

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness coach

Business Objective: To bring more attention to his social media page and through it market his coaching programs.

Funnel: its the social media funnel where the buyer starts out scrolling on social media, gets interested in my client, follows them, enjoys more content, watches content with a CTA and buys.

Or buy directly after being interested of the first piece of content they saw.

WINNER'S WRITING PROCESS

1. Who am I talking to?

I'm talking to men and women in the 25-60 range

2. Where are they now?

They have ignored and stopped prioritizing their body and are out of shape. They are sad because of it, and believe that their profession/ family and other time occupations are taking their time and hindering them from taking care of themselves physically.

3. What do I want them to do?

I want them to do one of the 2

Preferably i want them to buy my clients program, but following him and actually being in the funnel is also good

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?

5. I want them to feel as if they have finally found something sustainable and suitable for their lifestyle. I want them to see that their fitness journey isn't something you blame on others and other circumstances on, and that it is almost totally in their hands whether they want to change and not and that we are only looking for committed people. I wanted them to realise, that, yes they could do this journey by themselves, but at what cost. It taking years of struggle and experiments to find what works for them whilst our clients see massive results in 12 weeks.

Draft (it's a instagram reel script)

Is it Possible to lose weight and have a full time job?

Let's be real- You've probably tried every diet out there.

1. Keto
2. Paleo
3. And intermittent fasting

And all other quick fixes and ect, which are temporary and which no one can stay consistent with

But nothing really goes the way you expect.

On top of that, Your job is draining you and you have a lack of time to cook, but you still have that burning desire to change your fitness for the better

The secret to losing weight isn't just cutting your calories, skipping meals and starving every day..

It's also not about your willpower. I'm sure you want to change.

It's the unrealistic approach you've chosen.

The key to lasting change is adopting a sustainable, realistic approach that fits into your lifestyle, rather than relying on quick fixes that are impossible to maintain.

I've spent years perfecting my own fitness and nutrition

So let's get you sorted, i I work with people just like you, and i have changed lives of many

I've been a cop and a prison guard, and I have firstly managed my own fitness and nutrition, and i've also seen the life changing impact fitness has had on people who were struggling, i know what works, and i promise, the guesswork stops here

No more restrictive diets, You'll learn how to eat for pleasure and results, and improve your work quality in the process,

comment change, to transform your life, lets do it together.

Is it Possible to Gain Muscle and Have a Full-Time Job?

Let's be real—you've probably tried various workout programs:

1. High-intensity interval training (HIIT)
2. Bodybuilding routines
3. Strength training programs

And countless other routines that promise results but are tough to maintain long-term.

But nothing has gone the way you expected, right?

Add to that, your job drains you. You lack time for meal prep and consistent training, yet the desire to build muscle and improve your physique burns strong.

But here's the thing—the secret to gaining muscle isn't just about lifting heavier, eating more protein, or spending hours in the gym.

It's not about sheer willpower either.

It's the approach you've taken that's likely unrealistic.

To achieve lasting change, you need something more doable, something that fits your lifestyle, rather than disrupts it.

That's where a different approach comes in—one that prioritizes results while respecting the realities of your daily life, and yes you can gain muscle whilst having a full time job

Over the years, I've crafted strategies that make it possible to build muscle, even with a busy schedule. I've helped people just like you who were once struggling to find the balance.

No drastic diets, no extreme workout plans. Just a practical system that's easy to follow and actually works.

Imagine being able to finally see the muscle gains you've been chasing, without sacrificing your job, your social life, or the foods you enjoy.

I'm here to guide you through it. Together, we can create a plan that aligns with your goals and lifestyle—no more guesswork, no more overwhelm.

DM change for a free consultation

Key Adjustments:

1. **Gradual Transition:** The script now builds trust by focusing on understanding the audience's struggle before gradually introducing the idea of a new approach.
2. **Subtle Sales Introduction:** Instead of jumping directly to the product, the script invites the reader to imagine the benefits, encouraging them to consider the solution more naturally.
3. **Personal Connection:** The tone is conversational, focusing on a shared experience to build rapport before offering help.

This should create a smoother and more organic transition into the sales message, making it feel less pushy and more supportive.

You've tried everything—HIIT, bodybuilding, strength training—but none of it sticks. Every time, life gets in the way, right?

Your job is exhausting, and it feels like there's just no time left for you. Meal prep? Training consistency? They're distant dreams. But deep down, the desire to build muscle and improve your physique hasn't gone away.

Here's the truth: Gaining muscle isn't about punishing yourself with more weights or protein shakes. It's about a smart, sustainable and specially doable approach that actually fits your life.

To achieve lasting change, you need something doable, something that complements your lifestyle, rather than disrupts it. That's where my approach comes in—one that prioritizes results while respecting the demands of your busy schedule. Yes, you can gain muscle while working a full-time job.

I've spent years refining strategies that make muscle-building achievable, even for the busiest professionals. I've helped people just like you find the perfect balance—without drastic diets or extreme workouts. Just a practical system that's easy to follow and delivers real results.

Picture yourself finally achieving the physique you want—without giving up your job, social life, or the foods you love. That's not just possible; it's guaranteed with the right plan.

Ready to make a change? DM "change" now for a free consultation and let's build the future you've been dreaming of

