

Analyze The Top Market Player

1. Perform full research on their target market and avatar.

Winner's Writing Process: Wellness

Funnel: Website

1. Who am I talking to?

- a. Individuals seeking balance and well being.
- b. Men and women
- c. 25 - 55 years of age

2. Where are they at now?

- a. Not in a good balance.
- b. Looking for wellness coaches in their area.
- c. Market sophistication: Stage 5
- d. Market awareness: Level 3
- e. Levels of desire: High
- f. Levels of certain in my idea: Low to mid
- g. Levels of trust in guru: Low
- h. Current state: Hopeless and out of balance
- i. **Dream state:** Since I've met Jolie, my life has changed for the better. Her gym is a haven of positivity, and I am grateful I walked through those doors. Jolie's gym and staff (Romeo, Bojan, and Simone) have been transformative and influential in my actions and perspective toward a more fulfilling life. I encourage anybody seeking self-improvement to visit this gym and challenge themselves in a positive environment.

3. What do I want them to do?

- a. Buy a session with Jolie or join her gym to train in person

4. What do they need to experience/think/feel to do that?

- a. Search for wellness coaches
- b. Open Jolie's web, and....

- c. Find a big picture of Jolie smiling (it represents that the life of balance will bring happiness, big bold text, shiny picture.)
- d. CTA directly (gives them a thought of if she asks me directly she must know that she is capable of making me achieve my dream outcome)
- e. Below is a video (describes why Jolie is the best)

Transform Your Life with Jolie

Glassman

Get confident, strong, self-reliant, & fully-self expressed!
I will show YOU how great YOU are.

Read my book, take my courses, watch my videos, download my
free guides,
apply to be a part of my group coaching, let me be your 1-1 life
coach.

Get on the path to change your life.

- j. (Change of colors that captures attention, shows the power that the reader has inside and why Jolie is the best to activate that power through her courses, books, videos etc etc, boosts the trust in guru's idea threshold.
- k. Below is a about me section (boosts the trust in guru threshold, and shows what she is a expert about and why is she the best helper about the reader)
- l. Below are some testimonials with videos (they are more believable than text ones, and it shows someone who had the reader's current state and how she jumped to her dream state with Jolie's help.
- m. In the end are Jolie's books
- n. And the final CTA

Let's go on this journey together and find the perfect program for you.

I offer Whole Life Revamping in:

- Business Coaching
- Family Coaching
- Personal Coaching

Jolie's areas of expertise are:

- Confidence, Motivation + Personal Development
- Health + Wellness
- Sports + Fitness coaching
- Transitions and Loss
- Recovery, Self-Regulation, Breathwork + Meditation.
- Relationship + Family Coaching
- Business + Performance Coaching

o. Destroys the trust in idea and trust in guru thresholds and makes the reader click

GENERAL NOTES

- Short compelling copy
- Good web design
- Testimonials

Why is she the best - it had this question answered all over the website

Avatar sheet



What people are we talking to?

Women and men.

Individuals Seeking Balance and Well-being:

- **Age:** Typically between 25 to 55 years old.
- **Gender:** Both men and women, though women might be more prevalent in seeking wellness coaching.

- **Lifestyle:** Often professionals, busy parents, or individuals facing life transitions (e.g., career changes, post-college, midlife).

Income:\$0 to \$60k-\$80k annually

All over the world

Current state

Overwhelmed, hopeless

Frustrated about their situation

Top daily frustration: Not being able to have a good balance

Dealing with their problems makes them feel hopeless

If someone can't help them they won't be able to achieve their dream outcome

Dream state

If they have a magic wand they will change themselves to: someone with a good diet balance

They want to impress their loved ones with the person they will be able to spend lives

They desire having a calm body and a good food balance

Value and beliefs

They believe in somehow or someday they will feel good again

They blame themselves, bad diet.

They have tried to solve their problem by trying viral tik tok diets

They respect people like: famous wellness coaches

Character traits:

Popular trends they have tried: Trying viral tik tok diets

2. What are the reasons their customers decide to buy?

Testimonials, and the question of is Jolie the best is answered perfectly

3. How are they getting attention?

Top search with the keyword of: Wellness coaches in Miami

4. How are they monetizing their attention?

Mainly through the website, IG reels

What is this brand doing better than anyone else?

Grabbing attention and monetizing it 100%, showing proof/testimonial.

5. What mistakes (if any) are they making?

Bit of a pushy and salesy section.

6. What can other brands in the market do to win?

Make the copy in the way that influences the reader, share a bit of testimonials to help the copy.