

Identify the market awareness and sophistication level

Type of business: Fitness online coaching business

Target audience:unhealthy people who wants to start going to the gym to lose exceeds of fat/getting healthy/lean

Business objective:lead the unhealthy people to take action by coming to us and to buy what we sell/teach

Where are they now:

Looking up on google a reliable site of online coaching that

- **Current state:** bad diet, bad lifestyle,have too much body weight
- **Dream state:**good diet, healthy lifestyle,they are in shape
- **Roadblock:**don't exactly know what path to follow in terms of eating, lifestyle and fitness
- **Solution/mechanism:** a fitness professional that can guide them step by step
- **Product:** our team of fitness coaches who has already helped tons of people before them to lose weight and reach their dream body weight

Identify the awareness starting point for my funnel

I would say it's a level 2 - problem aware case. They are aware that their diet is messed up but put yourself in their shoes; bad diet means low energy, low motivation, alot of guilt feelings and a low self esteem. They tend to eat more to compensate this pain, creating a vicious circle where they keep doing wrong choices.

- **List out where you will take them through the remaining stages**

Level 2 : i won't say to them that they eat unhealthy, they already know that. I would present them the inevitable consequences of keeping doing that, such as blood problems, cardio vascular issues and possible early age heart attack. This should trigger something in their mind that it tells them it's time to change for good, no more messing around.

Level 3: the intention here is to convince the prospects that the fitness coaches engaged in our business are professionals and, most importantly, are qualified to help them achieve their dream state. We give them the solution and tell them each step they have to take, but it's all up to them to put the right effort into it. Nothing is given. They have to train hard for it.

Level 4:

- **Identify the Market Sophistication stage of my market**

They are surely at stage 5. They would've taken action way before if they found out a site or an advertisement that could particularly take their attention as they stand out between the other similar site/ad. Our purpose of course is to be that one site to stand out between the others and give them the best service that they could possibly receive. Of course, we cannot take that much amount of reliability till they see some progress by using our program and help. I'd like to remind though that every small win of theirs all depends on them. Like the real world, the good and reliable fitness coaches can make a program and help, giving them guarantee success only if they stick to the process and put the work in.

What i want them to do:

when searching for a valuable solution, i want them to encounter our website, sponsored or not. Sponsored increases the chances on a "first look" above every other website, so this would be a guarantee first impact on outmatching the others.

List out best "moves" available to me

I would go straight to the point once they clicked on our website: i would hit them with this headline: **Tired of Feeling Unhealthy and Unhappy?**

Struggling with your own weight is frustrating and can feel like a never-ending battle. Imagine a **life** where you feel energized, **confident**, and in **control**. Don't wait any longer—your **health** and **happiness** are too important to be ignored!

Transform Your Life Today: Start your journey to a **healthier you** with a personalized diet and workout plan. Make the decision now and you'll see changes in a blink of an eye, as long as **you** take this **seriously**.

Get Started Now and Take Control of Your Future, cta to fill a module to obtain their personal data such as name and email.

By filling the module, they'll immediately get a mini guide to see each steps and procedure of what they'll receive from us: for example, recipes, amount of each meal, some variants to not eat the same stuff all over again, etc.

Of course, this all varies along with the workout type and weight loss objective between each individual.

Last but not least, they would see the reviews from many satisfied customer, along with their starting point and end goal.

They can also look at the +10 years experience and the certificates, increasing the reliability on us.

I can never be tired on repeating this, but losing weight on a short time or losing weight in general requires the direct involved party to work hard for it.

It's not a question about them paying us for a long period each month the main focus on a business that truly wants to help people, as this means that we just aim for the money, not for truly helping people.

Our main objective is to help people lose weight, and we'll help them in every way possible.

Sorry if i made grammar mistakes as i am italian/pinoy and i'm trying to learn more deeply to communicate better in english.

om/coaching-online-2024

TO UNICA SOLUZIONE
MASTI



netterti i
percorso p



POCHI POSTI DISPONIBILI
COACHING ONLINE



Non perdere l'opportunità di trasformare il tuo corpo

o inizi
fisico?

SO DI COACHING
PERSONALIZZATO

22:02

◀ WhatsApp

4G 61

PERCORSO DI COACHING ONLINE PERSONALIZZATO

Trasforma i tuoi obiettivi di fitness
in realtà con un personal trainer
esperto e un'app innovativa.

Personalizziamo il tuo
allenamento e piano alimentare
per dimagrire o aumentare la
massa muscolare.

COMPILA IL FORM

CONTATTAMI SU WHATSAPP

22:02

◀ WhatsApp

4G 61

Richiedi informazioni sul coaching online!

Nome *

Cognome *

Email *

Telefono

Scrivi un messaggio

22:02

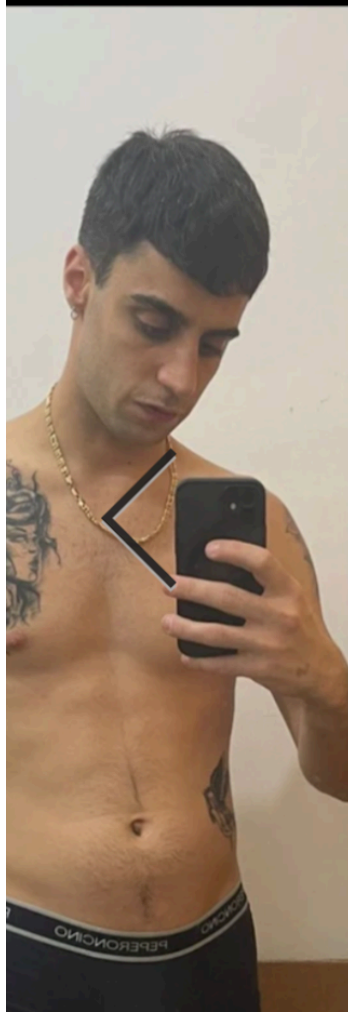
◀ WhatsApp

4G 61

Le trasformazioni fisiche dei miei clienti

GIORNO 1

GIORNO 120



Questo piano alimentare
includerà:

1. Ricette, pasti e grammature **personalizzate** per ogni giorno
2. La flessibilità di modificare gli alimenti proposti in **base alle tue preferenze**
3. L'alimentazione sarà adatta per **le tue esigenze**, quando non potrai seguire il piano nutrizionale, **l'app ti mostrerà valide alternative**
4. Avrai a disposizione una lista di **alimenti consigliati per fare la spesa**

PRIMO STEP

Stabiliamo l'obiettivo da raggiungere con un attento e preciso fit-check iniziale, da compilare dopo esserti registrato/a nel sito.

SECONDO STEP

Creo la tua programmazione personalizzata valutando: età/sex/obiettivo/luogo di allenamento/attrezzatura disponibile/anni di esperienza nell'allenamento/somatotipo.

TERZO STEP

Ti darò dei consigli per quanto riguarda l'alimentazione e l'integrazione. Saranno personalizzati per poter raggiungere, quanto prima, il traguardo prefissato.

QUARTO STEP

22:14

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e a capire ciò di cui
Molto soddisfatto e



10+

Anni di Esperienza



500+

Clienti seguiti

22:14

4G 56

**Sono un Personal
Trainer certificato ISSA
(International Sports
Sciences Association)
con molti anni di
esperienza.**

