Pupil Warm-Up & 24/7 Driving Support Offer – 4 Stage Messaging System

INTRO MESSAGE FROM YOU TO THE ADI

Hi,

Thank you for your booking and, as promised, here's your step-by-step guide on how to warm up your pupils and get them excited to join the "How to Pass Your Driving Test" 24/7 support system.

This system is simple to follow. You don't need to "sell" anything in the car. You just warm them up, keep them curious, and let the final message do the work.

This guide is broken into 4 easy steps:

1. Stage 1 – In-Car Warm-Up Questions:
   While in the car during lessons, ask a few soft questions to build interest. No price. No pressure. Just curiosity.

2. Stage 2 – Morning Reminder (on the day):
   Send a simple good morning message reminding them to be free at 2 pm. Still no mention of the offer.

3. Stage 3 – 30-Minute Reminder:
   A gentle nudge to keep their attention. Builds excitement for what's coming.

4. Stage 4 – Final Offer Message (2 PM):
   This is when you reveal exactly what they're getting. You clearly explain that they'll get a private link where they can talk 24/7 to get help with manoeuvres, routes, DVSA questions,

nerves, and more. Then give the price and instructions to reply PAID.

Your job isn't to "sell." It's to lead them through the steps so that by the time they see the final message, they already want it.

STAGE 1 — IN-CAR WARM-UP QUESTIONS (20)

Goal: Build curiosity. Get "yes" answers. No price or offer.
Ask these naturally at the end of a lesson.

1. Do you want to feel fully confident before your driving test.

2. Would it help to get clear answers to anything you're unsure about.

3. Do you wish you could get help any time, not just during lessons.

4. Would it help to fix tricky manoeuvres faster.

5. Do you want something that makes your driving feel easier and less stressful.

6. Would it help if you could get clear explanations without guessing.

7. Do you want to feel fully prepared before test day.

8. Would it help to know exactly what examiners look for.

9. Do you want to stop repeating the same mistakes.

10. Would it help to feel supported between lessons.

11. Do you want a way to get answers 24/7 when you're stuck.

12. Would it help to know the answers to questions you can't ask DVSA directly.

13. Do you want something that builds your confidence quietly in the background.

14. Would it help to make your driving journey smoother.

15. Do you want something that reminds you of key steps before your test.

16. Would it help to feel calm on test day.

17. Do you want to feel like someone's got your back outside the car.

18. Would it help to stay in control of your progress.

19. Do you want to feel more relaxed and ready each day.

20. Would it help to have something simple that makes a big difference.

STAGE 2 — MORNING REMINDER (20)

Goal: Remind them to be free at 2 pm. Build curiosity. No offer yet.

1. Good morning. Just a quick reminder to keep 2 pm free. What I'm sending later can help you feel calm and confident before your test.

2. Good morning. 2 pm is when I'll send something that can make your driving journey much easier.

3. Morning. Don't forget 2 pm. I've got something lined up that gives real support and clarity.

4. Good morning. Keep 2 pm clear. This will make things less stressful for you.

5. Morning. I'll message again nearer the time — this can really boost your confidence.

6. Good morning. Something simple but powerful is coming at 2 pm.

7. Morning. Just a heads-up about 2 pm. This can make a big difference before your test.

8. Good morning. 2 pm is the time. What's coming will keep you calm and focused.

9. Morning. You're going to like what I'm sending at 2 pm.

10. Good morning. Remember 2 pm. I'll send you something that takes the stress off test prep.

11. Morning. Just a reminder — 2 pm is your time for something really helpful.

12. Good morning. What's coming at 2 pm will make things much clearer for you.

13. Morning. Be free at 2 pm. You'll see why I've been hinting about this.

14. Good morning. This will help you feel calm and in control.

15. Morning. I'll remind you again closer to 2 pm. You'll love how simple it is.

16. Good morning. Keep 2 pm in mind. It's something designed to help with nerves and confidence.

17. Morning. Trust me on this one — what's coming at 2 pm is worth it.

18. Good morning. This will help you stay focused and supported.

19. Morning. 2 pm is when everything will make sense.

20. Good morning. I'll send another reminder closer to the time. You'll be glad you didn't miss this.

STAGE 3 — 30-MINUTE REMINDER (20)

Goal: Gentle nudge. Build anticipation before 2 pm.

