

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Training program

Business Objective: Get more people to visit their profile

Funnel: Via improve the Youtube thumbnail and get more views

WINNER'S WRITING PROCESS

1. Who am I talking to?

Athletes who want to improve in calisthenics

2. Where are they now?

Active search for calisthenics information.

Beginner level. Searching for how to perform dips with correct form.

Starting levels: Interest: 6/10

Belief in calisthenics exercises: 6/10

Trust: 2/10

Current state: just learning the basic movements of calisthenics. Pain: They can't perform these movements correctly or they want to learn more complex movements from it. They don't look muscular. They are not strong

Dream state: Become great athletes like the one in the pictures who have mastery over these movements. Have muscular bodies and be strong.

3. What do I want them to do?

Click on your video. Visit your profile and subscribe to the Youtube channel.

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?

What makes them click?

Top player thumbnail analysis: has danger signs and dynamic symbols in the picture. Showing a muscular body and performing with good technique (dreamstate). Emojis in the title. Clear image and white background (contrast).

"Looks like I can learn how to perform the exercise correctly and become muscular and strong"

They are helping you to fix 3 mistakes beginners make when doing dips.

Their text: **✖3 Beginner Dip Mistakes!**

Warning you about 3 things that you can do wrong when doing a dip

Offering you the possibility avoid making this mistakes so you can achieve the dreamstate safely

DRAFT

Beginner athlete dip technique quick tutorial. Learn 3 things you need to pay attention to when doing dips.



👍 Fix Beginner Dip Mistakes

Body text:

Calisthenics can be dangerous if you don't use proper form.

Visit our channel and learn the safe way to do dips, and many other bodyweight movements.