600 Samples to make 16,000 songs.

- A multi-genre pack of 1600 high-quality samples, including:
 - Powerful Drum Shots
 - Loops
 - Guitars
 - FX
 - Synth Shots
 - + MORE
- A bunch of custom sample mini-kits that layer well with each other.

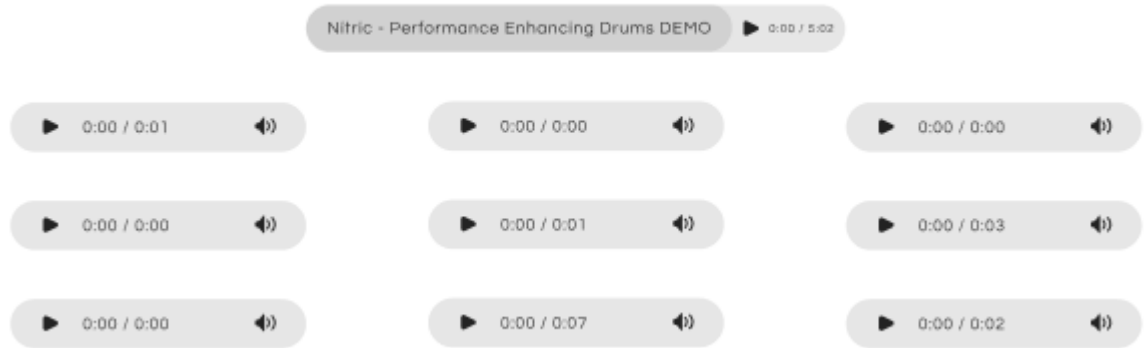
Add to cart

Do You Want...

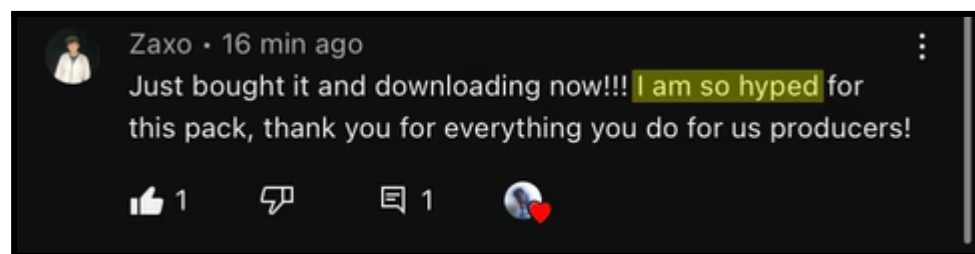
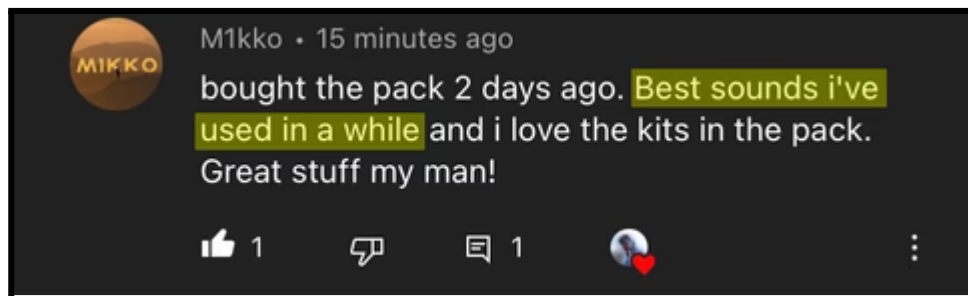
- To stop wasting time clicking through your packs trying to find the right snare?
- To be finishing tracks on a daily basis, hearing your production skills improve each day?
- To be flowing with endless musical ideas and have all the tools to make whatever you want?

Speed up your sample selection workflow and make clean and more balanced mixes.
Your tracks will instantly sound more professional because you'll be choosing the
right samples from the START.

Hear It In Action!



What People Think:





Nitric - Performance Enhancing Drums

What You Get TODAY:

- Nitric - Performance Enhancing Drums Sample Pack (Value \$197)
- 130 VITAL Synth Presets (Value \$47)

Total Value: \$244

~~\$244.00~~ **\$97** Sale

Add to cart

Buy with **shop** Pay



Pay in 4 interest-free instalments of \$24.25 with **shop** Pay [Learn more](#)

[END]

