

# Only Choice

**How to Position your course as the only option students see  
By closing 5 Critical gaps**

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## Chapter 1

# The 70% Problem: Why Students Don't Choose You

Understand why most interested students still say no and what this book will change for you

You have built something amazing. Your course is good. Your students who do join get real results. You know this because you see their transformations. You read their testimonials. You watch them change.

But here's what keeps you up at night.

100 people enquire, but only 30 students join your course. The remaining 70 people who see your offer don't buy it.

Not because your course isn't good enough. Not because they don't need it. If they didn't need it, they wouldn't have shown interest. They don't buy it because it doesn't feel like it was made for them.

When anyone encounters this problem, they respond in the same way. They run more ads. Spend more budget on marketing. They optimize their sales page for conversions. They try to collect more reviews and add social proof. Sometimes these things increase your sales by 10% or 20%, but the real problem remains unsolved.

So what is the real problem?

Let me ask you a question: when was the last time someone bought something from you without understanding how it would help them?

Probably never. Everyone wants to know how it will help them get their desired results.

People don't buy courses; they buy transformations. They buy solutions to their problems. The reason they buy is to find a solution to their problem. On the other hand, if you don't even make the effort to understand their problem, and instead focus only on your course or the solution you are providing, you miss the big picture.

You spend 95% of your energy on marketing strategy, ads, sales pages, landing page titles, funnels, and conversions.

And you spend only 5% of your energy actually understanding your students and their problems.

You didn't spend enough time to know the exact moment they realized they needed your course.

You don't know what they are afraid of. You don't know what other options they are considering. You don't know what doubts they have. You don't know why they are hesitating right now, in this moment.

In other words, you don't know whether your course or solution is relevant to them.

And if it is not relevant, no amount of marketing can save you.

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## What This Book Is Actually About

This book is not about conversion tactics. It's not about copywriting or funnel optimization.

This book is about understanding. Specifically, it's about understanding the gap between what you are offering as a solution and what your student actually needs, wants, and believes in this exact moment of their life.

That gap is where all your sales are hiding. When this gap reduces and your students can clearly see your offer, your sales conversions increase.

## **The Relevance Code**

Throughout this book, you will learn a framework called the Relevance Code.

It has five pillars:

1. Context
2. Competition
3. Objection
4. Risk
5. Urgency

These five are the gaps you have to fill. When this is sorted, something magical happens. Your students stop asking, "Should I buy this?" and start asking, "How do I join?"

That's not manipulation or hypnotism; that's relevance. All five components increase the relevance between your student and your course, and that relevance is the key to bringing more students into your program.

## Why Did I Write This Book

When I was in 10th grade, I had a friend named Abdul. His roll number was 0001, and mine was 0002. We sat one behind the other in class.

Abdul was not a great student. Before every exam, I would teach him all the subjects. During the test, when he turned around with that desperate look, I would quietly help him with the answers. I didn't mind it. In fact, I enjoyed it.

What I found interesting was that when the toppers asked me for help, I never felt the same. I would give them half-hearted answers and move on. But with Abdul, I would spend hours making sure he understood everything and could answer on his own.

Why?

Because there is something deeply human about helping someone transform. When you help a person who is really struggling and you see them grow, you feel it in your heart. It is not the same as helping someone who is already doing well.

Think about it. If you see a rich man drop his wallet, you might help him. But if you see someone who is hungry and you buy them food, that feeling is different. The joy is deeper. The meaning is real.

That is how I felt with Abdul, with Jude, with Sabari, and with all my friends who came to study the day before our Tamil Nadu State Board exams. I would wake up early, revise everything myself, and spend the whole evening teaching them.

I didn't know it then, but I was discovering something that would change my life.

Steve Jobs once said, *"You can't connect the dots looking forward; you can only connect them looking backwards."*

Looking back now, I see it clearly.

Every business has an origin story.

A moment when everything begins, even if you do not realize it at the time.

