

Links to push ups

[101 push ups - 12.17.2023 \(rumble.com\)](#)

[100 push ups - 12.18.2023 \(rumble.com\)](#)

[100 push ups - 12.19.2023 \(rumble.com\)](#)

[106 push ups - 12.20.2023 \(rumble.com\)](#)

Copy on Canva Instagram post

Total

Strength Training Program

What do you want to be at the end of 2024?

Do you want your kids to be proud of you?

Do you want to have more energy than ever before?

Do you want to be stronger, physically and mentally?

60 Minutes

3 days per week

Personalized, Fun, and Effective

Supportive Group

Professional Coaching

www.phoenixFMA.com



PHOENIX FITNESS & MARTIAL ARTS

TOTAL STRENGTH TRAINING PROGRAM

WHAT DO YOU WANT TO SEE IN THE MIRROR AT THE
END OF 2024?

DO YOU WANT YOUR KIDS TO BE PROUD OF YOU?

DO YOU WANT TO HAVE MORE ENERGY THAN EVER
BEFORE?

DO YOU WANT TO BE STRONGER, PHYSICALLY AND
MENTALLY?

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Copy for Caption

ATTN: Henrico Professionals

Alert: Only 4 slots left!

At the end of the year, we all make our resolutions about how we want this year to be different.

Will you keep your New Years fitness resolutions?

Do you think it would be easier to keep those promises if you were encouraged by a group of friends?

And coached by a professional trainer who shows you exactly what to do?

This will be your reality with our New Years Strength Training Program.

There are only 4 slots remaining in the class for this spring.

Don't let this years resolution slip through your fingers.

Click the link below and take the first step.

4 Questions analysis

1. Who are you talking to?

Professionals living in the suburbs west of Richmond, VA. They are successful in their careers, have families, kids, and demanding careers. They work very hard and have large salaries, so they have plenty of disposable income. They have let their careers and sedentary lifestyles get the best of them and are now suffering from it.

2. Where are they now? (Emotionally, mentally, what are their challenges)

They feel low levels of energy and want to regain their youth and vibrance. They want to have more energy for play time with the kids and to bring their best selves to work. They do not want to take the time to learn exercise science and routines.....they just want a trainer who is going to tell them exactly what to do. They know deep down they are more likely to stick with a workout routine if there is some accountability.

3. At the end of the copy, what do I want them to do?

I want them to click the link in the caption that will take them to the Landing page for the Total Strength Training Program.

4. What do they need to think, feel, imagine, believe to take action?

They need to imagine a future where they are stronger, more fit, feel better physically and mentally. They need to admit to themselves that their sedentary lifestyle and poor diet has caught up with them and it is time to do something about it. And they need to promise to themselves to commit to a program that will improve their health.

Best Personal Analysis

When I review my own copy, I have the following concerns. I wanted to share this with you to show I have put some brain calories into this:

- *What do you want to see in the mirror at the end of 2024?*

Critique: I go back and forth with swapping out “what” for “who”. I think who forces the avatar to dig deeper into envisioning transforming themselves and seeing a stronger , healthier, them at the end of the year. But on the other hand these people tend to be achievers, and may like who they are for the most part, just want to get in better physical shape.

- *Do you want your kids to be proud of you?*

Critique: I wonder if this is too vague. I wonder if painting a more thorough picture would create a desirable dream state in the prospects mind. For example: Do you want to see a strong, healthier, more energetic version of you that your kids are proud of? That they look up to like a superhero?

- *Personalized, fun, and effective, supportive group, professional coaching*

Critique: while this is all important to the avatar, my concern is that it is not enough of a differentiator. Pretty much every gym with coaches/trainers either provides these things or at least claims to.