

Winner Writing Process: PERSONAL TRAINER

Business Objective:

Attract targeted traffic, enhance user experience, and drive visitors to take specific actions, like filling out a contact form or scheduling a consultation. The goal is to increase the conversion rate of quality leads, ultimately boosting the number of corporate clients for the personal trainer's services, particularly targeting companies in the gaming industry or similar sectors where employees have sedentary jobs.

Funnel:

(website)

Top Player:

Gunnar Petterson & Joe Wicks

Who am I Talking To?

- Companies with over 10 employees and over a million in sales.
- Employers with sedentary jobs.
- Company owners.
- Wealthy individuals.

Where Are They Now?

- Working hard, sitting too much, experiencing pain, and having low energy.
- Located in Finland, employed in companies.
- **Level 3 Awareness:** These companies are aware of the issues caused by sedentary lifestyles, especially in gaming industries. They understand the health problems, decreased productivity, and lower morale this can cause. They know about personal trainers but may not realize that this service is the key solution or that my client is the best option.
- **Level of Sophistication 4-5:** The audience is somewhat familiar with corporate wellness and personal training services. They may have encountered similar offerings, especially since my client has already had success with LinkedIn.

Current State:

Examples of poor personal trainer experiences:

- **Example 1:** The coach arrived late, was unprepared, showed no interest, and pressured the customer to commit. The experience was unpleasant and far from what was advertised.
- **Example 2:** A known disc problem resurfaced due to the trainer's negligence. The contract was long, binding, and expensive, with poor results.
- **Example 3:** The gym was small, crowded, and expensive with poor results and no flexibility in sessions.

Some Companies and Wealthy Individuals:

They might have had mediocre experiences but think it's acceptable to live with.

What Do I Want Them to Do?

I want them to book a personal training service.

Process:

1. Find my client.
2. Get interested in my client's website ("This can help us feel better and have more energy").
3. Book a service.

What Do They Need to Experience/Think/Feel to Do That?

1. They don't know what to do with employees who have low energy and don't feel good.
 - Searching on social media, websites, or LinkedIn for a personal trainer → find my client → get interested in my client's website.
2. They are frustrated (companies or individuals).
 - Hear about my client's personal training company → Google search → see positive reviews → decide to book her services.
3. They have tried something mediocre.
 - I want to show them that my client's service is 100x better and can deliver a dream outcome.

Roadblocks (Challenges Faced by Target Audience):

- Sedentary lifestyle.
- Lack of time for regular exercise.
- Previous failures with wellness programs.
- Difficulty engaging employees in health initiatives.

Solution/Mechanism:

- **On-site and Online Training Programs:** Personalized fitness plans that can be executed at the workplace or remotely.
- **Tailored Programs:** Focused on mobility, strength, and posture for employees who sit for long periods.
- **Ongoing Support:** Regular check-ins and progress tracking for continuous engagement.

Product:

By Kati Lytsy:

Brings personalized training sessions directly to the company or offers them online, accommodating employees' schedules. Available for a 30-minute consultation to create a health-focused company culture.

Quick Implementation:

Programs designed to integrate seamlessly into the company's routine with minimal disruption.

Sponsored LinkedIn Ad (Maybe?):

- **Call Out Known Solution:** Highlight frustrations with other corporate wellness programs and how your client's approach is different.
- **What Makes Us Stand Out:** Emphasize personalized attention, proven results, and flexible options.
- **Clear CTA:** "Book a Free 30-minute Consultation."

Website:

- **Get Most Important Info:** Showcase key benefits and make it easy to schedule a consultation.
- **Call to Action:** Prominent "Contact Us" or "Schedule a Free Consultation" button.

Boosting Indicators and Leveraging Thresholds:

- **Belief:** Required beliefs to take action.
 - Your client's program will improve employee health and productivity.
 - The service is convenient and fits into a busy work schedule.
 - The program is backed by a 100% satisfaction guarantee.

Claims:

- **Reaching Companies Quickly:** Immediate start after consultation with tailored programs.
- **Availability:** Flexible scheduling to meet all employees' needs.
- **High-Quality Service:** Personal attention ensuring progress and engagement.
- **Improved Employee Well-Being:** Tangible results in health and productivity.

Boost Indicator:

- **Support Every Claim:** Include testimonials, health metrics, and case studies on the website.
- **Leverage Threshold:** Guarantee visible results within the first month or money back.

Trust in Company/Person:

- **Social Proof:** Display testimonials from satisfied corporate clients and showcase partnerships with well-known companies.
- **Owner's Image:** Feature my client's photo and a personal message on the website to build a connection with potential clients.

Leverage Threshold:

- **Personality:** Emphasize your client's passion for helping others achieve their health goals and experience in corporate wellness.

USP (Unique Selling Proposition):

- **Tailored Corporate Wellness Programs:** Specifically for companies with sedentary employees.
- **Flexible Delivery:** On-site and online options.
- **Proven Results:** Backed by success stories and measurable outcomes.

DRAFT: Nowadays my customer website <https://www.katilytsy.fi/>

keyword	volume	KD%	CPC
Personal trainer Helsinki	880	15	0.76
Personal trainer Vantaa	170	4	0.96
Personal trainer helsinki hinta	50	-	0.83
Yksityinen personal trainer Helsinki	50	-	0.00
Personal trainer tikkurila	30	-	0.76
Paras personal trainer helsinki	20	.	0.00
Personal trainer vantaa	20	-	0.00
Personal trainer hinta helsinki	20	-	0.83

Improvements: watch website <https://www.katilytsy.fi/>

1. **Homepage CTA and Content:** Add a clear CTA like "Contact us and start your company's wellness program today."
2. **Corporate Clients Page:** Create a dedicated page showcasing services, client stories, and tangible results.
3. **Content Optimization:** Expand content with targeted keywords like "corporate wellness services Helsinki" and write blog posts about wellness programs for businesses.
4. **Visuals:** Use high-quality images and videos representing services in workplace settings.
5. **Navigation and Usability:** Improve site navigation with a clear top or sidebar, optimize loading speed.
 - **Design:** Update colors and photos.
 - **Font:** Use a more professional font and increase size.
 - **Reviews:** Include more reviews with an improved font and five-star ratings.
 - **CTA:** Place the "Book Now for 30-Minute Free Consultation" button on the main page. Include links to social media, phone number, Gmail, and address.
 - **Transformation:** Show "Before & After" transformations.
 - **Services:** List services like Personal Training, Distance Training, Group Training, and Workplace Well-being.
 - **Companies Page:** Add a dedicated page for companies, including Healthy Lifestyle Programs, Building Workout Routines, and Meal Plans.
 - **"How It Works" Page:** Explain the process.
 - **30-Minute Free Consultation:** Example text: "Committed to Your Success: Tell us about your plans, fitness goals, and the areas you want to improve."
 - **About Us Page:** Include mission and change "before PT Kati Lytsy" to "with PT Kati Lytsy."
 - **Latest Blogs:** Display latest blog posts.
 - **Q&A Page:** Add a Q&A page.
 - **Target Audience Blogs:** Write more blogs targeting the audience, share them in relevant groups.
 - **Free Snack Recipes:** Make the free snack recipes more visible.
 - **About Me Page:** Use more photos, less text for clarity, add a goals section.
 - **Why Choose Us:** Include a brief section on what sets us apart.
 - **Shop and Pricing:** Organize the shop and pricing into categories, explain how services work.
 - **Session Timings:** Add session timing information.