

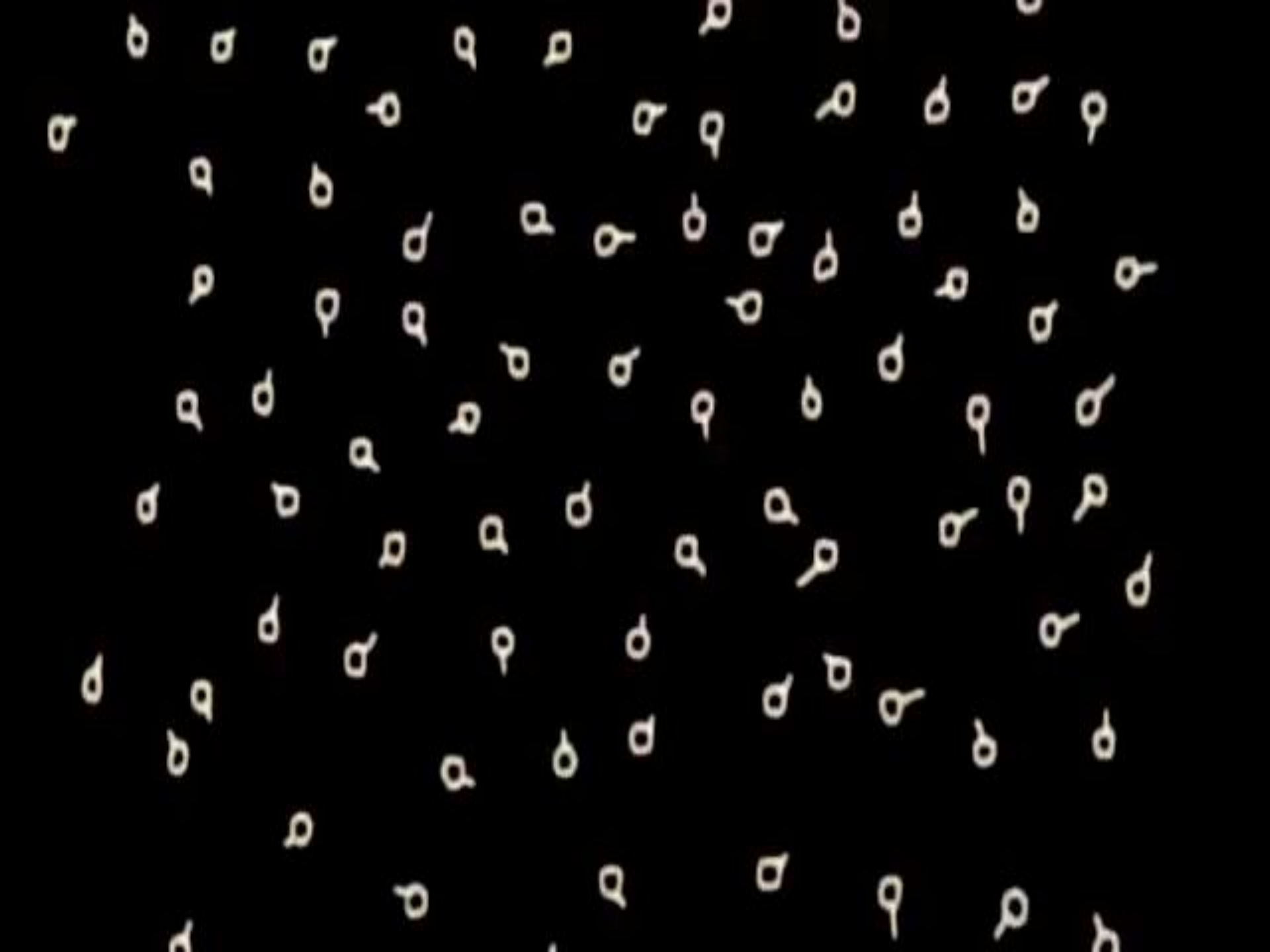


CLIENT'S PORTRAIT: RESERVICE

Trainer

Iryna Pikhur

Sunny



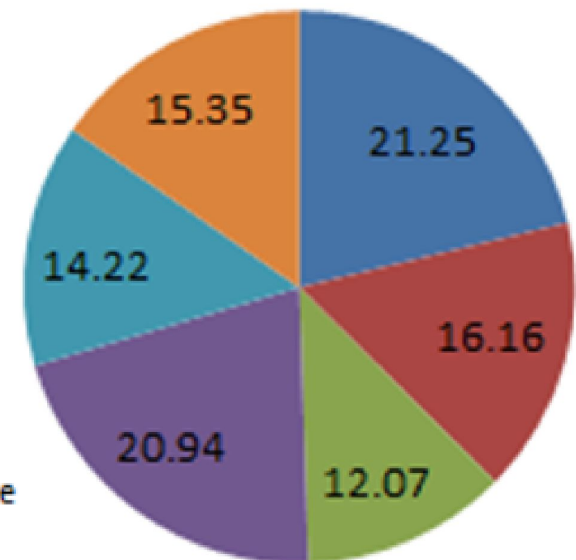
EXISTING CLIENTS



EXISTING CLIENT: AGE



- Male 18-25
- Male 25-30
- Male 30 And More
- Female 18-25
- Female 25-30
- Female 30 And More



