

BUSINESS OBJECTIVE:

- I want to sell as many parcheesi tables as possible.

Why Is It Important?

- So that I can provide my client with massive value, make it to rainmaker and then pitch them with a project that will make me rich, sticking to the process, and keep moving forward on my journey to becoming rich.

What part of the funnel is needed to achieve this result?

- Their newsletter (going to send cold and warm emails) and a landing page are needed for this.

4 QUESTIONS

Who am I talking to?

- Head teachers, both men and women, standard-high income level (2000€ to 5000€) for Spain, located in Spain/ENGLISH SPEAKING COUNTRIES
- Regular school staff

Where are they now?

They are with their laptop in school checking their inbox and answering emails before they start to work, in the morning.

Current State:

- Average looking outdoor space of their school. (but not 100% everyone)

Dream State:

- Attract new students, parents to be happy with the school and like it, kids being happy and learning.

Level of Market Awareness: Level 1

Level of Market Sophistication: Stage 3

Current levels of...

Desire: 0

Certainty: 2

Trust: 1

Thresholds of...

Desire: 6

Certainty: 7

Trust: 6

Where do I want them to go?

- I want them to click on the email link to go to the landing page.

In the landing page, they will have a contact form where they will be able to request information or details about the product.

Actions I want them to take:

- I want them to click on the CTA to go to the landing page.

Costs of action:

- Time, a little bit of energy

Current state:

- Average looking outdoor space of their school. (but not 100% everyone)

Problems:

- Average looking outdoor space

Solution:

- Make a better outdoor space.

Product:

- A parchis table that makes kids happy and improves the school's appearance.

Dream state:

- kids and parents being happy with their school while attracting new students.

What are the steps I need them to take from where they are now to where I want them to go?

- Amplify their desire by connecting the table to their current desires, showing products benefits.
- Amplify their belief by making it personalized for schools and showing pictures
Reduce the certainty threshold by making it personalized.
- Increase trust by Showing social proof, primal leadership indicators.

Specific Questions

OUTLINE: model/framework

Email And Landing page:

☐ ☆ Sonia 

[TEST] Create Exciting School Grounds - Parents and students will love it. See This Email PARCHEESI ECO-TABLE! Make your school yard attractive and fun. RECEIVE DETAILS Parcheesi t...

Question: How can I remove the text after 'will love it'?

1. Create An Attractive School Yard
2. The best way to entertain students
3. Create ECO and UNIQUE School Grounds
4. What entertains students the most
5. Transform your school's outdoor appearance
6. Make Your School Yard Eco-Friendly
7. Make an Eco/sustainable/appealing/unique School Yard
8. Make exciting/enjoyable recesses

Let me know which one you prefer.

PARCHEESI ECO-TABLE!

Make your school yard attractive and fun.



RECEIVE DETAILS

Parcheesi tables in schools of :

- ✓ Entertain students of **all ages and abilities** for a **better engagement in class**.
- ✓ Make your school welcoming and appealing.
- ✓ Concentrate pupils' attention for **in-depth learning**.
- ✓ Stimulate learners' cognitive skills.



They are perfect for the environment:

Their slats are made of **100% recycled** and **recyclable** plastic. ♻️

100% designed and manufactured in Industrias Agapito, Spain



Would you like to incorporate a Parcheesi **ECO-table** in your school?

REQUEST INFORMATION

More than 50 years manufacturing urban furniture for schools.



GET PRICE DETAILS

You might also be interested in:

CHESS TABLE

100% Designed and manufactured in Spain



Would you like to know how a parcheesi **ECO-table** could be incorporated into your school?

[REQUEST INFORMATION](#)

More than 50 years manufacturing urban furniture
for schools.



[REQUEST INFORMATION](#)

You might also be interested in:

CHESS TABLE



