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# Overview

* The website sells an interactive online course for a financial certification
* Online course materials are managed by teachable.com. This project is only about landing page design in Wordpress.
* Mobile version of the site should look as professional as desktop
* <http://www.level3essay.com/> - I created this myself in one day to get some ideas. Looks terrible but
* <http://www.level3essay.com/certification/> - This is what the designer delivered. This is below standards for me.

# Site Design – Audience

* Male: 70%, Woman: 30%
* Well educated people (bachelor’s degree minimum)
* Passing exam provides career advancement
* Average age: 29 years
* **Many use English as a second language. Plain English is preferred.**

# Site Content & Design

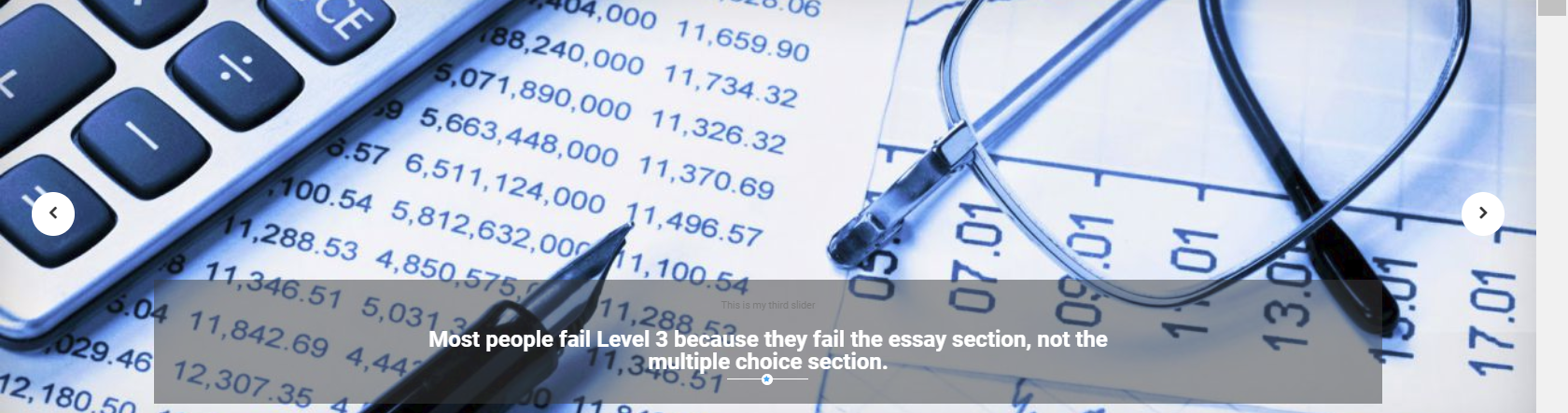
The site map will look something like this below, mostly text except for the front page.

1. Home (see details below)
2. The Essay Section (\*\*)
3. Recommended study plan (\*\*)
4. Registered Users (for student to log on)
5. About US (\*\*)
6. Contact US
7. FAQ (\*\*)

\*\* add section but leave empty for now, someone will add content in the future

## Home Page

### Home Page - Something with bars scroll with key messages, see www.level3essay.com



**Key message 1**: Prepare the Essay Section of the CFA® Level 3 exam

**Subtext 1:** First course exclusively dedicated to essay strategy preparation

**Key message 2**: The essay section is not just about knowledge but also about strategy

**Subtext 2:** Learn the unspoken rules behind the essay section

**Key message 3**: You are only one exam away from completing the program

**Subtext 3:** We understand how important is for you to advance in your career and recover your personal life

**Examples of banners on top**

I like this page:

<https://www.schweser.com/>

I don’t like this page:

<https://www.efficientlearning.com/cfa/>







# Email registration

The Essay Checkmate Course

Essay Strategy for CFA Level 3 candidates

Subscribe to Section 1 for free here.

