Who it's for, and what to tell them.

Five audiences we see most, with the message that fits each and the page to send them to. Use these to pick creative, write captions or brief a campaign.

Teens, 15–18

Getting their first permit

Mobile-first, short attention, hates reading the handbook. Lead with road scenes and the free questions, not with price.

Say: "Don't imagine it. See it." · **Send to:** mypermitpass.com (free practice)

Parents, 35–55

Buying for a teen

Wants their kid to understand right-of-way, not memorize an answer key. Values one-time pricing and the Pass Guarantee.

Say: "Memorizing passes. Understanding drives." · **Send to:** mypermitpass.com/pricing

Multilingual learners

Spanish, Chinese, Korean, Russian

The handbook is hard enough in a first language. The whole product — questions, explanations, tutor — is in theirs.

Say: "Study in your language." · **Send to:** mypermitpass.com (the site is in all five languages)

Adult first-time drivers

Never got a license, or new to the US

Often embarrassed to ask. Private, self-paced practice with explanations and a tutor that never judges.

Say: "Ask why, not just what." · **Send to:** mypermitpass.com/ai-tutor

Households with 2+ learners

Siblings, or families that move

Complete covers all 50 states + D.C. for 12 months and adds up to three more learners at $14.99 each.

Say: "More than one new driver at home?" · **Send to:** mypermitpass.com/pricing

Where they are

Teens: TikTok, Instagram Reels, YouTube Shorts, Discord. Parents: Facebook, Google search, parenting and auto-insurance content. Multilingual: community sites, WhatsApp and KakaoTalk groups, local news in their language. Adults: Google search ("permit test practice" + state).

SEASONALITY

Interest tends to rise when school is out and in the weeks after winter and spring break, when teens finally have time to study. Many states let teens apply for a permit at 15 or 15½, so a learner's birthday matters as much as the calendar — evergreen campaigns work, with a push around summer.

My Permit Pass is an independent study tool and is not affiliated with any DMV or government agency. Practice questions are handbook-based study material, not official exam questions.

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