EXISTING CLIENT: GENDER



50, 73%

49, 17%

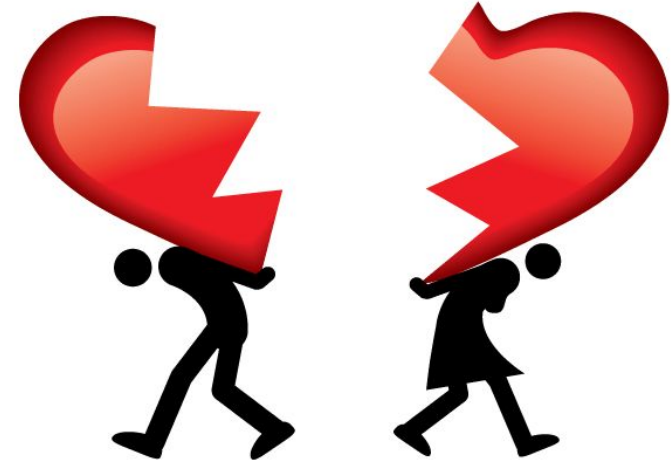


EXISTING CLIENT: STATUS

I ❤️ ME

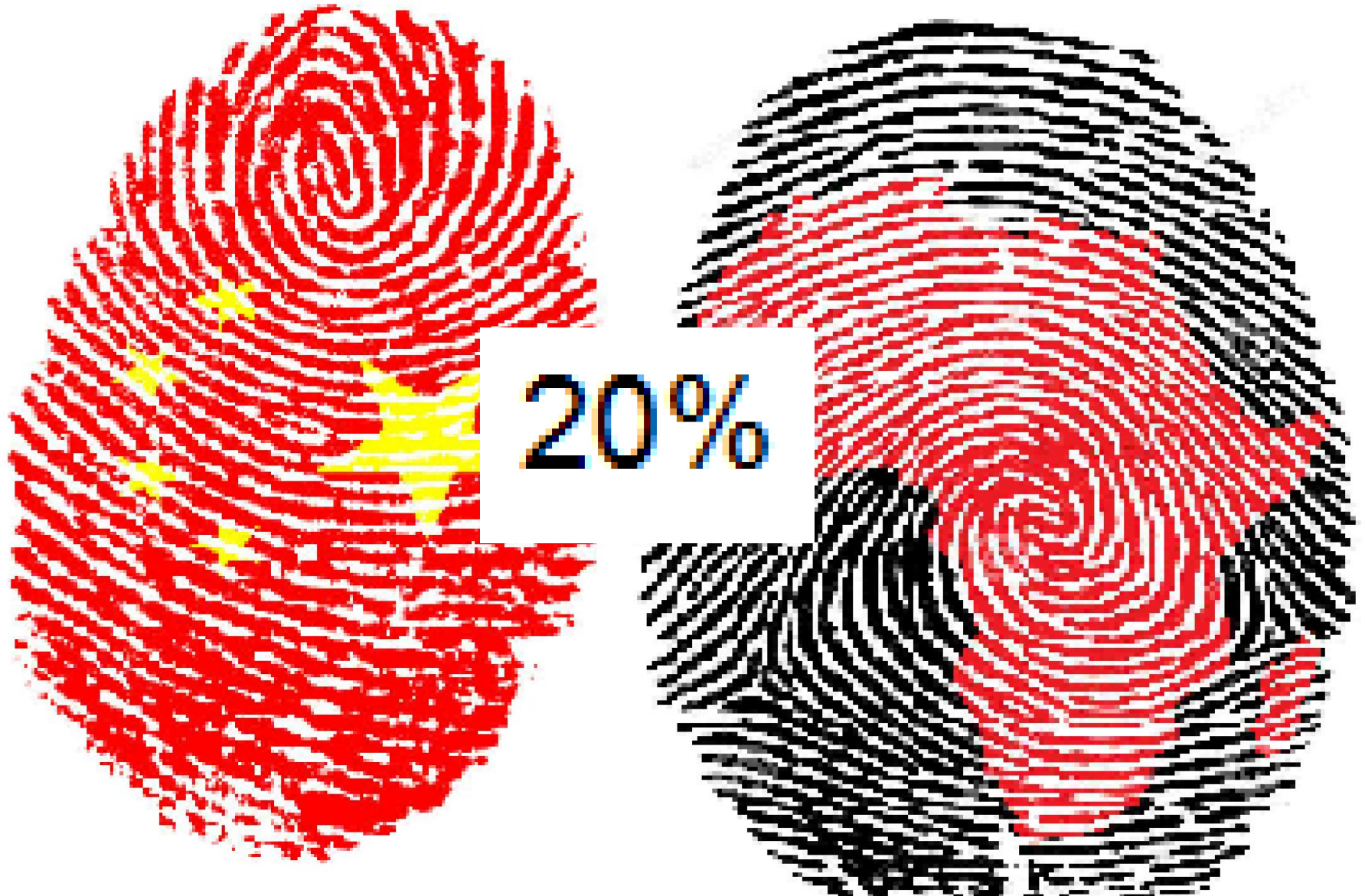
70.23%

25.32%



4.45%

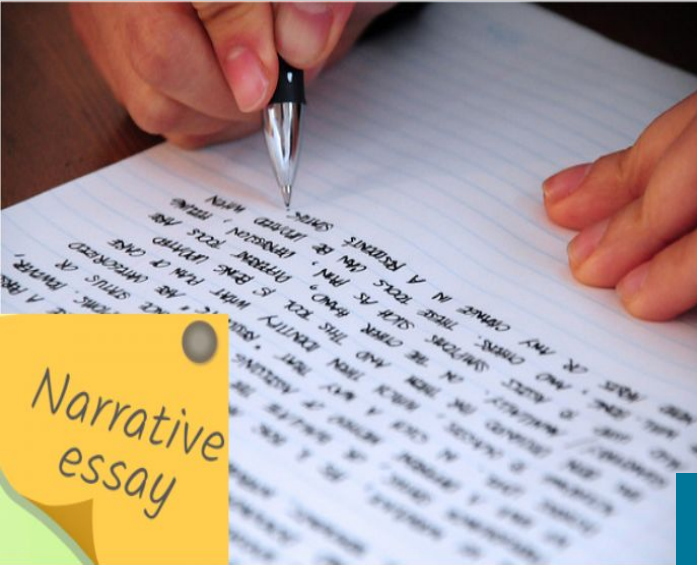