1. Just a quick reminder — it's nearly 2 pm. This will help calm your nerves and build your confidence.

2. Not long now. 2 pm is when I'll send something useful for your test.

3. We're almost there. This will make things clearer before your big day.

4. Quick reminder. 2 pm is close — this can help you feel more in control.

5. It's nearly time. What's coming will give you extra support when you need it.

6. Just making sure you're ready for 2 pm. This will help with nerves and focus.

7. Almost there. Be ready — this can give you an edge.

8. Only 30 minutes to go. You'll like how simple and powerful this is.

9. Keep your phone close at 2 pm. This can make test prep easier.

10. The message is coming soon. It's made to support you before your test.

11. 2 pm is nearly here. This can take the pressure off.

12. This is something that's helped a lot of pupils feel calmer.

13. Just 30 minutes. Get ready to see something designed to make learning smoother.

14. Don't miss the 2 pm message. It's going to help build your confidence.

15. We're nearly there. This is going to make a difference.

16. I'll send it at 2 pm — something to help you stay calm and clear.

17. This next message is where everything makes sense.

18. Soft reminder. 2 pm is close. This will help before your test.

19. I'm excited for you to see this at 2 pm.

20. Just a little nudge. Be ready at 2 pm for something designed to support you.

STAGE 4 — FINAL 2 PM MESSAGE (20)

Goal: Reveal the offer clearly. Explain what it is. Mention 24/7 live support and the exact benefits. Give price and CTA.

1. Here it is. This gives you your own private driving test support chat. You can talk to it 24/7 and get clear answers about manoeuvres, routes, nerves, theory and even DVSA questions you normally can't ask. It's like having your instructor on call every day. Your trial is only £20 (reduced from £100). Just send £20 and reply PAID to get your personal link.

2. This is what I've been hinting at. You'll get a personal link where you can ask anything about your driving test 24/7 — manoeuvres, test routes, nerves, DVSA questions and more. It answers instantly so you're never stuck. Trial is £20 (was £100). Send £20 and reply PAID to get started.

3. Here it is. This gives you direct 24/7 access to a live driving support tool. Ask it anything — manoeuvres, how the test works, DVSA rules, tricky questions, or what happens on test day. It's like having extra help on demand. Trial £20. Send £20 and reply PAID to receive your link.

4. This is your personal 24/7 chat line for driving support. Manoeuvres, routes, nerves, theory, DVSA questions — everything is answered instantly. It keeps you calm and ready. Trial £20 (was £100). Just send £20 and reply PAID to activate.

5. This link gives you access to a real 24/7 driving support chat. You can ask it anything — manoeuvres, routes, nerves, test questions — and get a clear answer any time of day or night. Trial £20 (was £100). Send £20 and reply PAID for your personal link.

6. Here it is. You'll get your own chat where you can ask about manoeuvres, DVSA rules, test tips, nerves, or anything you normally wait a week to ask. It's open 24/7. Trial £20 (was £100). Send £20 and reply PAID to get your link.

7. This gives you round-the-clock support. Manoeuvres confusing you? Nervous about the test? Not sure what DVSA expects? You can just ask and get an answer straight away. Trial £20 (was £100). Send £20 and reply PAID to unlock it.

8. Here's your chance to have someone you can talk to 24/7 about your driving test. Manoeuvres, routes, nerves, DVSA rules — anything. No waiting. Clear answers. Trial £20 (was £100). Send £20 and reply PAID to get your personal access.

9. This gives you a personal driving test coach you can talk to 24/7. Manoeuvres, theory, test day steps, DVSA questions — everything explained simply and clearly. Trial £20 (was £100). Just send £20 and reply PAID.

10. Here it is. A private chat where you can ask any driving question any time. Manoeuvres, nerves, routes, DVSA rules, theory help. It answers instantly to keep you calm and prepared. Trial £20 (was £100). Send £20 and reply PAID.