For me, it started with those exam preparation sessions. It was the joy I felt when someone who thought they could never understand finally did. That was when I discovered that I loved education—not the kind that comes from textbooks, but the kind that transforms lives.

Your origin story is your past.

Your present story is what you are doing today.

Your future story is where you are going.

When all three align, that is when magic happens.

When I started my education company in 2023, I was alone. No team. No funding. No network. Just me and the same joy I felt while teaching Abdul before exams.

By 2026, only three years later, we have:

- Generated revenue in the millions
- Transformed over eight thousand lives
- Been recognized among global EdTech leaders and ranked #27 worldwide
- Built a community of 2.2 million online subscribers

But there is something that keeps me awake at night.



I realized that we are not the only company delivering great education. There are thousands of educators and course creators. Anyone who teaches someone else is doing a good deed. But I noticed something important: the best educators with the best products often struggle to scale their companies. They get stuck when it comes to increasing student enrollments.

In this book, I am going to share the playbook for the single most important strategy every education company should use.

By the end of this book, you will be able to clearly see what changes you can make in your company to transform more lives.

The more lives you transform through education, the greater the rewards you will receive.

Understanding the core, hidden fundamentals of bridging the gap between your students and your course can save you years of time.

And I am going to help you discover them.

Let us begin.

## Summary

- Most interested students don't reject your course because it's bad, but because it doesn't feel made for them.
- Marketing tactics can increase sales slightly, but they can't fix a relevance problem.
- People don't buy courses; they buy transformations and outcomes.

- Ignoring student fears, doubts, and timing creates an invisible gap between you and them.
- Spending more time understanding students matters more than spending on ads.
- Relevance is the missing link between interest and enrollment.
- The real opportunity lies in the gap between your solution and their lived reality.
- The book introduces the Relevance Code as the core framework.
- The five pillars are Context, Competition, Objection, Risk, and Urgency.
- When relevance is high, students stop asking *"Should I buy?"* and start asking *"How do I join?"*

## Chapter 2

# The Foundation: The Power of Relevance

Learn why relevance matters more than tactics and how it turns your course into a clear "yes".

I was consulting for an English communication coaching academy. One day, I got on a call with them to discuss something they felt was very important: a strategy and roadmap for a new course program. They opened a PowerPoint and started explaining their program. They said this was their five-level framework for learning English.

Level 1: Basic English

Level 2: Advanced Vocabulary

Level 3: Business English

Level 4: Life Skills

Level 5: Public Speaking

I found two problems with this approach.

### **Problem No. 1:**

The program is positioned for everyone. Anyone who wants to learn English can join. This statement makes it very generic. And generic means commodity. When something becomes a commodity, people compare your course program with another course's price.

Let me give you an example. When you were young, most of us must have used a toothpaste called Colgate. Colgate has been in the market since 1873. Now, if you have to compete with Colgate, how will you do it?

You have to create a better product than Colgate and sell it for less than what Colgate costs. If Colgate costs 10 rupees, yours should cost only 5 rupees to compete with Colgate. Even if you do so, the probability of beating a well-established brand that people are used to is very low.

But someone did beat Colgate in a different segment.

Sensodyne came only in 1961. They did not want to compete with Colgate. They did not want to be a commodity. They positioned themselves as a brand that focuses on hypersensitivity relief for people above the age of 25. Colgate still holds the largest market share, but Sensodyne clearly did not want to compete with Colgate on price, so they did not position themselves for everyone.

## **Problem No. 2:**

At different levels, the audience is different.

As per the given framework, someone at age 18 can learn English the same way, someone at 25 can learn English the same way, and someone at 35 can learn English the same way. But unfortunately, it does not work like that.

What was this student's problem? Why did he come to learn English? The answer is not "He wants to learn English." He is losing an opportunity somewhere because he is not able to speak English. So we have to show him the opportunity he can get by learning English.

Someone who is in 10th class may want to understand his teachers' lessons, which are taught in English. He does not want to know business English or public speaking. He may need it after five or ten years, but not now.

Someone who is in corporate may want to learn only business English.

