

Objective: To get <brand name>'s Facebook audience or anyone who comes across this specific post to check out the link that is on their Facebook page by teasing the value of actually clicking on the link. After reading my post/caption on a Facebook post, ad, or reel, I want them to opt into the landing page that is in the link part of their Facebook account.

Where is the reader: The reader is a fan of Mind Pump TV and has been following them because of their interesting podcasts and because of the value they give out on their posts. They do not actually go out of their way to listen to their whole podcast on Spotify or other streaming platforms, but they enjoy the reels that get posted that show clips from the podcasts. The reader knows that they don't know how to get the physique that they want. They don't even have an idea of what their physique is called. They know about some other fitness programs that he has come across. He has even tried some other programs but realized that they were for bodybuilders who are competing. So, he didn't want to follow the program since the physique that was promised wasn't the one he wanted and didn't want to be on a strict diet. They have been thinking about what the future holds for him. He wonders if he will ever get the physique he wants, or if he will end up giving up on gaining that physique.

Elements: This copy needs to be able to persuade and motivate the viewer to become interested in what Mind Pump TV is offering. The reader needs to be able to see clearly in their mind their current state, see what the copy is teasing, and see how that will get them to their dream state. This piece of copy needs to tease the value that they will get from their landing page, and how that value will transform their life like how they have never seen before. By attacking their pain points and dangling their desires in front of them and connecting this to the actual product, it will motivate them to see what Mind Pump TV has to offer.

Avatar:

Thomas is a 26-year-old college graduate who is super into the gym/fitness scene. He loves consuming gym content from Instagram reels, YouTube videos, YouTube shorts, TikTok, and Facebook reels. He goes to the gym right after his morning shifts and uses the days he has off as rest days. He wants to grow a physique that will boost his confidence so that he can prove to himself that he is a good-looking man. He has been working out since he was a freshman in college, and even though he has grown some sort of muscles, he isn't where he wants to be. He knows that he has hit a point where he doesn't know what to do to gain the physique he craves. He doesn't even know what the physique he wants is called. He has tried countless fitness coaches programs from Facebook Ads and TikToks, but they required him to be on a strict diet which he didn't like and the results that were promised were far from his dream physique. He recently stumbled across the Mind Pump podcast and really enjoyed the clips they would post on their Facebook account. He isn't watching the full podcast episodes, or even going to check out what they have to offer since nothing has caught his attention or called out for him just yet. All he wants is to finally get the dream physique he has been earning for years in the most effective and efficient way possible, as well as keep to his daily routines. (No dieting and no extra working out).

<Insert Content>

(If this is used as a regular Facebook post, it could be one of the high-quality pictures you have on your website and blog posts.)

(If this is used in a reel, the content could be a clip of your podcast where you talk about something close to this so that the viewer automatically goes to the caption to learn more after watching the clip.)

(If this is used for a Facebook ad, I would recommend the content be some sort of edited testimonial that intrigues the viewer of that ad.)

Finding your physique is the HARDEST part, but we make it EASY!

If you've seen all those "TikTok gym bros" with their toned muscles and "Greek god" physiques flooding your FYP and Reels and wondered,

"Why can't I achieve results similar to these?"

It's not that you aren't putting in the effort.

You've been grinding away at the gym, spending your hard-earned money and precious time on personal trainers and workout plans.

But something's just not clicking.

Here's the thing...

You don't have a specific goal in mind and you're just working out aimlessly without a clear idea of what you want your body to look like –

not only are you making your fitness journey harder for yourself, but you also won't ever see the results you want.

Whether you want a bulky, strongman-type build or a lean, 3% body fat physique, you need to clearly visualize yourself achieving that physique. Envision what every muscle in your dream body will look like as if you are a home architect building their perfect home.

Once this mental shift clicks in your mind, we will do the rest.

We can show you what category your dream physique falls under and how you can optimize your workout plan and gym time without any changes to your daily diet or routine. This will allow you to effectively take steps toward the dream body you have been dreaming about.

The real grind starts now! Check out the link to our bio and see how easy it is to break down all those barriers that were holding you back.