4. HOW TO TALK ABOUT THE PRODUCT

Copywriting, Content Frameworks & Marketing Angles

Direct Response Copywriting & Content Guide

The secret to converting prospects into sales is not hard-selling or spamming links. It is positioning yourself as an advisor who understands their exact struggle.

Different Marketing Angles to Use

Angle 1: The Library Marathon Trap

> *"Studying 8 hours a day is not a badge of honor if you forget 80% of it in the exam hall. Here is the active recall system top students use instead..."*

Angle 2: The Carryover & GPA Rescue Angle

> *"Retaking a failed course costs time, tuition, and embarrassment. Preventing a carryover with a N5,000 proven study framework is the smartest investment you can make this semester."*

Angle 3: The Busy Student-Entrepreneur Angle

> *"You do not have to choose between making money and getting good grades. Here is how to structure your 24 hours so both thrive."*

Curiosity Hooks Library

- "Why reading your lecture notes 5 times is actually destroying your exam score (and what to do instead)."
- "The 90-minute study rule used by first-class students to retain 3x more information."
- "How to stop freezing in the exam hall when you see unexpected questions."

Social Media & WhatsApp Status Sequence Example

Frame 1 (Pain Point): "Hate the feeling of reading all night only to stare at an exam paper blankly?"

Frame 2 (Insight): "It is not your memory. It is your study method. Rote memorization fails under exam stress. Active recall never does."

Frame 3 (Solution + Call to Action): "The Academic Comeback Package details the exact step-by-step active recall blueprint. Click the link to grab your bundle now."