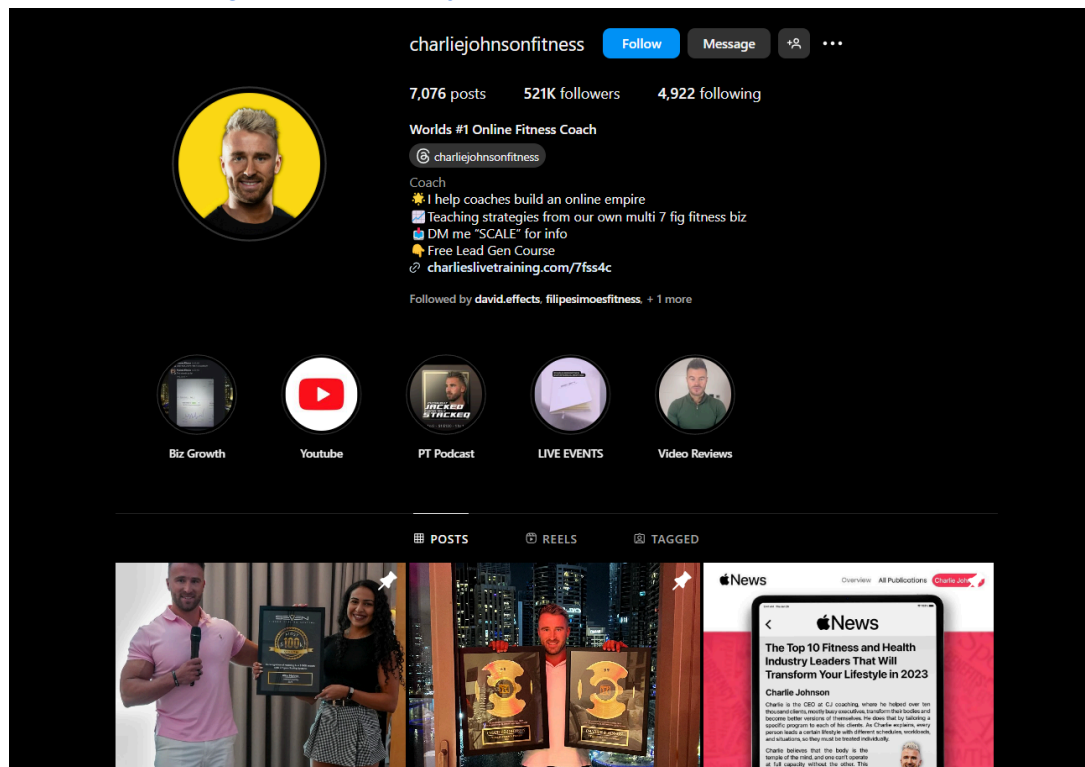


Winner's Writing Process: Top Player Analysis

Business objective - Get people for his free coaching guide.

<https://www.instagram.com/charliejohnsonfitness/>



<https://charlieslivettraining.com/7fss4c>

Winner's Writing Process

1. Who am I talking to?

- Online fitness coaches around the world.
- Either men and women, any fitness coach that wants to scale on social media and make more money from their programs and coaching.
- These people value helping others. They want to keep on helping more and more people. Gathering those million dollar testimonials so they conquer the market.

2. Where are they at now?

- Scrolling through social media and have now found this guy free guide.
- Anywhere around the world.
- Current state:
 - Confused

- ii. Not being able to sell people their programs
- iii. Might not even be able to catch the audience's attention which makes monetization even more difficult.
- iv. Frustrated that nothing seems to work and even though they have the ability to help people get their dream physique or achieve their physical goals, they are not catching them in the right way.
- v. Also talks to many people that are making it work, but not being able to take it to the next level. Might be gaining a couple thousand dollars, but want to scale to the 6-7 figures a month.
- d. Dream State:
 - i. Making 5-7 figures a month. Getting the audience's attention, being able to provide useful value.
 - ii. Being rich, which touches the primal desire of having endless resources and belonging to a higher social tribe of fitness coaches that have made it.
 - iii. Confident and happy, knowing they found the formula to become successful.
 - iv. "The experience was amazing and was able to scale up on clients and generate more revenue."
- e. Market Awareness Level 3. Some people might be aware of him though. But his organic content and ads catch the avatar's attention as they are cold leads.
- f. Market Sophistication Stage 5 - Niche down play for only fitness coaches around the world.
- g. All 4 levels:
 - i. Current desire:
 - 1. 7/10. Through the roof. They want to take their online fitness coaching business to the next level.
 - ii. Belief in idea:
 - 1. 4/10. Big claim, hard to believe but they are keen on finding out why.
 - iii. Belief in guru:
 - 1. 3/10. Probably the first time seeing him so it's hard to trust someone at first sight.
 - iv. Perceived Cost:
 - 1. 2/10. No cost signing up for this.

3. What do I want them to do?

- a. Read page
- b. Sign up

4. What do they need to experience/think/feel to do that?

- a. Read page

***Free \$3,997 Course Sent Via Email
Below***

1. Catching the audience's attention with such crazy high value being provided for free.
2. Making the reader feel that the guru is sharing a 4 figure course sauce for free, and they need to get it asap.

ii. **"Step-By-Step How We
Made Over \$3M In
12 Months In Our
Fitness Business
Using The 4C
Method In Our Fitness
Business Starting From
Scratch"**

1. Very specific claim. Specific revenue generated with a specific timeline along with it.
2. "Step-By-Step How we Made" - People love to be guided with easy stuff that have step by step points for them to follow, perceiving it as easier to do.
3. Touching the reader's dream state as they wish to be making 7 figures in a space of a year. Building curiosity because they really want to find out how someone was able to get to their very specific desirable outcome.
4. "Business Starting From Scratch" - Making the reader think that is super possible. Because most seeing this have already started and are now trying to see the light at the end of the tunnel to be successful.
5. "The 4C Method" makes it feel like something super personalized. Something that the guru created. Stacks

curiosity because they want to be aware of the sauce of the 4C Method.

6. "Our Fitness Business". Current situation of the reader. They also super want to scale their fitness business.
 7. Big and bold letters. Gold letter symbolizing wealth, gold, money, success.
- iii. CTA : FREE 3.997\$ COURSE. Who wouldn't want to click such a big yellow button saying such a thing. Catches the reader's attention.
 - iv. Images that correlate with success. Also teasing some of the lessons, case studies, conversation tactics, etc that will be inside. Makes the reader curious and also has a connection to the value amount that this course had. He emphasizes being provided with so many modules. Everything that the reader needs.
 - v. Money, rockets and stamps emojis that symbolize wealth and richness. Correlating the course with skyrocketing their current income, being successful.
- b. Sign up
- i. The reader is fully ready to know all the secrets to achieve their dream state.