Someone who is at a managerial level does not want to learn basic English; he wants to learn public speaking.

Trying to serve everyone sometimes becomes serving no one.

This is where most education companies fail.

## **The YouTube Test:**

Let me show you the power of relevance.

Go to YouTube right now and search for "How to gain weight in 6 months."

You will see titles like these:

1. "Gain Weight: Science-Based Method | Real Transformation"
2. "How I Gained Weight in 6 Months: My Transformation"
3. "How to Gain Weight"

Which one would you click?

If I'm being honest, I click the second one every time.

Why?

Because it has direct relevance to my problem.

Someone who was where I am. Someone who reached where I want to go in the exact timeframe I am thinking about.

The first one feels like a lecture. The third one feels like a Wikipedia article. But the second one feels like my story.

## The Relevance Principle:

When the relevance between what you are looking for and what is shown in front of you is high, the chance of you taking action is high.

When relevance is low, you start looking for alternative options that are more relevant to you.

Earlier, the English program was positioned for everyone. When something is generic, the relevance between the audience and what you are selling becomes low.

When you increase specificity, relevance increases.

"I am selling a course for students who want to learn German."

This statement is generic. Let me add specificity to it. Let me talk to one group of people.

"If you are moving to Germany, you may struggle to even order a coffee without knowing how to speak German. I have a course for you to learn German."

The first one describes a product. The second one describes a person, their situation, their struggles, and their exact moment of frustration. Now the relevance increases.

### **When relevance is low, perceived value is low.**

(Perceived value is what people feel something is worth, not what it actually costs.)

Student's Question	Typical Answer
Is this for me?	Maybe
Do I need all of this?	Probably not
Can I get this cheaper somewhere?	Probably yes

## When Relevance Is High (Perceived Value Is High)

Student's Question	Typical Answer
Is this for me?	100% Yes
Does this solve my problem?	100% Yes
Will I get the result I want?	100% Yes

This is the difference between a course that struggles to fill seats and a course that has a waitlist.

## How the English Academy Fixed It

So this is what we did for the English program.

We divided it into three clear categories:

Students under 21: For students who want to improve English to do well in academics and crack interviews.

Business English: For working professionals in corporate roles who want promotions or need to communicate better with managers and teams.

Public Speaking: For managers and executives who struggle to speak confidently in front of a crowd.

Now specificity is high → relevance is high → perceived value is high.

Because of this, people buy faster and more easily.

## The Amazon Case Study:

Amazon engineers worked day and night to increase their sales, and they discovered something interesting. They found a buying pattern among customers. This can be called behavioral relevance.

For example, if someone buys a laptop, the likelihood of the same person buying a mouse is high.

When Amazon discovered this, they built their recommendation engine based on behavioral buying relevance.

They also introduced a section called "Customers who bought X also bought Y." This section appears directly under the product a customer is viewing. So if someone is looking at a laptop, Amazon shows related products like a mouse or a keyboard.

Because of this, Amazon increased its sales by 35 percent.

You can apply the same behavioral relevance principle to anything you are selling. For example, beside the "Buy Now" button, we can add a line like this:

"76 percent of our learners who enrolled in this program cracked their interviews in English."

This works because it connects the current action with a proven outcome. It reassures the buyer that people like them have already succeeded.

(Throughout this book, I give examples, case studies, and stories to make you live what I have lived. This is possible only by making you walk through the scenario.)



## **The Real Problem:**

The 70 percent of people who showed interest but did not buy your course or service did not leave because your product was not good enough.

They left because it did not feel like it was for them.

Making everything relevant to your audience takes time. I will not lie. Understanding how they see your product, what attracts them, and how they finally decide to buy takes effort.

But relevance is the key.

Without it, you are just another option in a sea of options.

With it, you become the only choice that makes sense.

## **The Five Silent Questions**

Every student is asking these questions (without saying them).

Every person who lands on your sales page, watches your webinar, or reads your ad is unconsciously asking themselves five questions.

They are not asking these questions out loud. They may not even realize it. But somewhere in their mind, these questions are running.