EXISTING CLIENT: STATUS



EXISTING CUSTOMER ORDER: DEADLINE, ACADEMIC LEVEL



EXISTING CUSTOMERS: COMMON FEATURES



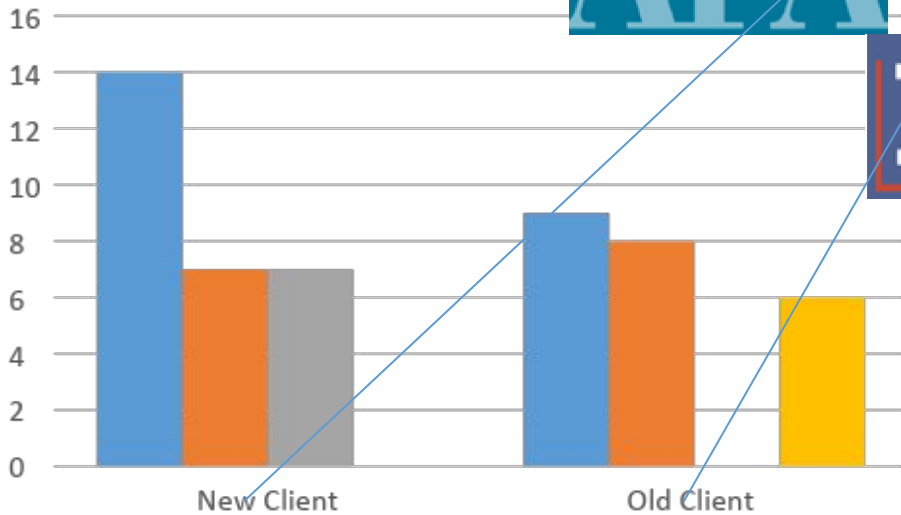
3 days

24 hrs

14 days

