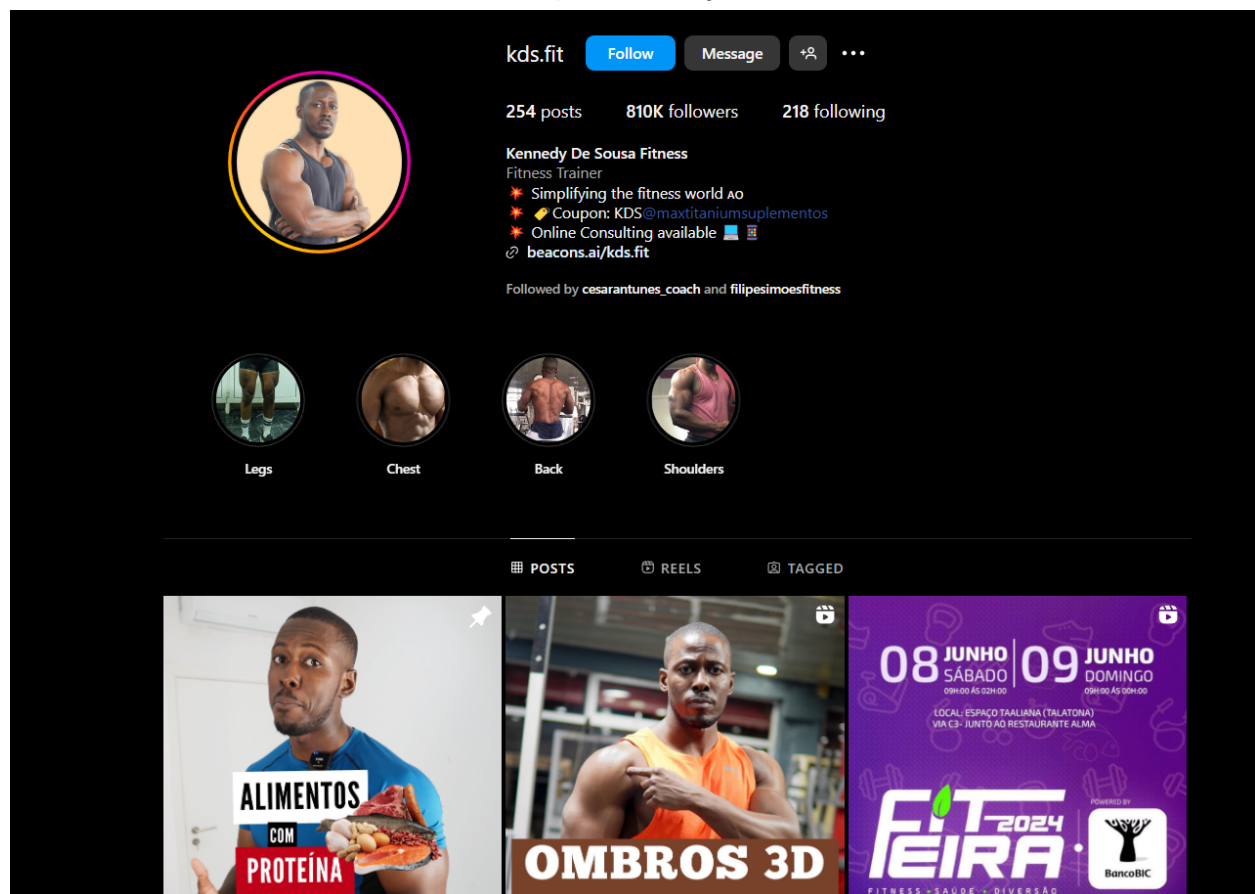


# Winner's Writing Process: Top Player Analysis

Business objective - Get more attention online

Context: This is an African Portuguese fitness influencer who focuses his social media content on providing useful information regarding gym exercises, plans, workouts and meal/nutritional advice. Gives very important insights and people love him for his natural and humble personality.



## Winner's Writing Process

### 1. Who am I talking to?

- Mostly men. I'd say 75% men. Most of his advice is on upper body exercises, like chest, shoulder, arms, etc. Things that get more the attention of men.

- b. People that go to the gym and want to have a better lifestyle.
- c. Look more jacked, muscular and leaner.

## 2. Where are they at now?

- a. Scrolling through social media, probably on reels and a video of this guy pops up.
- b. People from Angola, Portugal and Brasil. All countries that speak Portuguese as their main language.
- c. Market Awareness level 3.5. Many know him but organic content catches a lot of cold traffic.
- d. Market Sophistication level 5. Play to stage 3. As he says in his bio "Simplifying the fitness world". No crazy mechanisms, no pills, no programs, just simple online coach, workout and nutritional tips, simple.
- e. Current State:
  - i. Making some progress at the gym but they found themselves going into some roadblocks.
  - ii. Maybe having some muscular pains because they don't have the perfect execution.
  - iii. Not seeing as many results as they want. Not aware of what they should do at home regarding nutrition.
- f. Dream State:
  - i. Looking jacked
  - ii. Eating healthy and aware they are doing things that meet their journey to achieve their desired outcomes.
  - iii. Having perfect execution.
  - iv. Being perceived as high value. People that take care of themselves. Are ready to improve.
- g. 3 LEVELS:
  - i. Desire: 8/10. It's a pretty high desire that they want to become the best version of themselves. A version of themselves that is always complemented by friends, family and relatives.
  - ii. Belief in person: 6/10. Very well established guy in the fitness niche. As been building credibility for a while and people like him because his tips provide a positive outcome in their lives.
  - iii. Belief in idea:
    - 1. 7/10. He explains very well why things should be executed and processed x way. Why they might injure themselves by doing something a certain way, etc.

## 3. What do I want them to do?

- a. Stop Scroll
- b. Watch Video
- c. See profile and click link

## 4. What do they need to experience/think/feel to do that?

- a. Stop Scroll
  - i. Motivational music.

- ii. Very jacked dude.
  - iii. Contrast colors.
  - iv. Doing an explanation video of something they are currently struggling with, so this might be the solution for them.
- b. Watch Video
  - i. Graphics showing what specific part of the muscle is currently being stimulated regarding the exercising the guru is executing.
  - ii. Shows 2 or 3 different variations of each section of the muscle. For example, for the front, side and rear delts of the shoulder, he provides 3 different exercises for each one, so it can match as many people as possible. Some people might not even know some exercises would target the muscle they want to train.
  - iii. Shows perfect execution for each one. Gets the viewer out of the threat zone, leading them to follow him.
  - iv. In the description, he tells people to click his link in bio that leads to a linktree for all social media and a page where people can sign up for his online coaching.
- c. See profile and click link
  - i. Having a positive impact or outcome in their lives regarding the useful tip that the guru gave them.
    - 1. It will massively increase credibility in idea and person, which could lead them to be interested in his online coach. The guru got them on a journey and now the viewer is thinking of what possible results he could get if he joined his coaching.
    - 2. Because they got a great outcome for a free tip and now are imagining what they could get from something paid.