If they do not find clear answers, they leave. Here are the five questions:

## **Question One: "Is this for someone like me?"**

This is the **Context Question**.

You need to understand the context of your students. Context means the exact moment they realized they needed your program.

Take the English communication example again.

A student who wants to learn English may have realized it when his teacher took a class in English and he struggled to understand it. That moment creates the need.

If you are selling an English course—or any course—you must understand this context. Only when you know this context can you communicate that you have the right solution.

You can use this context in your ads. You can recreate this exact moment in your ads. When people see themselves in the ad, they feel understood.

When that happens, the question "Is this for someone like me?" becomes a yes.

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## **Question Two: "If not this course, what other alternatives do I have?"**

This is the **Competition Question**.

You should know your competition. You should also know why some students choose you over others.

If you are new and have not sold many courses yet, you may not know your real competitive advantage. In that case, you can assume you have several advantages and start. Only real students will reveal your true strengths.

Your competitors are not only other trainers. It could be YouTube, free blogs, or even somebody's friend.

If you say, "You will learn English words," they can do that on YouTube. Instead, you can say, "I offer a structured program where you speak with a trainer in real time."

Now you are one step above YouTube.

The best way to find your real advantage is to listen to your students. Ask them why they chose you. Then it becomes your responsibility to clearly communicate this to your prospects.

When the question "If not this course, what other alternatives do I have?" comes up, the answer should feel like, "No, I do not have a better alternative than this."

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### **Question Three: "What if this does not work for me?"**

This is the **Objection Question**.

Objections come in many forms. Someone may be ready to join today and suddenly disappear tomorrow. Something stopped them.

You must understand the possible objections before they arise.

For example, if a prospect hears that the trainer is not good, that becomes an objection.

If you already address this by saying, "Our trainers have a 4.7 rating from students," you clear the objection before it grows.

When objections are answered in advance, the question "What if this does not work for me?" turns into "This is the only solution that will work for me."

#### **Question Four: "What am I risking here?"**

This is the **Risk Question**.

If you have noticed, bungee jumping usually happens above water. The reason is that water below reduces the perceived risk of dying. Even though the rope is holding the person, we still show them the water below so they jump without worrying about death.

In the same way, in your course, you have to eliminate all possible risks.

Sometimes your course price may feel small to you, but for a student who has never invested in themselves before, it feels huge.

So you should not reduce the price. Instead, you should reduce the perceived risk by showing them the "water below." In this case, the water could be refunds.

When you say, "You have a 7-day refund policy," the risk reduces to some level.

Now the question "What am I risking here?" should feel like an investment rather than a risk.

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#### **Question Five: "Why should I buy this today?"**

This is the **Urgency Question**.

You often hear people say, "Maybe next month," "Later," or "I will get back to you."

That almost never comes.

They have been thinking about this problem for months or even years. They know they need to fix it.

But when they wait, a lot of things can happen. Some other purchase may interrupt this decision, and your course becomes their second priority—so they skip it.

You have to make the cost of inaction visible. What opportunities are they losing by delaying? What discounts or perceived value are they missing?

When someday has a cost, today becomes the obvious choice.

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## **The Underlying Truth**

These five questions are not five different problems.

They are the same problem wearing different masks.

The problem is relevance.

When someone asks, "Is this for someone like me?" they are asking, "Is this relevant to my situation?"

When they ask, "What alternatives do I have?" they are asking, "Is this the most relevant solution?"

When they ask, "What if this doesn't work?" they are asking, "Is this relevant for someone like me, with my doubts and past failures?"

When they ask, "What am I risking?" they are asking, "Is this relevant enough to be worth my time, money, and trust?"

When they ask, "Why today?" they are asking, "Is this relevant to my life right now?"

One word. Five questions. Same answer.

**Relevance.**

When your course feels deeply relevant to their context, fears, situation, and timeline, buying becomes easy.

When it does not, no marketing can save you.

This is why we are going to focus on understanding these five areas deeply throughout this book.