

Date:
Client:
Version: 1.0

IM=X Pilates Research

Guide

Here is where I describe IM=X's ideal customer in different categories.

This is made to make the copy more personalized to the person you really want to reach out to.

On the last page, you will find the actual copy of the Facebook ad.

Feel free to use the copy or just parts of it in any way you want.

PRODUCT

- **Name:** *6-Week Core Restore Program*
- **Purpose:** To restore your core and get back in shape within 6 weeks
- **Main features:** A online program with Pilates classes that you can watch whenever you want.
- **Solves this problem:** Core exercises train the muscles in your core to work in harmony. This leads to better balance and steadiness.

AVATAR

- **Name:** Hellen
- **Age:** 37



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- **Background:**

She has never done any active activities that will help her get in shape. And a lot of people recommended that Pilates was a good start for people like her.

She has a lot of back pain and isn't in the best shape she wanted. She doesn't want to do intensive exercises, so she is looking for a low-impact exercise option that also has a mindful and holistic approach to fitness.

- **Day in the life:**

7:00 AM: Hellen wakes up feeling stressed, tense, and fatigued. She has trouble sleeping, struggles with back pain and neck pain, and feels overwhelmed by her work and personal responsibilities.

8:00 AM: Hellen starts her day with a cup of coffee or tea and begins to tackle her tasks and responsibilities. She feels the physical and mental strain throughout the day and takes breaks to stretch and move her body, but nothing seems to relieve the tension and stress.

12:30 PM: Hellen takes a 30-minute lunch break to rest from working with the pain and stress that comes with it.

The rest of the day, she likes to go out with her friends or watch movies on her bed while resting her back.

Sometimes when doing home duties, she takes rests every once in a while to recover from the pain she gets.

- **Values:**

Health
God
Doing home duties
Family
Watch the kids

- **Outside deciding forces:**

Her mother
Her husband
Her friends
Her co-workers
The media

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CURRENT STATE	Whenever she does home duties, she feels a nagging pain in her back. Not only at home but also when she goes to work or buys groceries. They call it chronic back pain because it's like they can never get rid of it. The pain goes away, and it will come back again after a period of time. Medicines, doctors or physicians are just a temporary solution to her People see her as a hard worker with no kind of laziness. While working, she complains a lot about people not working hard enough or not doing their work. They know her as kind but direct.
DREAM STATE	She will feel relieved. Now she can do her things without worrying about doing too much at once. She loves waking up now, knowing nothing will ruin her day. Words: Relieved, Back to Normal, More Productive She can go out or do something fun with the kids without feeling exhausted.
ROADBLOCKS	She needs to get rid of her back pain. She keeps making it worse by working with it, but doing nothing about it. She doesn't understand that physical activities can help her back be stronger and solve her issues. They may have busy schedules and find it challenging to find time for exercise and movement. They may be sceptical about the effectiveness of Pilates and may need to be convinced of its benefits through personal testimonials or research.
SOLUTION	She needs to get more awareness of Pilates and the benefits that comes with it. Also that you can do the exercises everywhere you want once you know them. This can also be for 15-30 minutes a day if you want. And that you will see the benefits of doing this.
PRODUCT	The 6-week Core Restore Program will help her get to know Pilates and give her access to classes where she can pick her own exercise to do when she has the time. All classes are between 15-30 min long and can be done at every place that has some kind of space.

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Facebook Ad Copy

GUIDE

Here you will read the rewrite of the Facebook Ad.

Now it's just a way of plug and play.

I added some elements that will make your readers more curious about the product.

They will feel more attracted to the offer because it's more pointed to them.

As you struggle to get out of bed to take a shower in the morning and ask yourself, "Why is my back hurting so much?". H

I had this same feeling and question every day. S

It bugged me so much that I called in sick at work just so I could stay up all day and night looking for a solution. S

Going to doctors and physicians more times than I can count, I came to the **conclusion** that every time they helped me, It was a temporary solution. S

Medicines and massages. It's not worth it to keep spending money on it. S

The only thing that helped me, and can help YOU, was **one specific exercise I learned from a specialized expert** in solving back pain. O

I tried doing this exercise for **15-30 minutes every day** for six weeks long,

AND it felt like this had never ever happened to me. O

Yet nobody is really willing to put effort into it. That is why most of you will keep making it worse until it's too late.

Don't be like me and wait for too long to solve your most needed body part.

The best exercises. Made to restore your back pain and **enjoy waking up, knowing nothing will ruin your day.** (This is an expert telling you.) O

LINK

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PS: If you came to the bottom of the page, I assume you liked the copy I wrote.

And to let you know, I have more proven methods to help make the connection between the ad and your webpage even better.

I suggest we hop on a quick 30-minute call, so we can get to know each other better.

Feel free to send me a message back.

-Teschner