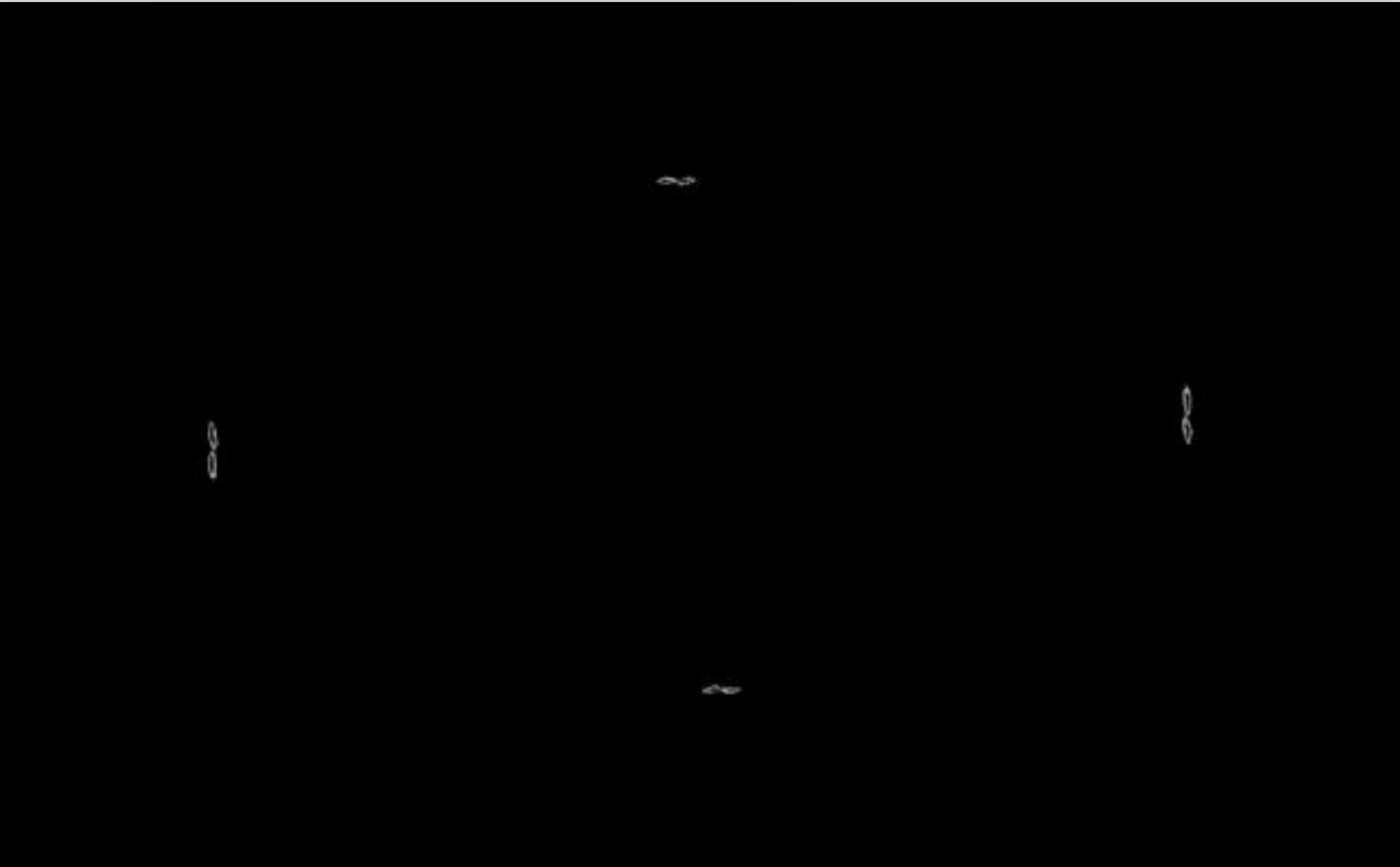
APA

MLA



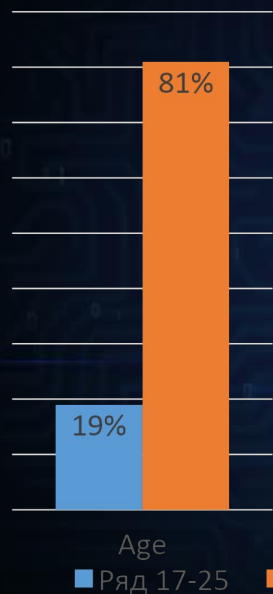
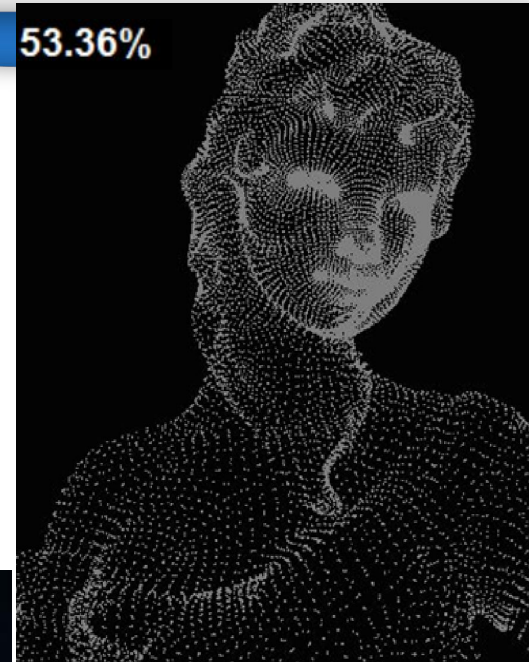
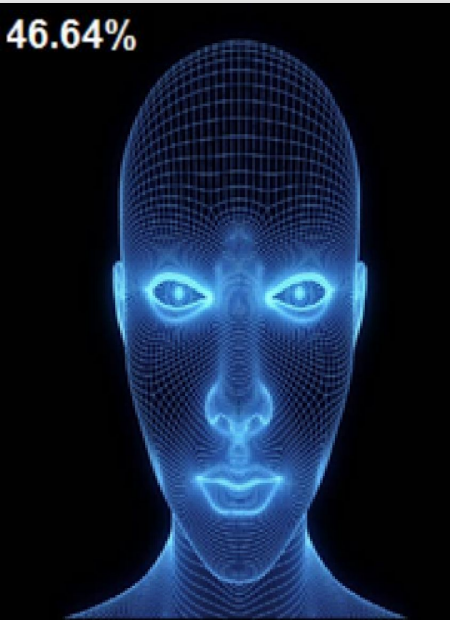


BUT



HOW DOES OUR POTENTIAL CLIENT LOOK LIKE?