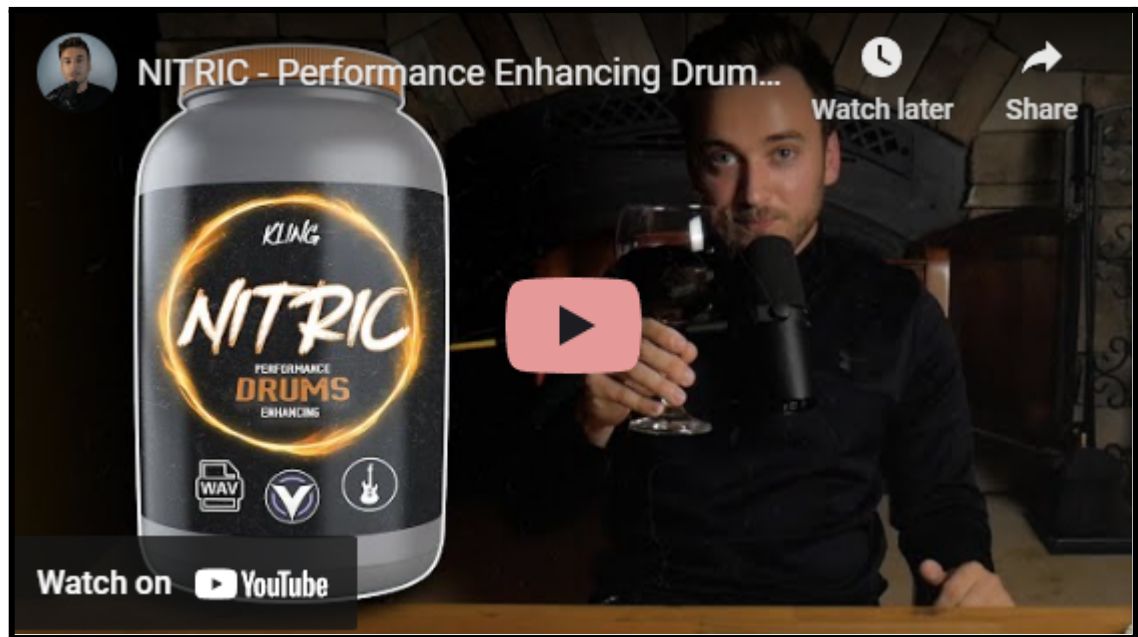
OLD VERSIONS BELOW

Version 2 (OLD)

1600 premium tools so you can quickly FINISH the songs you start.

Listen to all of your friends tell you how good your songs are.

Nitric samples are going to help you write faster and more efficiently because they have been hand-crafted and organised to fit into your workflow.



This is the culmination of 5+ years of producing experience and over 6 months of careful sample selection.

Speed up your sample selection workflow and make clean and more balanced mixes.
Your tracks will instantly sound more professional because you'll be choosing the right samples from the START.

Making music with bad samples is like cooking with mouldy ingredients.

Do You Want...

- To stop wasting time clicking through your packs trying to find the right snare?
- To be finishing tracks on a daily basis, hearing your production skills improve each day?
- To be flowing with endless musical ideas and have all the tools to make whatever you want?

You need an optimised sample workflow that makes it easy to find the best samples for your song.

You need to use samples that layer with each other instead of fighting for the same frequency space.

You need a library that has EVERYthing you need to make whatever genre you want. Future House? Pop? Reggae? A solid library serves as an endless source of ideas and creativity. Say goodbye to writer's block :)

I'm sure you've bought sample packs before thinking "My stuff's gonna sound great now"

Only for your family to tell you to put your headphones on because your track is stuck in the mud.

We've all been there.

But throwing in a load of samples that don't layer together nicely is like using poorly mixed concrete in your house foundations.

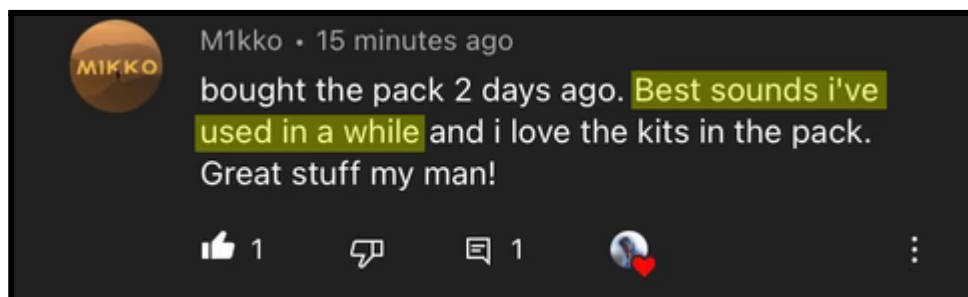
The folder system in Nitric makes it easy to pick samples that work well together straight away, so you can quickly move on to the meat of your song.

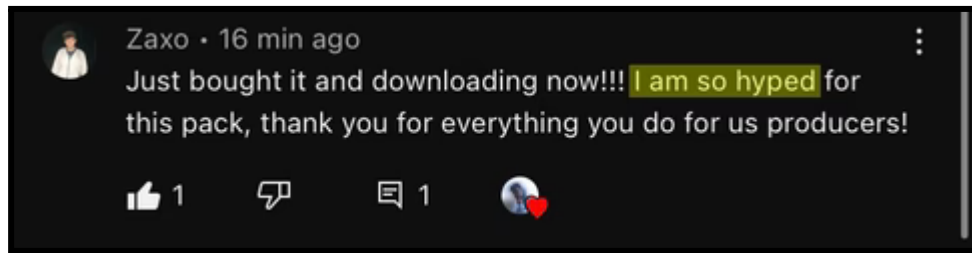
If you're slow at starting new tracks, it's no wonder you're not finishing them. Momentum is key so you don't end up stuck for 17 minutes picking a snare.

