

Copy Review

IG Post Engagement/Attention Funnel

Fitness IG post → funnel to email funnel

Context: Making IG posts to farm engagement → get them to comment → respond to the comments and give them the link

Testing Results: Recently made IG post that got 1,294 views, 10 likes, and 0 comments

Standard: I need to get at MINIMUM 20 comments and 50 likes

Created Post: https://www.instagram.com/reel/C_La4ZduFKg/

Question:

What are your recommendations for troubleshooting hooks at the beginning of IG posts?

I'm attempting to model the hooks I see from the top players (of course), but I'm having trouble determining what adjustments to make after I try one that fails. It's hard to know what's going on in the viewer's minds.

Should I get more feedback from people I know to get a fresh perspective?

(If needed)

(Summarized) 4 Questions from the winner's writing process:

1. Who am I writing to?

I'm writing to middle-aged women (roughly 30-50+) who are interested in fitness, losing weight, getting in better shape, being healthier etc.

Mostly middle aged women that have families (husband and kids) and are years into a professional career.

- They live in suburban housing communities
- Have busy lives - family responsibilities, work, etc.
- Participate in normie suburban activities: family events, kid's parties,

2. Where are they right now?

They've already noticed some bodily changes/conditions they need to change

- Increased body fat, limited mobility, limited athleticism

They've already taken independent steps to improve their fitness

- They've already tried many diets - some working better than others
- They already understand the basics of limiting calories and exercising more
 - With the oversaturation of the fitness market, they've seen MANY diet hacks
- Now, they only seek out nuanced, advanced forms of value it fitness
 - Can't just be "weight loss guide" or "exercise plan" - needs something NEWER
- They want methods of extra aid to make their fitness journeys
 - They generally know what they need to do
 - Want to make it faster, smoother, take less effort on their parts

They're frustrated with the burden of performance that dieting has

- They don't like the pressure of having to lose weight
- They don't like the stress and anxiousness that comes with a weight loss journey
- They want to feel comforted and validated for their qualms about fitness

What stage are they in right now for the product?

Stage 5: The market is tired of everything

They don't want the general, common advice given by everyone - "eat less, do more"

- They want nuanced, specific fitness value
 - For very specific goals or timelines
- They follow and engage with top players that target their specific demographic
 - Eg. advice for women in menopause, working out with less effort, resisting bad habits like too much wine, etc.

To stand out, I would need to give them a kind of fitness value that gives them an edge or benefit that they couldn't otherwise get from other basic fitness influencers.

- They need a mechanism that has value with highly-specific fitness goals
- Examples:
 - "Time-based eating with efficient intermittent fasting to SAVE eating habits, *Destroy* cravings and help you lose 15 lbs for every month you use it!!"
 - "Carb-cycling schedule to manipulate your body's energy usage to your advantage for CRAZY weight-loss results - *10x easier* than regular dieting!!"

3. Where do I want them to go?

Based on the methods that the top players are using,

- I need to capture their attention with nuanced and specific fitness value,
 - Having them frequently come back for more
- Funnel their attention using higher ticket free value items
 - Items of free value that they DESPERATELY want
- Lead them to the sales page
 - And then sell them on 1:1 fitness coaching

4. What steps do they need to go through for them to take action?

- a. **Initial attention-capturing** -(lower ticket) free value
 - i. Interested and curious seeing the initial free value
 1. Interested in its prospects for their fitness
 2. Sees high perceived value
 - a. (having the nuanced, specific value)
 - ii. excited by the free value
 1. Excited by its prospects for their fitness
 2. Immd thinks about specifics of ideal state while seeing this new perceived value is given
 - iii. Feels the free value resonates with exactly what they need right now

1. Like the value's tailored to them at their current state
2. Feels targeted by the initial free value
3. Feels the client is talking to DIRECTLY to them
 - a. Like a 1:1 conversation where they're being targeted

b. Higher-Ticket Free Value Funnel -

- i. She feels intrigued by the high-yield free value
 1. Sees it as being connected to her ideal state
- ii. She sees high perceived value
 1. Notices the value is tailored to her specific demographic
 2. Giving them a nuanced dieting benefit they don't usually see
 3. Sees value stack of benefits
- iii. Feels compelled by a personal commi