

# Personal Portfolio

Hi! My name is Ishan Morwal, and I'm a junior copywriter. My background is that of tech (specializing in AI/ML), and I am someone that also enjoys writing very much. Here are some samples below.

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## Case Study - Super Duolingo

### Using the BAB Framework

**Audience:** Adult self-learners who struggle with consistency and conversational confidence when learning a new language.

**Problem Addressed:** Early motivation but quitting due to slow progress, lack of confidence, and one-size-fits-all learning methods.

**Goal:** Convert free Duolingo users into paid subscribers by reframing language learning as sustainable and confidence-building.

### Copy:

#### Before:

Learning a new language traditionally usually starts with motivation - and ends with frustration. You try to stay consistent, but the lessons start to feel repetitive and *boring*. You forget what you learned last week. And when it's time to actually speak, the words just don't come out.

The Long lessons, the one-size-fits-all teaching, makes progress feel slow and discouraging.  
So you just stop.

#### After:

Now, imagine learning a language in a manner that actually *fits* into your life. Lessons feel more like a game that you enjoy playing

rather than a chore. Practice adapts to what *you* are struggling with. And the best part, instead of cramming at home, you learn wherever you are even without an internet connection.

You're not just completing lessons

You're building REAL confidence to hold conversations.

### Bridge:

That's exactly what Super Duolingo is designed for.

With an ad-free experience, unlimited hearts, offline lessons and personalized practice sessions, Super Duolingo helps you stay consistent and make faster progress - without the burnout.

Whether you're learning for travel, work or personal growth, Super Duolingo turns daily practice into real-world fluency.

CTA: Upgrade to Super Duolingo TODAY

### Using the AIDA Framework

**Audience:** Travelers learning a language for real-world conversations with locals.

**Problem Addressed:** Learners can understand basic phrases but lack confidence in real-life interactions due to inconsistent practice.

**Goal:** Encouraging free users to upgrade to Super Duolingo by aligning premium features with travel-related use cases.

### Copy:

#### Attention:

Ever tried talking to the locals while traveling... and realized that you don't actually speak the language?

#### Interest:

Well, that's exactly why millions worldwide use Duolingo. With its game-based lessons, you can get conversation-ready in just a few months, skipping the boring classes or textbooks.

### Desire:

With Super Duolingo, you unlock offline lessons for learning on the go (we know how cellular connections get while traveling!), plus personalized practice that adapts how *you* learn.

So you're not just memorizing words... but actually using them.

### Action:

Upgrade to Super Duolingo today, and start speaking with confidence on your next trip.

CTA: Get Plus Now!

## Using the PAS Framework

**Audience:** Adult learners experiencing burnout and frustration with traditional or self-directed language learning.

**Problem Addressed:** Learners feel discouraged after repeated attempts to learn a language without seeing real conversational progress.

**Goal:** Re-engage discouraged learners and position Super Duolingo as a sustainable path to fluency.

### Copy:

#### Problem:

Trying to learn language sounds exciting - until it doesn't.

You watch lessons, take notes, and repeat words... and still freeze when it's time to speak. Not only does it feel hard, discouraging you from learning, but also, it provides no REAL, feasible practice. Eventually, motivation drops, and learning the language you initially wanted to learn becomes something you avoid.

#### Agitation:

The worst part? You're doing everything you're supposed to do.

Yet the system isn't built for how people ACTUALLY learn languages. There's ZERO scope of personalized learning and although it seems "productive", it remains a waste of your time and effort. You quit. Not because you're lazy, but because the process doesn't work.

### **Solution:**

Super Duolingo was built to fix that.

By turning language learning into short, game-based lessons and fine-tuning practice to your weak points, Super Duolingo helps you stay consistent and actually improve. Add offline access and unlimited hearts, and you're free to learn anytime, without frustration or pressure.

If you want real progress without burning out, it starts here.

CTA: Get Plus Now!

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## **Landing Page: Fitness Program for Busy Professionals**

**Audience:** Full-time working professionals who want to stay fit but struggle with consistency due to decision fatigue and competing priorities.

**Problem Addressed:** Fitness feels like a trade-off. Something that would require them to make a compromise. This leads to unsustainable bursts of motivation.

**Insight:** Core issue here is not a lack of time or discipline, but inability to make a decision (due to fatigue) and absence of a *structured system*.

**Goal:** Position the program as a low-friction, system-based solution, integrating seamlessly into a busy professional's life.

### **Copy:**

## **Get Fit on a Busy Schedule - Without Choosing Between Work, Life, and Fitness**

**A simple, structured fitness program designed to turn sedentary time into sustainable movement - without burnout, guilt, or constant decision-making.**

**CTA:** Build a Sustainable Routine

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As a busy professional, one of the first thing that quietly slips is your health.

Not because you don't care.

Not because you're lazy.

But because working out feels like a trade-off.

If you exercise, something else has to give - work, rest, family time, or the small moments of freedom you actually enjoy. And after a full day of decisions, fitness becomes one more choice you push to tomorrow.

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Even when you start strong, it rarely lasts.

Motivation carries you for a few days. Then real life takes over. Schedules change. Energy drops. And the routine fades - until you stop altogether.

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Here's the truth: you don't lack *discipline*.

You already show up for work, responsibilities, deadlines, and you do so diligently. What you lack is a system that removes friction.

Consistency doesn't come from trying harder.

It comes from having fewer *decisions* to make.

The people who generally stay fit despite busy schedules aren't more motivated - they're more systematic.

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That's exactly what this fitness program is built for. A clear, predictable structure that easily fits into your life - without constant planning, renegotiation, or sacrifice.

Short, pre-planned workouts follow a simple routine with built-in progression. You don't have to think, reschedule, or optimize.

You just have to *show up* and *move*.

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### What people experience with this program

- Reduced mental load around fitness
  - More consistent workouts
  - Increased energy and confidence
  - A shift in identity - "*I'm someone who works out*"
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This program is for busy professionals who are tired of restarting and want something sustainable.

You don't need the gym.

You don't need long workouts.

You don't need to rely on motivation.

Let the system handle the structure - so you can focus on *showing up* for yourself.

**CTA:** Get Fit Sustainably