

Target audience's Roadblocks:

- Grade-School basketball players and desk-job employees sit for a majority of the day, just to get home and continue sitting (**this is the case for sports players if there's no after-school practice or a game**)
- This prevents them from getting adequate doses of movement throughout the day
- They only exercise after work/school hours
- The food options that are available... (**school lunches/vending machines/poor nutritional habits**)
- Exercise in the morning is hard since work/school starts early in the morning... (**for basketball players, sometimes they have morning practices which slightly helps with this roadblock**)
- Staying awake is difficult for both groups especially during the middle of the day... (**usually around lunch time**)
- Stress affects their willingness to exercise as well... (**students dealing with assignments/projects making sure to keep their grades up, or employees working long-hours to meet deadlines or piling up their workload**)
- Lack of exercise knowledge prevents them from working out sufficiently... (**this ties into being intimidated when; not knowing where to start**)
- Watching unproductive content on the cellphone

Target audience's Solutions:

- Hiring a personal trainer that will hold them accountable and keep them motivated
- Making sure to move around throughout the day... (**during lunch, go outside and walk around. After sitting in class or the desk for a long time, make sure to get up and walk around in the office or hallways**)
- Don't stay seated for more than an hour
- Substitute junk food for healthier options since that affects exercise efficiency and can alter one's mood
- Indulging in exercise-oriented content on their phones
- Incorporate desk exercises... (**seated calf raises, shoulder rolls, desk push-ups, desk dips**)
- Stretching regularly
- Having a fitbit, or apple watch that reminds you to move around after a prolonged duration of non-activity
- If possible, walk or bike to school/work, or park farther away to get in some extra steps

My copy's weaknesses and how I plan to improve them:

- Caption 1's weaknesses:
 - **Was too long**
 - *I made it more concise by removing any fluff that does not resonate with the reader*
 - **Not enough imagery**

- *I included more vivid illustrations of their state of mind within daily routines... (depicting and amplifying how they feel/what they do throughout the day)*
- **Lack of transition words**
 - *I included words that allow smooth transitions between the lines*
- **Vague benefits/desires**
 - *With the help of ChatGPT and TRW, I specified the reader's desired outcome and benefits with more imagery*
- Caption 2's weaknesses:
 - **Not enough imagery**
 - *I included more information on their state of mind within daily routines... (depicting how they feel, what they do, and their thoughts throughout the day)*
 - **Vague benefits/desires**
 - *With the help of ChatGPT and TRW, I specified the reader's desired outcome and benefits*

How I attempted to fix my issues and ask for feedback:

- I utilized TRW by sending in my WWP and copy to the “**beginner-copy-review**”, and “**ask-expert-guide-ognjen/john/victor**” chats. From the feedback I received, I took bits and pieces and put my twist on it to reflect the suggestions... **which is what I have currently.**

Indicate if you tested your copy and it's performance results:

- I have not tested it yet, for I haven't sent it to my client. I would like to get some feedback for both captions before sending. My plan is to give him 2 options for him to choose from, and explain my reasoning behind both. This will make him feel part of the process.

Explain how my product's strength and weaknesses play into the value equation:

- **Strengths:** My client offers solutions to his target audience's problems—helping them stay fit and energized after a long, tiring day. He provides effective and convenient workouts that boost energy and are easy to incorporate into a busy schedule. This ties to the value equation by making his services appealing to those who need quick and effective ways to stay fit without compromising their limited time.
- **Weaknesses:** If there are any perceived weaknesses, such as the gym's location being inconvenient for some potential clients, or the workouts being too challenging for beginners, these can be mitigated by emphasizing his willingness to guide each client every step of the way. This adds value by reassuring potential clients that they won't be left to struggle on their own, thereby curtailing any weaknesses.

The Funnel and where they are inside of it:

- **Scroll through IG and come across Nigel's content**
 - From word of mouth, paid ads, explore page, people you follow
- **Evaluate his profile**
- **Read his reviews and testimonials**
- **Check for his certifications**
- **Assess if he aligns with their goals**
- **Inclination to save his posts for future workouts**
- **Inclination to hire him**
 - Trust
 - Relatability
 - Belonging
 - Motivation
 - **Increased perceived attainability of their goals**
- **Fill out his consultation survey**

The reader is located at the “Evaluate his profile” stage of the funnel. By looking at the IG caption, this will determine if they continue going through his page to then complete his consultation survey.

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### **Winner's Writing Process:**

What specific business objective am I seeking to accomplish with this project? Why is it important?

