

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

This is a fictional copy

**This was made for pure
experiment using the mission
on the 19th live beginner call**

**Business Type: Short workouts Weight loss
program**

Business Objective: more clients

Funnel: SM paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- I am talking to people who, due to work or other things, cannot work out for more than 30 minutes a day.
- they are fat and they want to lose weight
- They have tried other weight loss programs, which went unsuccessful.

1. Where are they now?

- They clicked on an ad that brought them here

Market awareness: 2

are they aware of problem: yes

are they aware of solution: no

are they aware of my product: no

Market sophistication: 5

Andrew said it himself, weight loss market is super fucking low because everyone is tired of X program or X pill or X liposuction..

IN the end:

- **PROBLEM/PAINFUL STATE:** fat, unhealthy, unattractive
- **DREAM STATE:** Fit, healthy, more attractive, good state of mind
- **ROADBLOCKS:** they cannot work out for more than 30 minutes a day
- **SOLUTION:** weight loss program with 30 minute workouts
- **PRODUCT:** my product!!!

1. What do I want them to do?

I want them to BUY my program.

- What do they need to see/feel/experience in order to take the action I want them to.

- They need to see that :
- This program is FOR THEM
- we give daily advice on fitness
- we can organize calls for you to express your problems, to find a solution.

ADS:



You don't have the time to do long workouts?

Is that what's keeping you from achieving your ultimate health and physique?

Is that why you don't exercise ?

Excuses are unlimited, but time isn't.

There will be one day where you will regret making excuses, you will regret not putting your life together and making a change.

Just imagine how your wife and kids will see you in the future, depending on the decision you take right now.

It could be..

"My dad is stronger than your dad"

Or..

"I beat my dad in soccer yesterday, he sucks!"

Doesn't that bother you ?

If you decided to make a change and achieve those goals, this is for you.

What I offer is an optimal solution to improve your body as effectively and healthily as possible.

What you need to give in return, is 30 minutes of your time every day

Now you could scroll away, and still be the person you are right now..

..Or you could get the balls to make a change and feel proud of yourself again. 💪

>>>/LINK/

DRAFT:

« **By the end of this page, you will know what to do to lose weight, and you will take action.**

Listen, I get it, you tried to lose this belly that you see every day In the mirror.. You probably tried to workout on your own using youtube or tried a paid fitness program, but the problem is, **all workouts taught on the internet these days are just too long and they don't fit your busy schedule or your goals.**

The truth is, you aren't the only one struggling with this.

Most of the people I've helped were people who had one thing in common, they couldn't work out for more than 30 minutes a day.

The problem was, they misunderstood a key factor in fitness..

It is something I discovered when helping a specific client, something I call the:

WORK HARD- REST HARD principle.

How did I come up with this?

Well let me tell you a story..

A few months ago, I was selling weight loss programs similar to the ones you can find about, everywhere. Low intensity and long length workouts. These worked pretty well, y'know, I didn't ask myself too many questions about the workout plans, **until one fatal day.**

Meet Dylan.

He's a 30 year old man from Tennessee and he works as a truck driver. His day goes like this: Wake up, eat, Drive, Drive while eating, when the day is over, go to a motel, watch TV, sleep.

Busy guy, right? Not much room for workouts.

One day, Dylan bought my program, and it was with excitement that he tried to follow the workout plans that I gave, but he unfortunately didn't have the time to actually do these workouts!!

It is with a voice filled with disappointment that he called me and explained his problems. I ended the call telling him I would do research to try to fix his situation.

Concerned, I went to Quora and tried to see if many people are in the same situation as Dylan.

What I found was nothing short of shocking...

I want to exercise but I have no time because of my job and I need money. What should I do?

 Answer

 Follow · 3

 Request



I don't have time for exercise, I work from 8 am to 5 pm. I've my lunch at 05:30 pm, I can't exercise at evening because it disturbs my sleep. Is it enough if I exercise on weekends?

 Answer

 Follow · 1

 Request



(no)

What can I do if I don't have time to exercise?

 Answer

 Follow · 2

 Request

I realized that there might be even more people in that handicapping situation that just don't reach out for help. I then set myself on a mission to help them. Which is why I decided to make a change in my methods.

I made a new workout plan based on the **WORK HARD- REST HARD** principle, and I gave it to Dylan. This is how he looked 3 months later.

/FAT PICTURE / —————> /FIT PICTURE/

Thrilled to see the results, I changed my workout plans, gave it to some clients who were interested, and they worked spectacularly well. See for yourself:

« Blablabla so cool weight loss »

Real guy

« Blablabla so cool i'm so ripped!! »

Real guy

« Blablabla so cool weight loss »

Real guy

Do you want to become like the people above? Before reading this, you had the excuse of not being able to work out for more than 30 minutes a day.

I just took this excuse from you.

I would charge more for this, genuinely.

This was the **research of my life**. I Invested so much time and energy on that it is a steal to charge it for only 30 \$ a month..

I am offering an app, which contains:

more than /x/ weight loss **and** muscle building programs

Which are all workout plans for a week.

New ones are added frequently, using your suggestions and feedback.

The workouts are doable in **30 minutes or less**.

(We also give longer workouts for people who have the time to do them, or for the weekends for example.)

All of the workouts are backed up from research I've made with experts and My personal weight loss journey, to guarantee the most risk free, optimal experience.

You will learn everything about the WORK HARD-REST HARD principle and the science behind it. You will realize it goes so much deeper than it looks like it does.

We give advice **every day** about nutrition

Mental health

We often give high protein, low calorie, tasty recipes, that you can try if you'd like.

and so much more..

Every week, I host zoom calls to answer any questions that you may Have.

You can cancel the subscription **any time**,

If you cancel it within the first 30 days, you get a 100% money back Guarantee.

No excuses now, are you ready to fix your life? are you ready to finally look in the mirror and feel proud of yourself again?

Are you ready to have purpose, to be athletic, confident, and so much more?

Then don't wait,

Act now.