

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: health and fitness/ gym

Business Objective: increase attention to drive people towards the link

Funnel: Facebook ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Unfit people who aren't where they want to be
- B. Age: 16- 60
- C. Queensland Australia

2. Where are they now?

- a. There on facebook
- B. Currently in pain overweight and unhealthy there not looking to loose weight but they will want to
- C. There belief in the idea of going to a gym is high- 7/10
- D. trust in the gym- 4/10
- E. Awareness level- 8/10
- F. The market level for this problem 8/10

E. current state- overweight, stressed not happy unhealthy v

D. dream state- healthy, athletic stress free kori- Good place to work up a sweat and to remove stress.

3. What do I want them to do?

- a. Stop scrolling
- b. click link to buy membership

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop scrolling
 - 1. Big bold colorful letters
 - 2. Clear deal at the front page 30 days free
 - 3. Bright colors and different colors to facebook

B. Hook them

Making a direct offer of free trial
For a higher purchase rate

C. click link to buy membership

1. Good offer
2. Offer free trail for high purchase rate

DRAFT

7 DAY free trial

Limited time only

Your health is your choice



1. New special- 1st week free
2. Saying your health is your choice to enhance desire to buy
 3. Using image of fit people to enhance dream state
 4. Using black and red to contrast facebook's white and blue