

🔑 WINNER WRITING PROCESS 🔑

Business Objective :

Have him click the link and buy the product, they will see the product on the landing page, it will attract them to the Pain/desire threshold of wanting to compete without injuries and improve performance, with social proof and high-level testimonials

funnel :

Landing Page

Current state: frustrated because they have physical pain that doesn't allow them to practice their sport, injuries like joint-pain and more. they desperately want to get back to competing in their sport

Dream State: Become pain-free and become better athletes in their sport, and get back to competing,

Market awareness level 3

They are certainly aware of the problem, because the funnel starts from my client's Instagram profile that helps 6'4 ft tall players get rid of pain and injuries and improve performance, they know the solution but they don't know the product, but not the mechanism, they tried do-it-yourself exercises such as stretching etc, perhaps to even improve their lifestyle, but it wasn't enough

Market sophistication level 4: From what I have seen there are other businesses that deal with the field of physical pain in sport, certainly the stage is at level 4 and the intent must be to make my product and my solution unique

Pain/desire threshold: medium/high, they really want to get rid of pain and return to compete again in their sport

Is the value worth it threshold: 7

Trust in the Company threshold: 5

Where i want them to go: click the link and buy the product with

Catch the attention

Raise Desire Threshold

Increase the perceived likelihood of success

Be fluently and persuasive with my Copy

Value Equation: Cost =

Product 1) Low, only 15\$, time Effort = medium/high, they need to work hard to get result because they have to do the exercise and read the ebook carefully

Product 2) 1-1 coaching, price around \$497 for 1 month, 1247\$ 2 months, 2547\$ 6 months. They have tailored custom training program, nutritional guidance, 24h support, at least 80 min of 1-1 call-time/month. Results guaranteed

What are the steps i Need to take them trough to get them from where they are to where i want them to go? :

Catch attention : With a big bold headline

Increase the desire treshold: describing the results he can have in his sport

Increase the perceived likelihood of success: show testimonials of clients and press on the fact that my client was a D1 basketball player

Call out the known solution and offer the product as the best way (market awareness level 3)

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting? People 6ft+ tall (basketball player, volleyball player, or tall fitness people) who want to compete/train again but can't due to injuries

Men or Women? Men

Approximate Age range? 20-30

Occupation? Normal Job/student

Income level? Average/high

Geographic location? USA

Painful Current State

What are they afraid of? Scared of surgery, and of not being able to walk at 40/ or bever being able to play their sports again

What are they angry about? Who are they angry at? Going from competing to looking like its all gone in an instant. And can't stand to hear comments like "stop playing basketball"

What are their top daily frustrations? body that feels so broken. Granted played years of volleyball through college and other sports when younger so knees , back and hips are messed up.

What are they embarrassed about? embarrassed by being looked down upon by doctors or family/friends who tell them not to exercise anymore

How does dealing with their problems make them feel about themselves? Desperate because hearing that they shouldn't play again makes them want to play more

What do other people in their world think about them as a result of these problems?

They think they should put health and recovery first

If they were to describe their problems and frustrations to a friend over dinner, what would they say? depressing to have something you've loved to do/play your whole life taken from you like that.

What is keeping them from solving their problems now? The fact that if they return to compete they risk permanently worsening their health

Desirable Dream State

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? Clearly they would be free from injuries and pain, and play forever.

Who do they want to impress? The people who advised him to stop playing

How would they feel about themselves if they were living in their dream state?

Competitive What do they secretly desire most? to train forever

If they were to describe their dreams and desires to a friend over dinner, what would they say? desperately want to play again because they can't live without their sport

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

Just push a little bit harder mindset they have they think its the problem, and keep ignoring the Pain, just making it hard like it's normal to have pain with aging.

Who do they blame for their current problems and frustrations? Themselves and their height/genetics

Have they tried to solve the problem before and failed? Tried to solve successfully only to then get injured again in a more serious way

Why do they think they failed in the past? Because they push too much, and also bad luck

How do they evaluate and decide if a solution is going to work or not? If it increases his chances of continuing to train without pain by increasing physical strength

What figures or brands in the industry do they respect and why? ATG kneeovertoesguy (the best Company for get Rid of injury), i think because of the social proof

What character traits do they value in themselves and others? Competitiveness

What character traits do they despise in themselves and others? Surrender

What trends in the market are they aware of? What do they think about these trends?
I've tried searching everywhere but I can't find an answer even by intuition.

What “tribes are they a part of? How do they signal and gain status in those tribes?
They increase their status based on their performance in their sport and their physical situation

AVATAR



Name: John

Background Details: John is a tall guy who is very passionate about fitness, and in sport he manages to find an outlet and happiness that helps him get out of life's problems, constantly improving his physical condition it makes him feel good and proud. he had an injury that didn't allow him to do what he loves and this torments him every day because his days are now empty without the physical outlet he needs, especially for his competitiveness and passion for what he does, without sport he finds his days boring

Day in the life: He wakes up, goes to work, comes home, spends some time with his family, then trains, as soon as training ends he goes home and relaxes, proud of what he has done, he trains about 4/5 times a week

Page 1 : **Headline: AFRAID OF NOT BEING ABLE TO TRAIN ANYMORE?**

Body: i know you can't stand your family comments “you should stop training so much”

and hearing them say that only increases your desire to workout. I'm here to offer you a life-changing solution to this, Read on if you want to **WOW** your family, friends, and doctors...

(Book a free consultation button)

Page 2: **Let's be honest...**

if you continue with your "i ignore the pain and keep going" mindset.. you won't even be able to walk at 40. you're probably wondering "so what should I do? give up what I love and live a boring life?" No. I know its depressing to have something you've loved to do/play your whole life taken from you like that.

That's why i offer you a method developed by a former D1 Basketball athlete who aims to

- Increase strenght
- Avoid joint-pain and all-type of injury as a tall athlete.
- Get jacked

and this will lead not only to solving your pain and injury problems but also to being a 100 times better athlete than average.

(Book a free consultation button)

Page 3:

See how other athletes have achieved the dream of training FOREVER Pain-Free with improved performance.

%Testimonials%

(Book a free consultation button)

Do you want to give up on your passion?

or do you want to give the middle finger to those who tell you to stop with your sport?

If you are brave enough (book a free consultation here button)