11. This is a live chat that answers all your driving test questions 24/7. Manoeuvres, DVSA, nerves, routes — it's like having me on call every day. Trial £20 (was £100). Send £20 and reply PAID to get your link.

12. Here it is. No more waiting between lessons. You'll have a personal chat link where you can get help 24/7 with manoeuvres, nerves, routes, theory and DVSA questions. Trial £20 (was £100). Just send £20 and reply PAID.

13. This gives you your own round-the-clock driving support. Ask any question you've been too unsure to ask before. Manoeuvres, test day, DVSA, nerves. Trial £20 (was £100). Send £20 and reply PAID to receive your link.

14. This tool lets you chat 24/7 and get answers about everything to do with your test. Manoeuvres, nerves, DVSA questions, theory, timing — all explained clearly. Trial £20 (was £100). Send £20 and reply PAID.

15. Here it is. You can now chat 24/7 and get help with every part of your driving test journey — manoeuvres, DVSA rules, theory, nerves. Instant answers, clear support. Trial £20 (was £100). Just send £20 and reply PAID.

16. This gives you on-demand help day or night. Manoeuvres confusing? Nervous about the test? Wondering about DVSA questions? Just ask and get instant answers. Trial £20 (was £100). Send £20 and reply PAID.

17. Here it is. A clear, simple way to feel confident and prepared. Chat 24/7 about manoeuvres, routes, nerves, theory or DVSA questions. No waiting, no guessing. Trial £20 (was £100). Send £20 and reply PAID.

18. This gives you 24/7 access to driving test guidance. You can ask questions about anything — manoeuvres, routes, nerves, DVSA rules — and get answers straight away. Trial £20 (was £100). Send £20 and reply PAID.

19. Here it is. A personal 24/7 driving test chat. Ask anything, any time. Manoeuvres, nerves, routes, DVSA rules. You'll always have an answer when you need it. Trial £20 (was £100). Send £20 and reply PAID.

20. This gives you what most learners wish they had. A place to ask anything about the test 24/7. Manoeuvres, nerves, routes, DVSA questions — answered straight away. Trial £20 (was £100). Send £20 and reply PAID to get started.

FOLLOW-UP MESSAGE PACK — FOR PUPILS WHO DON'T REPLY (15)

Goal: Nudge pupils who haven't replied after the Stage 4 message.
Keep it warm, friendly, and clear. Remind them of what they're getting without being pushy. Use one soft reminder, one benefit nudge, and one gentle close if needed.

Soft Reminder (1–5)

1. Just checking in — did you see my message earlier about the 24/7 driving support chat? It's really useful if you want help with manoeuvres, nerves, or DVSA questions.

2. A quick reminder about what I sent earlier. You'll get access to a private link where you can ask driving questions 24/7 and get instant answers.

3. Not sure if you saw the message earlier. It's something that really helps pupils feel more confident before their test.

4. Just a quick nudge — the 24/7 support tool is still available if you'd like to try it. It's only £20 for the trial.

5. Many pupils tell me this tool gives them the extra confidence they need to pass. Just wanted to make sure you didn't miss it.

Benefit-Led Nudge (6–10)

6. This 24/7 chat gives you answers to all the tricky things — manoeuvres, routes, nerves, DVSA questions — any time you need it.

7. A lot of pupils use this to feel calmer and more prepared before their test. It's a simple link and it works.

8. If you've ever wished you could ask your instructor something between lessons — this is exactly what it's for.

9. You'll be able to get instant help whenever you're stuck. That's why most pupils say yes once they understand what it is.

10. Just reminding you — the £20 trial gives you full access to ask anything, 24/7. No waiting. No pressure.

Gentle Closing Push (11–15)

11. If you're still interested, all you need to do is send £20 and reply PAID. I'll send your personal link straight away.

12. It's really simple — once you've paid, you can start chatting 24/7 about anything to do with your test.

13. Most pupils find it's worth it for the instant support and calm before the test.

14. No rush, but I'd hate for you to miss this. It really does make a difference.

15. If you want to go ahead, just reply PAID and I'll get you set up in minutes.