**Pain (<<-- this is just a title, don't put this on the website)**

*Which candidate will score more points?*

Candidate B

Candidate A

|  |  |
| --- | --- |
|  |  |

(Image to be updated with actual answers, for now just take this one)

### Does this sound familiar?

*“I’m not sure what to write for the essay section”*

*“I did a mock exam; how do I know my answers are correct? I can’t grade my own responses”*

*“I know the material, but still I didn’t pass! Why?”*

**Confused? You are not alone.**

(Please propose image with go with text otherwise looks too dry)

### The Essay Game

The CFA Level 3 essay section is different from anything you have seen before. You are expected to provide handwritten responses to essay questions. Using the same approach from Level 1 and 2 will not work.

Why?

This time, you are playing a different game.

To beat this game you need to master three key competences: **Knowledge**, **Judgment** and **Essay Strategy**.



**Knowledge**



**Judgment**



**Essay Strategy**

## What’s the real challenge at Level 3?



Candidates tend to spend most of their time covering the materials and doing mock exams. A little too late if ever, they realize there is something else needed... Essay Strategy.

(Please propose image with go with text otherwise looks too dry)

## Solution

You can master **Knowledge** by actively reading **materials**

You can master **Judgment** by properly practicing and reviewing **mock exams**

Today, you can master **Essay Strategy** with **The Essay Checkmate Course**

|  |  |
| --- | --- |
|  | **The Essay Checkmate Course**  Essay Strategy for serious CFA Level 3 candidates   * Learn the unspoken rules behind the essay section * A systematic approach you can also follow * Take the CFA Level 3 essay with confidence * Developed by people who passed Level 3 |

**Note: This blue chess king is the product logo. We need a logo for this, nothing extraordinary but can’t be an image from google or gettyimages.**

### Features

**Essay Grading**

**Real Examples**

**Online**

**Pure Strategy**

**15-20 Minute Lessons**

Grading of *your handwritten* response

Review real past students responses (good and bad ones)

Easy to follow. Watch any time you want.

No lengthy 50-hour videos programs focused on content

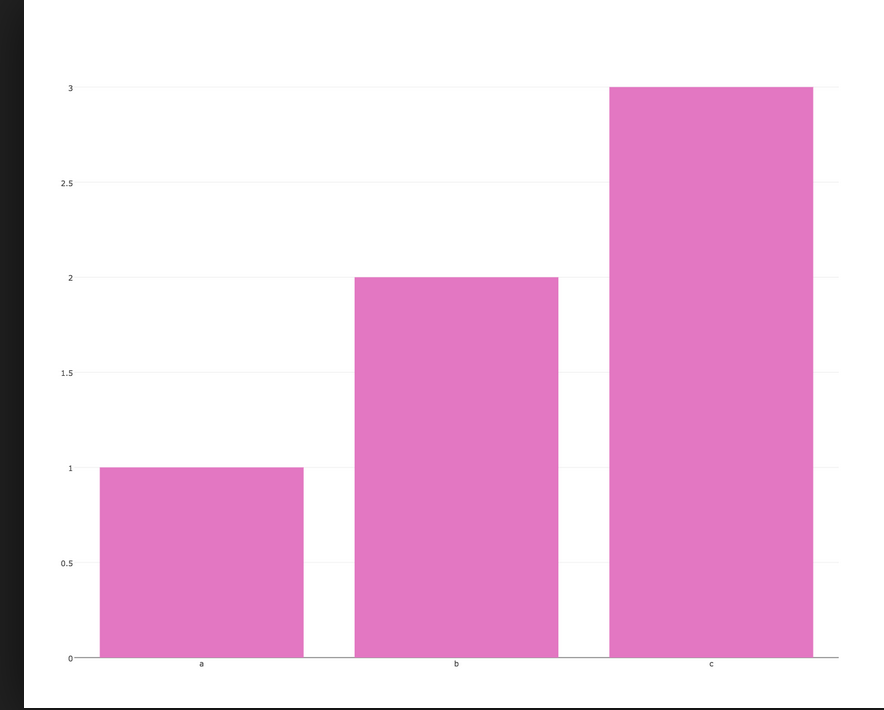
You are busy. We know it.