POTENTIAL CLIENTS: AGE, GENDER



POTENTIAL CLIENTS: ORIGIN, LANGUAGE, LOCATION



KNOWLEDGE OF ENGLISH AROUND THE GLOBE

Asia

EF EPI Average:
55.94



Singapore	63.52	Very High
Malaysia	60.70	High
Philippines	60.33	High
India	57.30	Moderate
South Korea	54.87	Moderate
Hong Kong	54.29	Moderate
Vietnam	54.06	Moderate
Indonesia	52.94	Moderate
Taiwan	52.82	Moderate
Japan	51.69	Low
Macao	51.36	Low
China	50.94	Low
Pakistan	48.78	Low
Kazakhstan	47.42	Very Low
Thailand	47.21	Very Low
Sri Lanka	46.58	Very Low
Mongolia	42.77	Very Low
Cambodia	39.48	Very Low
Laos	38.45	Very Low

PROFICIENCY:



KNOWLEDGE OF ENGLISH AROUND THE GLOBE

Europe

EF EPI Average:

53.49



Netherlands	72.16	Very High
Denmark	71.15	Very High
Sweden	70.81	Very High
Norway	68.54	Very High
Finland	66.61	Very High
Luxembourg	63.20	Very High
Austria	62.13	High
Germany	61.58	High
Poland	61.49	High
Belgium	60.90	High
Switzerland	60.17	High
Portugal	59.68	High
Czech Republic	59.09	High
Serbia	59.07	High
Hungary	58.72	High
Romania	58.14	High
Slovakia	57.34	Moderate
Bulgaria	56.79	Moderate
Spain	56.66	Moderate
Bosnia and Herzegovina	56.17	Moderate
Italy	54.63	Moderate
France	54.33	Moderate
Russia	52.32	Low
Ukraine	50.62	Low
Turkey	47.89	Very Low
Azerbaijan	46.90	Very Low

KNOWLEDGE OF ENGLISH AROUND THE GLOBE

South America

EF EPI Average:

50.54



Argentina	58.40	Very High
Dominican Republic	57.24	High
Uruguay	51.63	Moderate
Costa Rica	51.35	Low
Brazil	50.66	Moderate
Chile	50.10	Low
Mexico	49.88	Low
Peru	49.83	Low
Ecuador	49.13	Low
Colombia	48.41	Moderate
Panama	48.08	Moderate
Guatemala	47.64	Moderate
Venezuela	46.53	Moderate
El Salvador	43.83	Moderate

PROFICIENCY:



KNOWLEDGE OF ENGLISH AROUND THE GLOBE

EF EPI Average:
44.92

Africa

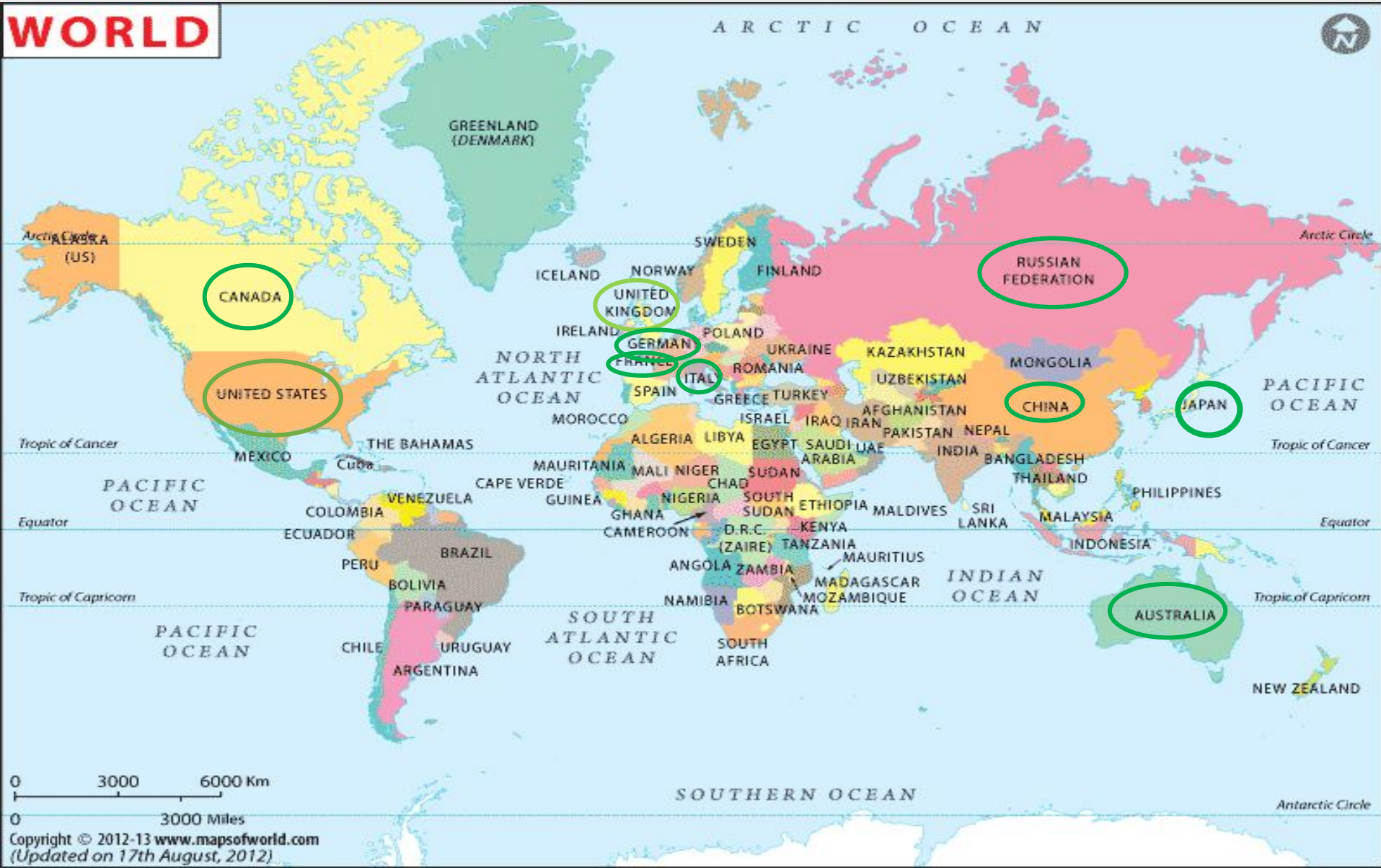


Morocco	49.86	Low
U.A.E.	49.81	Low
Tunisia	47.70	Moderate
Egypt	47.32	Moderate
Qatar	46.57	Moderate
Iran	46.38	Moderate
Jordan	45.85	Moderate
Oman	43.44	Moderate
Kuwait	42.98	Moderate
Algeria	41.60	Moderate
Saudi Arabia	40.91	Moderate
Libya	37.82	Moderate
Iraq	37.65	Moderate

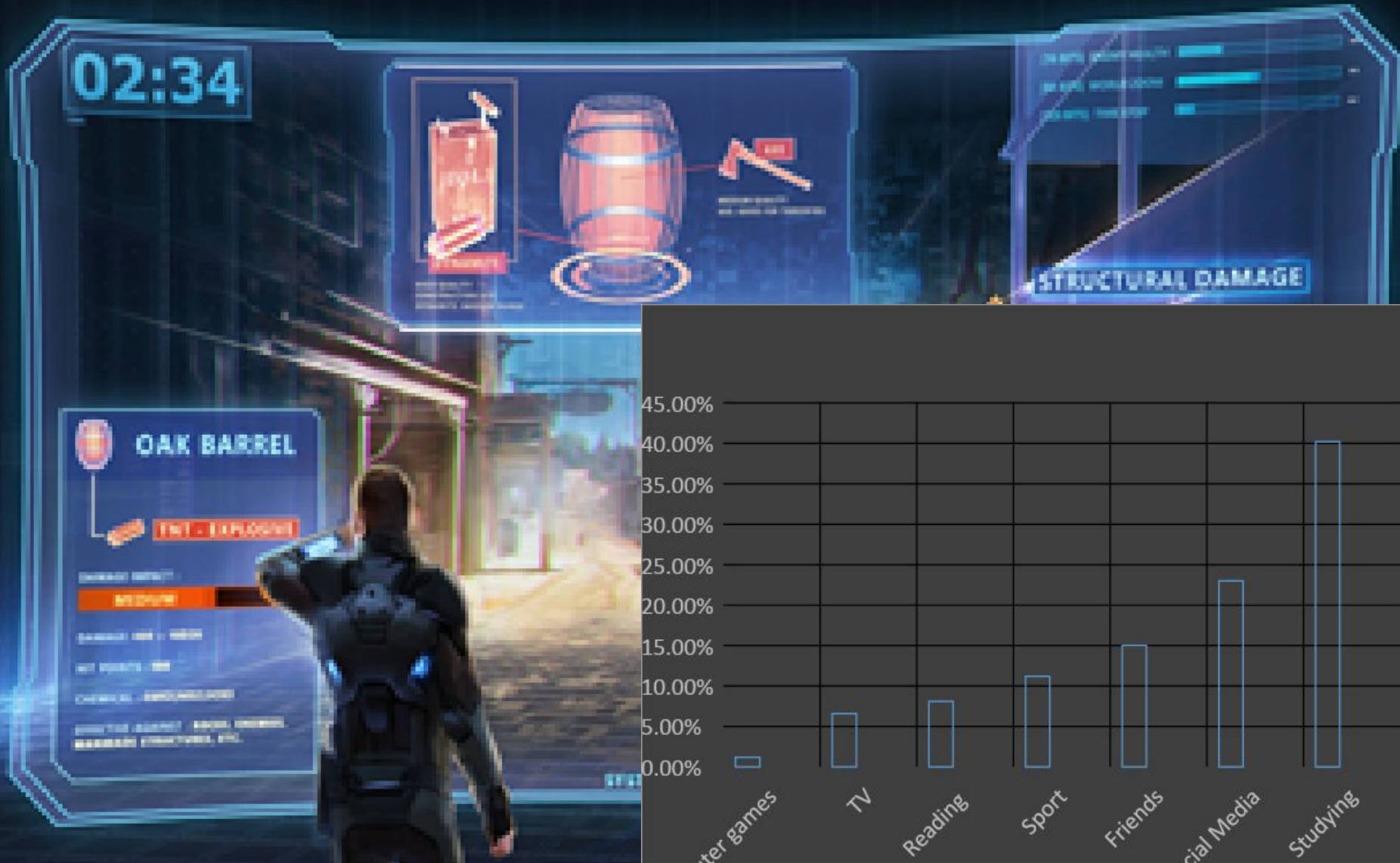
PROFICIENCY:



FOREIGN STUDENTS AROUND THE GLOBE



POTENTIAL STUDENTS: ACTIVITIES_FOREIGN STUDENTS VS NATIVE



TYPES OF CLIENTS



WOW Service ???

- ✓ To enter College/University
- ✓ To be hired

- Lack of knowledge/confidence

- ✓ Get it done.
- ✓ Quality is not so important

- Possess poor English. Looking for acceptance



WOW Service ???

