


Old Version - 2 to 3 sales/month

Attention Adult Guitar Student:

How would you like to play classical guitar fluidly and beautifully?

Read on to discover how you can master the basics and enjoy more music.



» CREATE THE GUITAR PRACTICE YOU WANT

The Woodshed: A Premium Guitar Program

- 1. VALUE YOUR TIME? WORK DEEPLY ON WHAT MATTERS MOST NOW TO MOVE FORWARD MORE QUICKLY.**
Even if you're short on time, The Woodshed takes you on the most direct route to speed, clarity, precision, accuracy, and fluidity, without bogging you down in mindless exercises. Everything is intentional.
- 2. ALWAYS HAVE A PLAN! BRING ORGANIZATION AND PROVEN LEARNING METHODS TO YOUR GUITAR MUSIC.**
The Woodshed organizes your work so you always know what to do next and can get right to it. You'll find everything you need for effective, engaging and enjoyable daily practices.
- 3. DON'T REINVENT THE WHEEL. MASTER TRIED-AND-TRUE FUNDAMENTAL TECHNIQUES THAT WILL LAST A LIFETIME.**
You'll build a rock-solid foundation of fundamental techniques that will allow you to steadily progress and play more and more advanced music, while ensuring healthy hands and wrists, and constructive habits.
- 4. "IT'S NOT WHAT YOU SAY, BUT HOW YOU SAY IT." PLAY BEAUTIFULLY AND DISCOVER RICH NEW WORLDS OF MUSIC.**
Perhaps most uniquely, The Woodshed will give you little-known methods and processes to play music so that it comes out beautiful and flowing every time, not cold and mechanical (or worse, schmaltzy!).

Make music the best part of your day.

Classical guitar keeps the mind healthy, the hands flexible, and the heart full.

Gain Great Technique
★★★★★
Play fluidly with speed and grace while avoiding injury by creating healthy finger-movement habits. Gain stretch, strength, and stamina.

Play Beautifully
★★★★★
Create the musical habits that will make everything you play (even in the beginning) more flowing, expressive, and meaningful.

Use Your Time Well
★★★★★
Save time by practicing what is most important for you *now*, and progress steadily forward. Make the most of every practice with a focused plan.

Cover Your Bases
★★★★★
Become a well-rounded musician by integrating several important areas of musical skill and knowledge. Connect the dots & integrate what you learn.

Get Everything You Need
★★★★★
Find all the materials you need and music to play, with access to absolutely everything on this entire site.

Know You Have Support
★★★★★
Always know you're on track and "doing it right" with personal feedback and guidance whenever you need it.

About Allen Mathews

Like you, I picked up the guitar as an adult. I didn't start with any particular method, I just learned what I could.

Eventually, I went to college and got a BA in classical guitar performance. Since then, I've had several teachers and musical coaches (my current coach is a former concert pianist, which is where many of the phrasing and "beautification tricks" come from).

Through the last two+ decades of trial and error, I've discovered what works and what doesn't. I've tried countless popular methods that I thought would work but later failed, and others that I doubted at first, but turned out useful.

New Version - 10 to 12 sales/month

Master the Fundamentals...
and you can play ANYTHING!

Learn Classical Guitar the Smart Way: From the Ground Up!
Structured & Clean, with Helpful Feedback



CLICK HERE TO GET STARTED

Hey There,

If you're reading this, I'm guessing you've enjoyed my emails, articles or videos. So first, thanks for reading! I hope they've helped your playing.

I love using them to communicate isolated ideas (and to geek out over niche topics).

Yet...subscribers requested a guide that takes them through each step of learning classical guitar. That's why I've built The Woodshed. If my weekly lessons are bite-sized snacks, this is the 5-course orchestrated feast.

The course format means we can start at the very basics. You'll be shown one concept at a time, how to practice, and what the next steps are.



A structured foundation of technique, reading and patterns

What most students want is to spend evenings lost in some Bach...a relaxed hobby to enjoy with a glass of wine.

They know it takes work, and are motivated to practice. Yet, YouTube teachers are declaring we 'must' master these techniques, scales, rhythms, reading, chords, arpeggios and more. With a million things to learn, it's now a chore, not a hobby.

Now, I won't pretend it's easy.

You can't really "become a guitar god overnight in 3 easy steps...". Unlike strumming Beatles tunes, classical guitar requires a good amount of sweat. (But let's avoid the blood and tears, ok?)

With a methodical approach, you can make steady progress instead of spinning your wheels. To make it all digestible, I've split my course into three key areas. These are:

Technique
Move your fingers quickly & comfortably

Reading
Take the musical notes from the page and play them on the guitar

Patterns
See the big picture, not thinking note-by-note

The Woodshed starts each of these at the very basics. It doesn't assume any prior knowledge on your part. For self-taught guitarists, this is a chance to ensure bad habits aren't holding you back.

You go step-by-step in all the crucial skills. Each skill area builds progressively.

This might be learning to play a rhythm, or using a new technique to play a right-hand pattern. We then tie the lessons together to ensure they're useful, not just random ideas and concepts.

To use these growing skills, I've written completely customized pieces. These only use what you've learnt so far. It allows you to play beautiful songs from Lesson #1 that don't require any unknown techniques.

The Woodshed might not turn you into the next Andre Segovia [or insert your favorite guitarist here]. But you will certainly breeze through pieces you previously thought impossible.

What Does the Phrase "The Woodshed" Mean?

Traffic Source:

Traffic to the page was mostly from Allen's weekly emails, which included free standalone lessons.

Hypothesis:

The page needed to justify the upgrade from the free weekly content to a paid course. There had also been feedback about it being too expensive, so the depth and value of the course needed more clearly communicating.

Strategy:

The new version opened with the benefits of a structure course vs isolated lessons, really drilling home how the components work together.

At every stage, it then emphasised how detailed and through through the course is to boost perceived value.

Result

The course went from a sales every couple of weeks to every few days.

The new intro directly addresses the reader's question of why to upgrade, setting the expectation that the page will provide the answer.

Highlighting the structured nature was key, since it plays into the typical notion of feeling lost what to learn next. So, this section gives the overview of the three core elements and how they fit together.

Very few beginners get excited by music theory, so instead we refer to it as Patterns, highlighting the benefit of learning them.

NOTE: This is my longest ever page at 3,500 words, so I'm cropping it here.