

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Personal Trainer

Business Objective: Gain more client's attention

Funnel: Via website

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. To people who struggle with getting fit and they need to be guided through their transformation. They are actively looking for a personal trainer.

2. Where are they now?

- a. They're Looking for the trainer on the google and searching in the internet.
- b. Current levels:
 - i. PainDesire: 5/10 I think they desperately need to change themselves.
 - ii. Belief in the idea of working out with guidance: 4/10
 - iii. Trust in the RPT: 4/10
- c. Current State:
 - i. They want to change their physique with the guidance of trainer. They feel ugly, fat and unhealthy. I think they're motivated to book a call.
 - ii. They are frustrated.

- d. Dream state:
 - i. “I was new to the world of going to the gym but after just a few sessions I got to grips with everything and the bespoke training I received has really made a big difference.”
 - ii. “I've had a great experience at Revolution which goes beyond the sessions into a complete transformation of how to look at health and fitness in life.””
 - iii. “I had started looking better after only 2 months, I recommend this trainers!”

3.What do I want them to do?

- a. I want them to book a call with a trainer and then buy a pass for gym.
- b. I want them to stop looking for other personal trainers and gym.
- c. Want them to belief in the idea.

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. They need to stay on our website and start believing in idea
 - i. First free training session with the coach
 - ii. Demonstration of their goal(start being fit)
- b. Buy a gym's pass
 - i. They need to stay motivated and don't think that personal trainer wouldn't accept them(bcs they are too weak or too fat)
- c. We'll guide you through the entire process!
 - i. Offer to answer all of their question and improve their technique, plan their diet etc.
- d. We will adapt to your daily schedule and complete your goals ASAP
 - i. Offer to adapt to their day, don't lose a lot of time in the planning the gym session

DRAFT

Personal Training studios, London

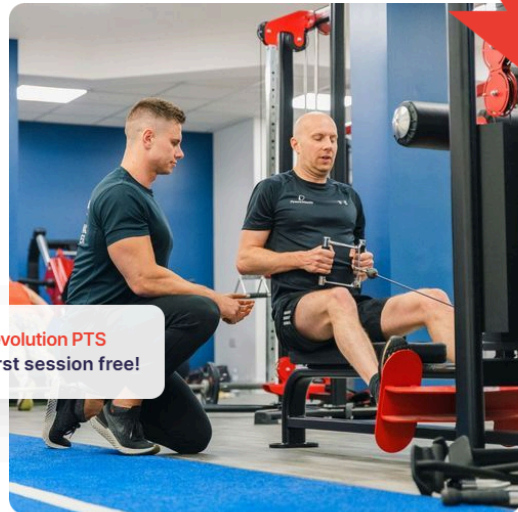
Whether you're looking to lose weight, build muscle, train for an event, or just adjust your lifestyle for a healthier you, Revolution has helped people be the best they can be for 20 years.

- ✓ Book a Free taster session
- ✓ Exclusive personal training facility
- ✓ Tailored to your goals
- ✓ No membership fees

[Book a free session](#)



Revolution PTS
First session free!



(My inspiration)

Welcome on our page-> We'll help you with the metamorphosis!
(a shot of the page that is displayed after clicking the link from Google)
Above is done by me.

Personal Training sessions, Kielce

Whether you are looking to gain muscle, lose fat or stay healthy, Winston Dright is here to guide you through your metamorphosis!

- Book a free session
- We work on the best equipment
- We don't sign a contract
- We do not select clients

[Book a free session](#)