TYPES OF CLIENTS



- ✓ Want to improve their mark.
- ✓ Quality is of high importance

- Lack of time.
- Not keen on subject
- Have to work in order to pay for their studies.

- ✓ High quality product
- ✓ Ease of use and clarity
- ✓ Timely delivery

- Looking for understanding
 - Lack of knowledge
- They do not keep up with the society



TYPES OF CLIENTS



WOW Service ???

- ✓ Help the kid to comprehend the material and pass the class

- Lack of knowledge/time
 - Payment issues

- ✓ Just get it done.
- ✓ Free time

- Lack of knowledge
- Tired and annoyed
 - Lack of time



WOW Service ???

TYPES OF CLIENTS



WOW Service ???

- Innovative ideas
 - Quality
- Timely delivery

- Afraid for their reputation
- Cannot fail the project

✓ Just pass it.

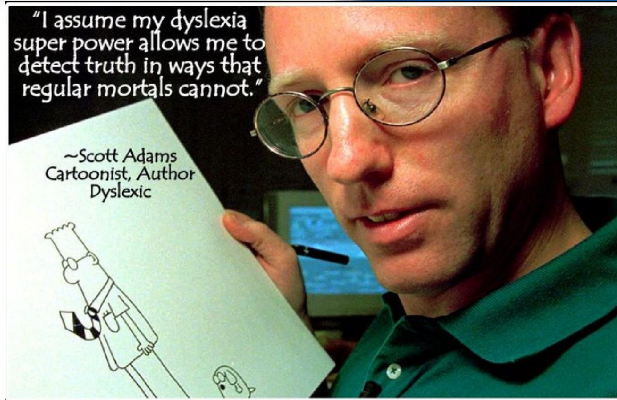
✓ Do not bother them and deliver on time.

- Cannot be in two places at once.
 - Paper is not so important
 - Under pressure
 - Lack of time



WOW Service ???

NEW TYPE OF CLIENT



Needs

- ✓ Assistance in gathering and comprehending the materials
 - ✓ get free time
 - ✓ 3pass the class

Pains

WOW Service ???

1. Disability/ health problems preventing from some type of assignment
2. lack of knowledge
3. Lack of time
4. Looking for acceptance

UNIVERSITY STUDYING

Start Day	End Day
End of Aug – Beg of Sep	Dec 15-20th

exams

vacations

holidays

Sep. 4
Labor Day

Oct. 09
Columbus Day

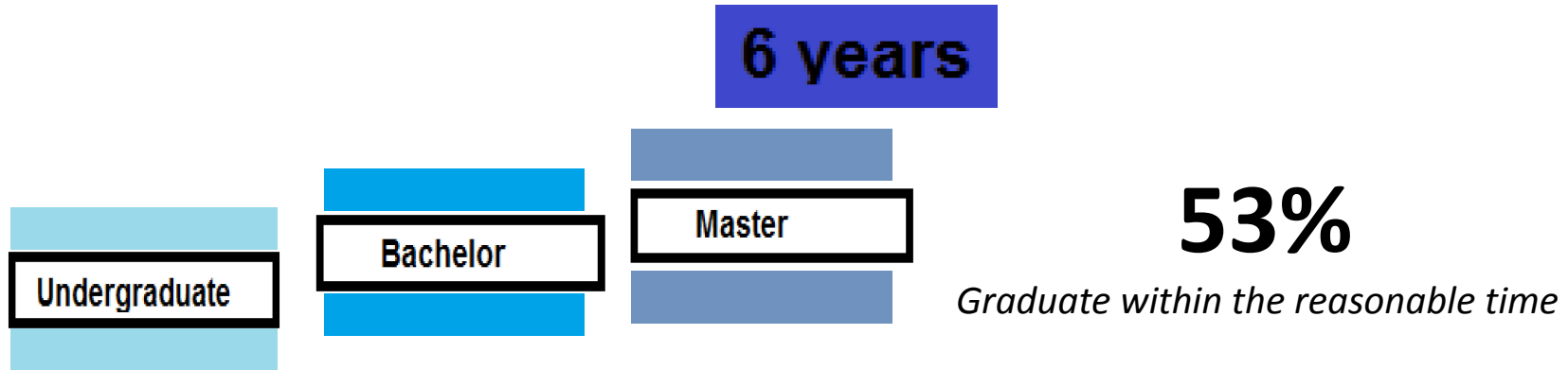
Nov. 22-25
Thanksgiving

Nov. 10
Veterans Day

SCHEDULE

UNIVERSITY STUDYING: MAIN REQUIREMENTS

□ Studying time



□ No of credits per semester/course

• Part time

• Full time

Freshman

0-31 credit hours

Sophomore

32-63 credit hours

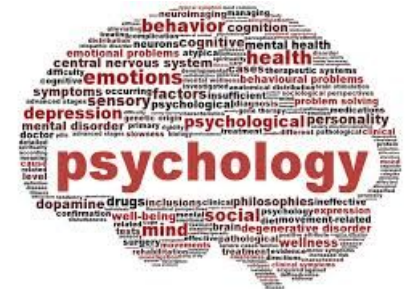
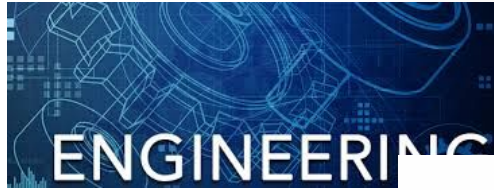
Junior

