

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Gym

Business Objective: Get more attention

Funnel: Via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Who are they?
 - i. Where do they live
 - 1. urban makeup 81% of gym memberships
 - ii. What is their age, gender, marital status, and education level?
 - 1. Age 20-64 make up about 60% of total gym memberships
 - 2. 52% Female/48% Male
 - 3. 35% Single, Couples 39%, Families 25%.
 - 4. 46% of gym members have college degrees
 - iii. What is their job title, industry, and income level?
 - 1. Mental Health Hospital, Accounting in Health Care, Sports & Fitness Center, Tax Processors & Ceo's, and Moms.
 - 2. Professionals & Managers 36% of the total

- 3. \$75,000 makeup 43% of the market
- b. Fat or not in good shape people
- c. People with low confidence or self conscious
- d. Frustrated, Procrastinators, bored, Overwhelmed, Worry/Fear of judgment.
- e. Ignorant about the benefits of fitness

2. Where are they now?

- a. Awareness level
 - i. Many gym members are increasingly aware of the importance of maintaining their physical well-being.
 - ii. Higher awareness and fitness activities are among the young.
 - iii. With 54% of women going to the gym now their awareness is higher about the benefits of working out.
- b. What do they care about?
 - i. What are their personal values and life priorities (family, success, health, etc.)?
 - 1. Exercise, Fitness, Quality, Community, Competitiveness, Exceptional trainers.
 - 2. Success and health
 - a. To live healthy and longer.
- c. What do they believe?
 - i. What beliefs or attitudes do they hold about the problem your product solves?
 - 1. Beliefs**
 - 2. "I need to get in shape, but I don't know how."
 - 3. "Exercise is hard and time-consuming."
 - 4. "I don't see results quickly enough, so why bother?"
 - 5. "Gyms are intimidating."
 - 6. Attitudes:**
 - 7. "Gyms are expensive."
 - 8. "Gyms are crowded and inconvenient."
 - 9. "I don't like the gym atmosphere." Fear of being judged, negative experiences, too nosy or overly competitive
 - ii. Roadblocks?
 - 1. Lack of Time.
 - 2. Cost and Affordability
 - 3. Intimidation and Fear
 - 4. Lack of Confidence or Knowledge
 - 5. Lack of Motivation or Consistency
 - 6. Maybe Health and Fitness Concerns
 - 7. Lack of Results
 - 8. Commitment
 - 9. Competing Alternatives
- d. Scrolling through Facebook/Instagram/x/Social Media

- e. In their couch watching TV
- f. At a fast food restaurant
- g. Work
- h. In bed
- i. Current Levels
 - i. Pain/Desire - 5/10 Has Pain/Discomfort/Desire/Comfortable(Unaware).
 - ii. Belief In The Idea of working out - 8/10
 - iii. Trust in planet fitness - 5/10
- j. Current State
 - i. Life sucks
 - ii. I'm fat/Unshaped
 - iii. Frustrated
 - iv. Discomfort
- k. Dream State
 - i. In Great Shape
 - ii. Feels Good
 - iii. Confident
 - iv. Feeling Social
 - v. Affordable
 - vi. Relief

3.What do I want them to do?

- a. Stop scrolling and read the ad
- b. Click the link & sign up

4.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop scrolling and read the ad
 - i. Low price
 - ii. Demonstration of the dream state
 - iii. Color(s) that makes them feel optimistic also a good contrast for the text
 - iv. An opportunity to get something helpful in their life.
 - v. Emotions that can be broadcasted in the ad could also be Motivated, Curiosity, Excited, Hope, Inspired, Determination, Empowerment, some force of joy in the decision they will make.
- b. Click the link & Sign up
 - i. \$1 Down & \$15 A month
 - 1. Direct offer & Lowered cost for the solution
 - ii. A NEW PLANET FITNESS IS NOW OPEN in Kennesaw on Barrett Parkway!
 - 1. Highlights current state and offer a solution

- iii. Last chance to join today for \$1 down \$15 a month! Get access to our clean & spacious Judgement Free Zone®! Hurry, this offer ends 10/10!\
 - 1. Offers solutions with urgency, low cost, talks about FearFree Zone, Clean equipment which is a +, Talks about urgency again! (Get it now before it's over)
- iv. Claim your \$1 Offer → Sign up

DRAFT



Body Text:

You have the chance to get a gym membership for \$3 DOWN \$15 A MONTH! A Direct Action Fitness is now Open near YOU! Last chance to join is today for \$1 down \$15 a month! We have a Clean, Spacious, Judgment Free Zone & the Latest New Machines Everybody Wants! Hurry before our DEAL ENDS!

Claim Deal \$3 → Buy Deal

Body Text Revised 1:

🔥 **JOIN TODAY – Only \$1 Down & \$15/Month!** 🔥

Looking for a gym that's **affordable, clean, and welcoming**? Direct Action Fitness is NOW OPEN near you!

🏋️ **Latest Equipment**
🧼 **Clean & Spacious**
👊 **Judgment-Free Zone**

But HURRY! This deal won't last. **Join today for \$1 down and just \$15 a month!** Don't miss out!

Here's what members like Jose are saying:

"I was skeptical at first, but Direct Action Fitness offers great classes that really helped me get started. Highly recommend it!" – Jose V.

👉 **Claim Your \$3 Deal Now!**

Body Text Revised 2:

A NEW DIRECT ACTION FITNESS IS NOW OPEN near YOU!

Get this limited-time offer for only **\$1 down, \$15 a month** and enjoy access to our clean and spacious **Judgment-Free Zone®!**

But hurry—this exclusive offer ends soon! **Join today and start your fitness journey!**

"I love this place. I was skeptical... but **CFDA** offers fundamental classes and that helped put my mind at ease... I highly recommend **CFDA** to anyone trying to get in shape.."
- Jose V.

Claim Deal \$3 → Buy Deal

Rough Outline work

V. \$1 Down & \$15 A month

1. Direct offer & Lowered cost for the solution of people thinking gyms are cost effective and

vi. A NEW PLANET FITNESS IS NOW OPEN in Kennesaw on Barrett Parkway!

1. Highlights current state and offers a solution to gyms not being in their area...
2. Gives a solution in their hand that they can just take for only paying \$1 and start their journey for a better and healthier life.

vii. Last chance to join today for \$1 down \$15 a month! Get access to our clean & spacious Judgement Free Zone®! Hurry, this offer ends 10/10!\

1. Gives the emotion of urgency "grab the deal before it's gone!"
2. Communicates that their gym is clean & spacious BUT also judgment free
 - a. This is important because it clears people's attitudes like "Gyms are crowded and inconvenient."- "I don't like the gym atmosphere." Fear of being judged, negative experiences, too nosy or overly competitive
3. After giving them more pain/desire and filling more of the  Then it gives more urgency to the offer. Making the sale so much easier.

Dive deeper

Find out why people really go gym

What they really get out of it

It's way more than being in shape

So I advise you to dig deeper

Deep market research