- **Business Objective: I am helping Nigel gain 3 more clients**
  - This is important because gaining 3 more clients will increase his **exposure** and **credibility**.
  - His **long-term goal** is to own a gym...
    - More clients means dealing with diverse needs which is important when managing gym memberships
    - Strong rapport with existing clients, builds a reputation (**credibility**) to add more clients who will be members of the gym
    - Managing existing and future clients enhances one's business management skills which are needed in owning a gym

**Who am I talking to?**

- Grade-School Basketball Players (**Middle & High School**)
  - **Basketball Players**
    - They all deal with:
      - **School**

- ***Sitting in class all day** with little movement until a practice/game*
- *Making sure their grades are good; it's unlikely, but academics may interfere with sports...*
- **Nutrition**
  - *Generally, they eat healthy for breakfast/dinner (**protein, carbs, and healthy fats.**)*
  - *School lunch is different because of the quality of the food... **unless they pack their lunch***
- **Training**
  - *Before practice, they undergo a strength and conditioning session focusing on **Core Strength** (e.g., balance/stability, injury prevention, power transfer) and **Lower Body Strength** (e.g., explosive power, agility/speed, endurance)*
    - *This involves my client*
- They want to:
  - **Enhance Performance**
    - *Engage in Physical Fitness/Conditioning*
      - A personal trainer can create tailored workouts for:
        - Speed
        - Agility
        - Endurance
      - ***These help the player in games***
  - **Manage/Prevent Injury**
    - A personal trainer can ensure:
      - Mitigating injuries by enforcing proper technique for exercises targeting muscles and joints
      - Rehabilitation/Recovery when an injury occurs
  - **Enhance Mental Toughness/Focus**
    - A personal trainer ensure:
      - Players are **motivated, disciplined, and confident**
        - ***During critical game moments, this helps a player adopt composure***
- Professionals that work 9-5 jobs
  - **Lawyers, Doctors, School admin, Engineers, Accountants**
    - They all deal with:
      - **Long-Working Hours**
        - *Limited time to exercise weekly due to early mornings, and*
        - *late nights*

- *Time-Management Challenges*
- **Mental Walls**
  - Perceived Lack of Time
  - Fatigue and Low Energy
  - Work-Related Stress & Overwhelm
  - Gym Anxiety
  - Lack of Motivation
  - Financial Concerns
  - Lack of Knowledge
  - Comfort Zones
  - Perceived Ineffectiveness
- **Sedentary Work Environment**
  - *Limited physical activity*
  - *High susceptibility to fatigue*
  - **Stress**
  - *This is common between long hours and continuous sitting.*
    - **Mental and Physical stress**
- They want to:
- **Improve Overall Fitness:**
  - **Personally and professionally** improving their life's quality. **Having a sedentary job hinders this**; improving overall fitness:
    - Positively manages weight
    - Improves mobility
    - Decreases the risk of chronic diseases
    - **Reduces Stress**
    - Increases Energy Levels
- **Be Held Accountable & Have Motivation**
  - Overcoming stagnation, **which depletes accountability and motivation**, in their fitness journey
  - **Their job drains their willingness to exercise...**
  - **They're unsure how to start their fitness journey**

**Where are they at now?**

- **Level 3 Market Awareness** Individuals
- **Level 5 Market Sophistication** Individuals... **absolutely tired of ALL CLAIMS**
  - My client uses a **"Niche Down"** approach
- **Solution Aware** individuals but not **Product Aware** (which is Nigel's services)
- **Trust Levels are low** considering they don't know my client yet

- **Certainty Levels** are low
- **Desire Levels** **are low** due to no motivation and low energy caused by long work/school hours
- Waking up early for work/school
  - **From 6-7 AM**
  - **Possibly fitting in a workout**
  - **Preparing their mind for work/school** (*possibly meditation?*)
- Sitting all day...
  - **6-8 hours**
  - **Leading to back pain, weight gain, increased risk of cardiovascular diseases/metabolic issues, and higher risk of losing muscle mass**
  - **Eating vending machine snacks**
  - Drinking coffee all day to maintain energy

#### Where do I want them to go?

- I want them to fill out his consultation form
- I want them to see Nigel's instagram content
- I want them to hire Nigel as their personal trainer

