

Client: Aisa Lafour
Project: Website Copy
Objective: Lead Generation

Aisa's website had to be written in a way that it would be attractive to multiple audiences. She wanted to present herself as a performer and a teacher. She also wanted to sell her workshops for special occasions.

Aisa needed the copy to be SEO optimized for the keywords 'Amsterdam' and 'Online Classes'

Client Information

Targeted audience:

- Bellydance students at all levels
- Companies trying to find a performer
- Event organizers needing a performer
- Bachelorette's looking for a workshop

Headline

Copy Close Up:

Private classes are expensive, I needed to provide a compelling reason for students to follow private classes instead of much cheaper group classes. The one benefit a private class gives the student is the extra attention they get, which will make them learn faster. The headline immediately grabs attention by addressing students' biggest desire:

"Accelerate your learning with online private classes or private classes in Amsterdam!"

Strategy

Copy Close Up:

I started the copy with a testimonial that perfectly describes the benefit of taking private classes. The next section aims to agitate. It was very important to Aisa that her brand would come across as friendly and compassionate so I wrote the copy in a way that made clear she could relate to the student's problem.

"I know how nervous you can get before an upcoming show. Even though you have prepared and drilled your choreography, you are still unsure if it has the quality that is needed for a great performance. You just want your dance to be perfect! What you really would like is a coach that can help you nail that performance. Even the best dancers still work with a teacher or a coach to inspire and support them in their art."

End & CTA

Copy Close Up:

To get students to sign up for private classes I am using a very effective copywriting technique: I'm making a promise and tell them to sign up.

"I can promise you that the classes will give you a huge boost in your development. Sign up now for private classes!"

Accelerate your learning with online private classes or private classes in Amsterdam!



The great thing about the private sessions with Aisa is that I can focus for 100% on my personal points for improvement -
Dorley Zuniga

I know how nervous you can get before an upcoming show. Even though you have prepared and drilled your choreography, you are still unsure if it has the quality that is needed for a great performance. You just want your dance to be perfect! What you really would like is a coach that can help you nail that performance. Even the best dancers still work with a teacher or a coach to inspire and support them in their art.

For an experienced dancer it can be difficult to find a group class that fits your needs and level. A private class is tailor made to your needs and therefore perfect to continue evolving.

But private classes are not only for advanced dancers. They're also perfect for the beginner who wants to focus on her own strengths and weaknesses and wants to bring her dancing skills to the next level quickly!

I started to give private classes a few years ago because I really love to coach a dancer to reach her full potential. I love to be able to give my 100% undivided attention to a dancer that wants to grow and flourish in her dancing.

What are we doing during private classes

During the private classes we will focus on you! We will work exactly on what you need. We can for example work on your technique or we can prepare for a show or competition. We can create a choreography together or I can coach you on your choreography. I can also help you to refine your technique or prepare you for a dance on your wedding for example.

Private classes are:

- challenging
- inspiring
- intensive
- a lot of fun

and...

I can promise you that the classes will give you a huge boost in your development!



Fun bellydance workshops for your event or celebration.

Dancing and celebrations go hand in hand together. It is even a celebration if there is no dancing involved! It could be there is food but if there is dancing you know for sure that you're at a party. But to get everybody to dance on your party can be kind of hard. People don't always feel at ease enough to do it. So if you want to have a real party when you are celebrating your bachelorette party, your birthday, your baby shower, then if your students have had an amazing time at your party then there were already made to go to your company party, a theme party or... just for fun, here is a bellydance workshop!

A bellydance workshop is a fun and active way of celebrating something, connecting people and getting everybody to dance. In the workshop you will learn some basic bellydance movements. You will feel like you are spending a day as a princess in a fairy tale. Laughter, happiness and well-being guaranteed!

You can book a bellydance workshop for example for:

- Bachelorette party for a bride to be
- Kids party
- Corporate event
- Birthday party



Testimonial

"What I liked about working with Saida is her pro-activity. She comes up with ideas, works super fast and neat and she thinks along with me. She really made me feel that she wants my business to be more successful and she's really generous in helping with that. I look forward to working with Saida more often because she really motivates me and I really trust her."

- Aisa Lafour