(Please propose image with go with text otherwise looks too dry)

Responsive design

### Essay Strategy

*A small investment with large return*



Hours needed to master

Mockexams

5 hrs

50 hrs (\*)

300 hrs (\*)

**The Essay Checkmate**

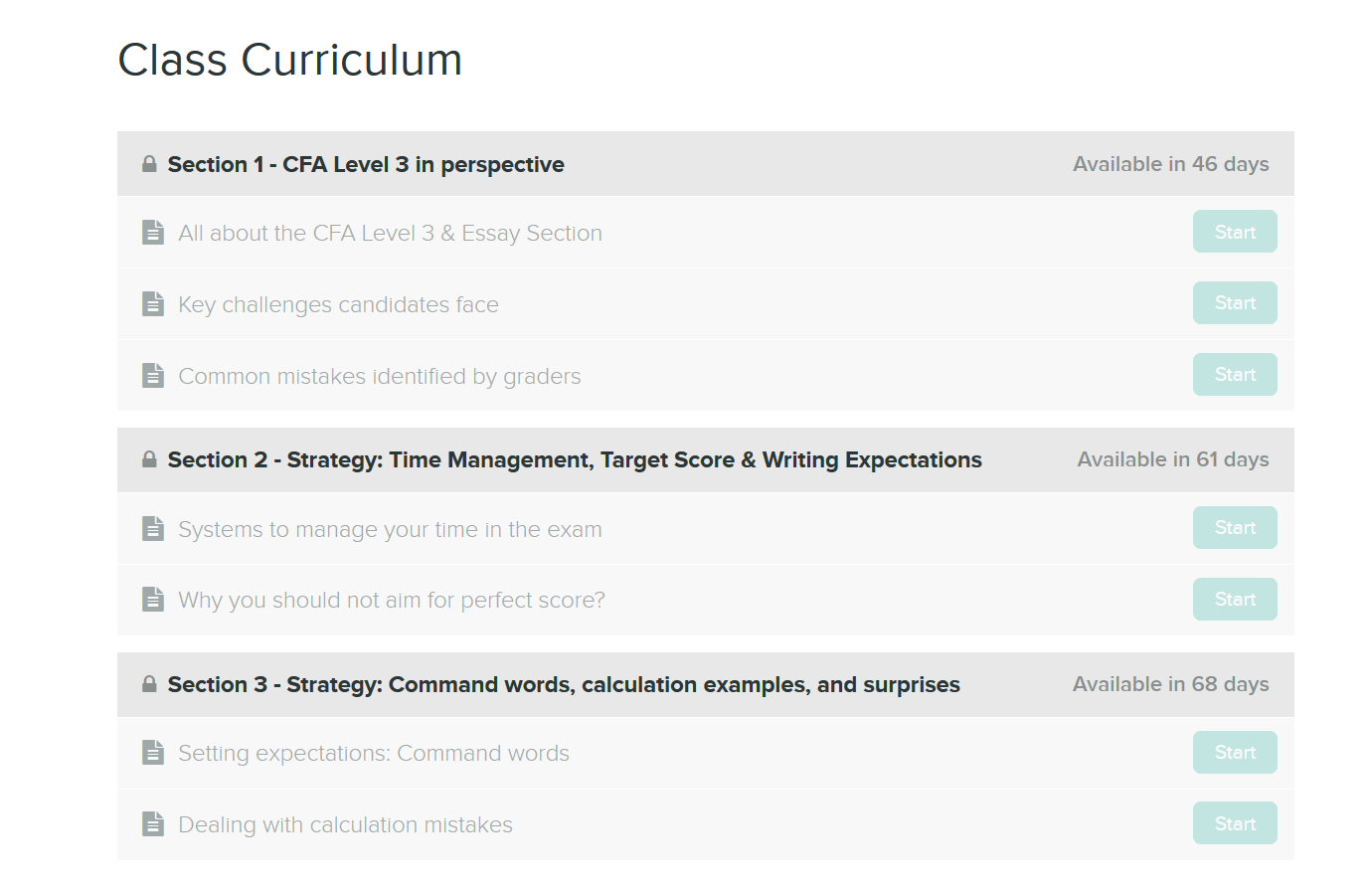
Materials

**(\*)** Internalestimates based on June 2017 CFA Candidate Survey.

(Please propose image with go with chart)

### Review Outline

This outline is linked to teachable.com



**SUBSCRIBE**

### Home Page – Testimonials

We are working on this, fill in for now.