#### What steps do I need them to go through to get to where I want them to go? What must they experience to get there?

- They must experience:
  - **Scroll through IG and come across Nigel's content**
    - From word of mouth, paid ads, explore page, people you follow
  - **Evaluate his profile**
  - **Read his reviews and testimonials**
  - **Check for his certifications**
  - **Assess if he aligns with their goals**
  - **Inclination to save his posts for future workouts**
  - **Inclination to hire him**
    - Trust
    - Relatability
    - Belonging
    - Motivation
    - **Increased perceived attainability of their goals**
- The captions must have information that's **valuable** to the consumer
  - Relating to their everyday lives (**i.e. their fears & desires**)
  - Current client testimonials for **social proof**
    - A progress swipe-through post highlighting the client's before and after
- The captions must incorporate **eye-catching components**
  - Emojis
  - Hashtags

- Engagement starters; including questions

### **PT Top Competitors on IG:**

- *\_jay\_vincent*
- *theadambankfit*
- *derickansah\_*
- *mj3000*
- *romelloduke*
- *georgebamfojr*
- *joebronston*
- *ibospirit*
- *danieluzuri*

### **Common thoughts...**

- *"We come home after a long day of sitting in a chair to de-stress by sitting in another chair with great difficulty to summon the energy to do any kind of exercise routine."*
- *"I asked, **"Why am I doing this to myself? (These workouts were hard!)"** My trainer calmly responded **"Because you like yourself."** It was then I really got I was doing this for me, my health, my well-being. And he was there to help me."*
- *"Let's be honest here, there are seemingly mental walls keeping us from taking care of ourselves."*
- *"**I tend to not do much with things that are free.** If I spend my hard earned money on something, I damn well better see some results! So YouTube will always get bumped over online fitness programs or the gym, any day."*
- *No one wants to waste their valuable time and risk no results. The only way to see noticeable and consistent results is to perform sequences uniquely tailored to you, and that may be better achieved by buying online fitness programs or the next best, personal training at the gym (provided you can afford it)."*
- *A generic video has no idea where YOU are at, playing the same videos week after week will eventually frustrate when there is a lack of progress*
  - ***Important Note:*** The 2 highlighted above are AD copy worthy
- *"My clients have varying goals and abilities. Some have old nagging injuries. Some aren't ready for more complicated progressed exercises like barbell squats. And, they don't know their starting point."*
- *"My job is to identify where they are now (**assessment**), then talk about their goals, then craft a program that will safely and effectively nudge them in the direction of their goals, hopefully teaching them all I know in the process."*

- *"I may use YouTube to help demonstrate exercises that I'm talking about via email, but for the most part those videos may or may not be scaled to my client's abilities, and, more importantly, **they don't consider my client's specific needs.**"*
- *"Whoever wants growth should hire a personal trainer because they push you to do better, there's no way you can do it on your own. Also, would help you stay injury free. Especially, new ppl need a personal trainer because they don't know anything so they are more likely to get injured."*
- *"A trainer is also ideal for those who are less self-motivated and need **"accountability"** in order to push themselves in the gym. Sometimes, the prospect of disappointing your PT is what keeps you going to your sessions repeatedly and doing the work you wouldn't otherwise do if you were the only one you were disappointing."*
- *"However, nothing beats having a PT there while you're actually doing the workouts to ensure that your form is correct, the movement is optimal, and the workout is geared to help you meet your goals."*

## **COPY REVIEW:**

### **Caption 1:**

Exercising after working from 9-5 is TOUGH... 😞

The LAST thing you're thinking about is going to do the gym... 🧑

That's because sitting ALL DAY has given you so much brain fog that ANY exercise seems impossible!

Quick & Simple exercises like Overhead Cable Extensions clear brain fog and BOOST your energy!

So, if you're ready to take control of your body and mind, fill out the survey above and we'll create a program that works for you!!

Try this workout: **Overhead Cable Extensions - 4 sets to failure.** Start light, then push yourself harder each set!

#AthleteMindset

#WorkLifeBalance

#FitnessGoals  
#HealthyHabits  
#TrainHardPlayHard

**Caption 2:**

Did you know that **1 in 4** Americans sit more than **6 hours** a day?

Not only do you risk developing conditions, like diabetes or chronic back pain, handling your daily routine is also affected! 🤔

To make sure that's NOT you, do some **simple** sets of Overhead Cable Extensions. **Why?**

Because 1) you're strengthening your tricep muscles, and 2) you're also tightening your abs which combat the issues that come from sitting ALL day!

So, don't let your day end on the couch! ❌... Fill out the survey above, so we can get that dream body of yours!

And if you found this helpful, make sure to **LIKE** 👉 **SAVE** 👉 **SHARE**, to help others out! And I'd love to know how YOU keep your energy up during the week! 🙌

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