I'm going to show you how to take advantage of momentum so you can start and finish professional tracks on the SAME DAY.

But first.

Here's what others thought of it:





Ever wasted 15 minutes idly clicking from "kick 01" to "kick 78" trying to find the best one?

But by the time you get to kick 38, they all sound the same (and your finger starts cramping).

Nitric has scrapped the number system most packs use, for unique names which reflect the characteristics of each sample.

This is gonna save you HOURS (as it has done for me).

No restrictions!

This isn't a one-genre pack. I have used these samples to make over 100 songs, all in different genres!

Nitric has been curated over six months of sample testing and workflow optimisation. It is the biggest multi-genre sample pack to have been hand-crafted and road-tested so you can make what you want, when you want and FAST.

Here's what you'll get:

- A multi-genre pack of 1600 high-quality samples, including:
 - Powerful Drum Shots
 - Loops
 - Guitars
 - FX
 - Synth Shots
 - + MORE
- A bunch of custom sample mini-kits that layer well with each other.

PLUS, a bonus:

Get 130 'Vital' synth presets to use in your projects and reverse engineer so you can up your sound design game.

WHY?

Version 1 (OLD).

Want to actually FINISH the songs you start, with a beaming grin knowing it's your best work yet?
With a desperation to show everyone that crunchy lead you just made? p

Not just a sample pack. A workflow overhaul built for efficiency and making professional music.

1600 sounds to make 16,000* songs.

(*15,999 guaranteed)

An all-in-one sample pack that's been road-tested in over 100 songs across multiple genres - I've used it to make everything from bass house to pop!

Speed up your production time and overall quality of your music. Finding the right samples is effortless when you have a pack which is PROPERLY organised.

Do You Want To:

- Have packs that you never get lost in? A smooth sample workflow is key if you want to finish music fast and improve your skills.
- Stop fighting with your folders trying to find the one hi-hat that fits with the rest of your drums.

- Own a library of high-quality samples that is so good, your producer friends keep trying to steal because they sound so good.

After having produced for over 5 years and spent hundreds of dollars on sample packs, I decided to make my own that had the quality I wanted, without all of the annoying "features" that others had.

No restrictions!

This isn't a one-genre pack. I have used these samples to make over 100 songs, all in different genres!

I'm sure you've bought sample packs before thinking "My stuff's gonna sound great now"

Only for your family to tell you to put your headphones on because you've made another abom(b)ination.

We've all been there.

Out folder system makes it easy to pick samples that work well together straight away, so you can move on to the creative stuff.

It's because you're lacking the right tools to build your House (or Techno).

Samples are the foundation. Pick the wrong ones and your track will collapse.

Ever wasted 15 minutes clicking from "kick 01" to "kick 78" trying to find the best one?

But by the time you get to kick 38, they all sound the same (and your finger starts cramping).

Nitric has scrapped the number system for unique names which reflect the characteristics of each sample.

This is gonna save you HOURS (as it has done for me).

- Layer seamlessly with each other.
- Kits are grouped by style, genre or artist.
- I'll tell you why an efficient pack is so important for your workflow.

- Kits are grouped by style, genre or artist.
-

Notes/Ideas.

Remember when you got so into it that hours felt like minutes, you were in a creative flow.

This is what your DAW sees:



There's a deeper desire and a more surface-level one:

Deeper desire: Satisfaction from completing professional music and status from the praise of other people that their music is good.

Surface level: Consistently finish songs and make professional mixes.

Example:

“Do You Want:

Surface: To stop wasting 13 minutes trying to find the right snare? You need an optimised sample workflow that makes it easy to find the best samples for your song.

Deeper: Everyone who listens to your music to dance uncontrollably as if they can't help it.”

Objection:

How is a sample pack going to help me finish music and improve my skills?

Improve your workflow so you face fewer mix/arrangement issues.

How is it different from other packs?

Do you ever come across something that doesn't sound right in your mix, but you can't pinpoint what?

You watch some tutorials, but they can't fix it either.

The more tracks you FINISH, the fewer of these problems you're going to run into.

And the more you will enjoy making music.

But finishing a track can be hard when you don't do it regularly.

You want to minimise the risk of problems popping up in your project.

So you can gain momentum and cross the finish line with a completed song.

You need the right tools for this

Having made music for over 5 years and spent hundreds of dollars on loads of KSHMR and Splice packs, I wanted to make my own that kept all the things that made those great, without all the annoying things like scattered folders and uncategorized samples.