4-95 credit hours

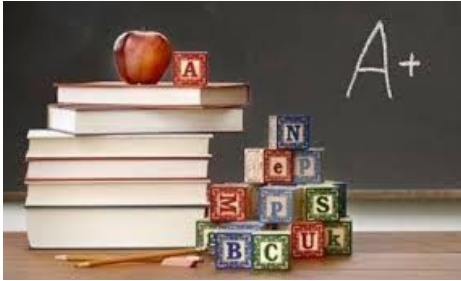
Senior

96+ credit hours

UNIVERSITY STUDYING: CONTENT



UNIVERSITY STUDYING: ASSIGNMENTS



□ No of assignments per course

□ 0-15

□ How often?

- 2-3 times per semester.
Every 1-2 weeks (smaller tasks)



□ No of works that can be ordered

□ Up to 15-20



□ No of pages per work

- 1-10
- Up to 20-30 for exams/finals



CREATIVITY

COMMITMENT

QUALITY

UNIVERSITY STUDYING: TYPES OF PAPERS

Assignments

research paper

ESSAY

Article Writing

Project

THIS IS YOUR PRESENTATION TITLE

DISSERTATION

Biography

BUILD AN ANNOTATED BIBLIOGRAPHY

problem solving



Coursework

HOMEWORK

CAPSTONE PROJECT

BOOK REPORT

Book Review

LAB REPORT

THE THESIS

Accepted!
Successful College Admission Essay

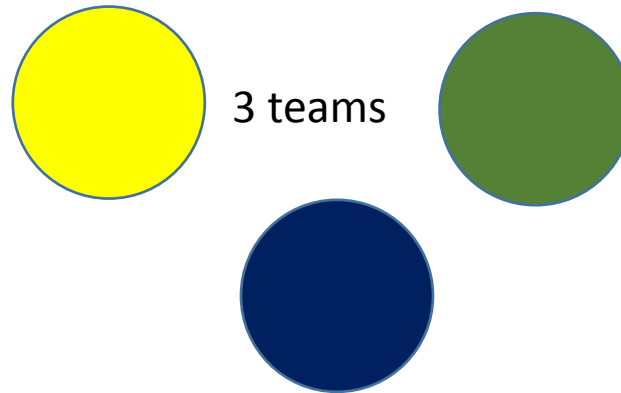
Multiple Choice Question Stem
1. To ensure the quality of multiple-choice questions
a) make some of the options and distractors negative.

Executive summary

similar in length. ptions. Correct Answer

TYPES OF PAPERS GAME

❖ Your task

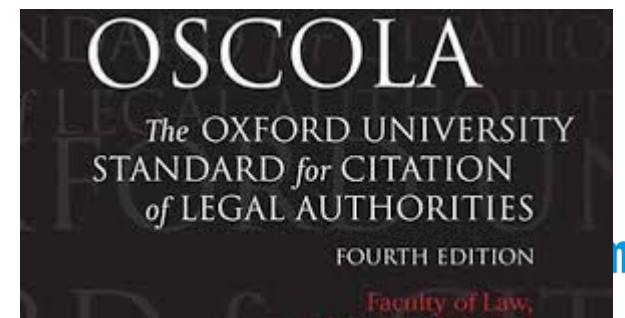
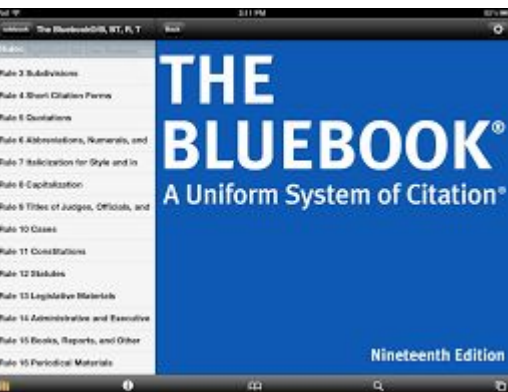
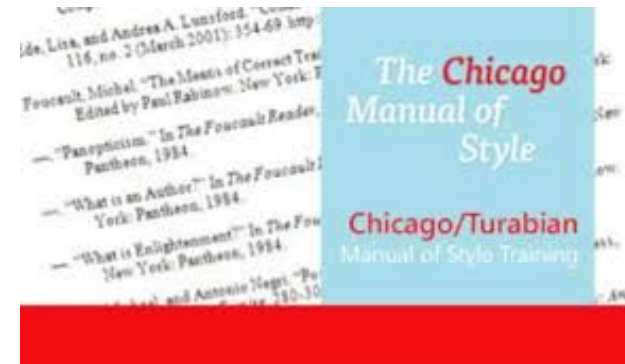


Describe each type of assignment not using your language

20 min for preparation

TYPES OF PAPERS

FORMATTING STYLES



BRAINSTORMING PART

❖ What is a perfect product

- What can we implement for improvement of its quality?

❖ What cross-sales may be used

- What can we implement for increasing our sales?

WE DEVELOP TOGETHER

good
better

BEST