

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Personal Training Studio

Business Objective: To gain more members

Funnel: Instagram Paid Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. People looking to gain muscle, lose weight, get fitter, access meal plans
3. Self-conscious people, injured people, people who have been burned by ex trainers, time and money constrained people, all age demographics, athletes, gen pop, people in pain/discomfort/stressed/overwhelmed

4. Where are they now?

5. Scrolling on Instagram
6. Current levels: Pain - 1/10, Stress - 2/10, Determination - 3/10, Belief in the idea of a PT - 5/10, Trust in business - 3/10
7. Current state is ranging from being in pain, overwhelmed, stressed, unmotivated, self conscious, lazy, overweight, undersized, uncomfortable
8. Dream state is ranging from being pain/stress free, joyful, motivated, losing weight, confident, high self esteem, gaining muscle, comfortable, nice/knowledgeable trainers, peace of mind, time and money flexibility options

9. What do I want them to do?

10. Stop scrolling, Read Ad, click the link with intention to buy,

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

12. See: Price>Value, The Dreamstate, Colour contrasts of words and banners, new equipment, Evidence of knowledgeable/experienced trainers, cleanliness, convenience, Claim Offer Link, Link to testimonials/reviews

13. Feel: Comfort, stress free, no judgement, sense of progress, safe

14. Experience: Vision of the dreamstate, positive emotions eg: Joy, Calmness, Relief,

DRAFT

2 FREE SESSIONS!

SERVICES

- Meal Plans
- Training Programs
- Personal Training
- Mentality Workshop

REDEEM FREE
OFFER NOW!



FIRST 2 SESSIONS FREE!!!

At Enterprise Fitness Studio, we pride ourselves in delivering world class coaching to cater for people of all age and situation demographics from the general population to the elderly, adolescents, injury clients and athletes.

Our trainers are educated and take pride in promoting a safe, clean, welcoming and result driven environment with flexible training times and payment options.

Click the link to REDEEM your FREE SESSIONS

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