

TRW - Copywriting Bootcamp Live | Live Beginner Call #15

Mission

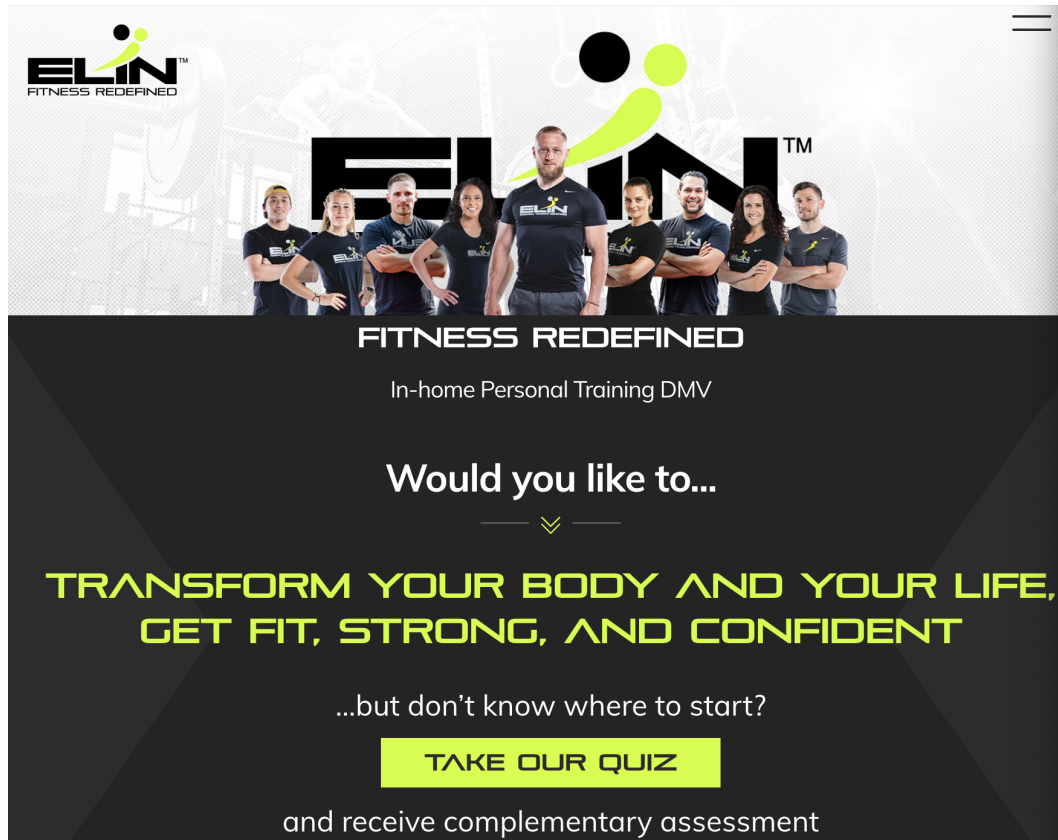
- **Pick one of of your desired CTAs from your project**
 - **Test out 3 different "BOOSTS"**
 - **Test out 3 different Standard Closes**
 - **Pick the move that best matches your situation**
 - **Find the CTA boosters and closes used by top players**
 - **Share your CTA (with context) inside #business 101**
- CTA
 - "Click here to book a free consultation!"
 - 3 Boosts
 - Individual customers
 - Are you done feeling sorry for yourself when looking at the mirror? Take control and start being the best version of yourself!
 - It's easy! We do all of the thinking for you. All you have to do is show up and work.
 - You'll see results in less than 30 days! Don't believe us? Check out what our clients have to say (re-direct to testimonials/ before and after photos, re-direct back to CTA)
 - B2B (Residential social event committees)
 - Are you stuck with unhappy residents who want to move out? You can put a stop to that by giving us a call! We do everything for you and even assume all liability. All you have to do is tell us what you're looking for.
 - If it's your job to keep your residents happy and you're failing at it, then you should contact us. Let us put our money where our mouth is by showing you what we can do for you! Book your first event with us with a discount of up to 25% off!
 - By the end of the day, you'll have an exciting party set up for your residents. Imagine the smile on everyone's faces! All you have to do is reach out to us. We're waiting.

- 3 Closes
 - Individual customers
 - It's simple, you have 3 choices. 1 - continue your pointless pity party and keep feeling disgusted with who you see in the mirror. 2 - waste time researching and experimenting different diets and workout plans. 3 - Click the link below and get all of the answers and help you need
 - Our clients can be grouped into two categories: those who either stick to their commitments and become their best version or those who give up on themselves and continue living miserable lives. Which one are you? Stop wasting time and click the link below to find out.
 - If you're done thinking and ready to take action, click the link below, enter your info, and book a call with one of our consultants. We'll be in touch to discuss how we can help you take control and transform yourself.
 - B2B
 - If you're ready to see what we can do for your community, click the link below, enter your contact info, and we'll be in touch to plan your next event.
 - Keep the heart of your community alive and thriving! Click the link below to remind your residents of the vibrant connections and shared memories that make it special.
 - Click the link below to find out how.
- Best move
 - Individual customers
 - Are you done feeling sorry for yourself when looking at the mirror? Take control and start being the best version of yourself!

It's simple, you have 3 choices. 1 - continue your pointless pity party and keep feeling disgusted with who you see in the mirror. 2 - waste time researching and experimenting different diets and workout plans. 3 - Click the link below and get all of the answers and help you need
 - B2B
 - By the end of the day, you'll have an exciting party set up for your residents. Imagine neighbors reigniting relationships and the smile on everyone's faces! All you have to do is reach out to us. We're waiting.

Click the link below to find out how.

- CTA boosters and closes from top players



The advertisement features a group of eight fitness trainers standing in a gym setting. The background is a light gray with a large, stylized 'ELIN' logo in black and green. The text 'FITNESS REDEFINED' is prominently displayed in white on a dark gray background. Below this, the text 'In-home Personal Training DMV' is shown in a smaller font. The main headline reads 'Would you like to...' followed by a green double arrow pointing down. The bold green text 'TRANSFORM YOUR BODY AND YOUR LIFE, GET FIT, STRONG, AND CONFIDENT' is centered. Below this, the text '...but don't know where to start?' is displayed. A bright green button with the text 'TAKE OUR QUIZ' is centered, followed by the text 'and receive complementary assessment' in a smaller font.

ELIN
FITNESS REDEFINED

ELIN™

FITNESS REDEFINED

In-home Personal Training DMV

Would you like to...

— — — — —

**TRANSFORM YOUR BODY AND YOUR LIFE,
GET FIT, STRONG, AND CONFIDENT**

...but don't know where to start?

TAKE OUR QUIZ

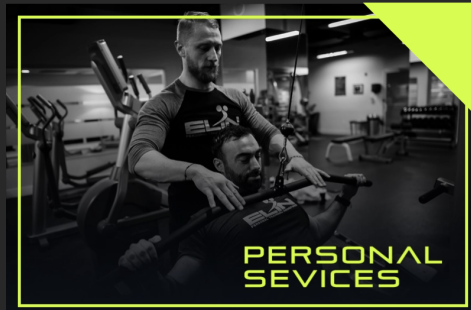
and receive complementary assessment

- Here's an example CTA from a well-known personal trainer with high ratings. Images of the trainers are there to establish trust and authority with a CTA to help prospective clients, who don't know where to start, find a program right for them. Not to mention the use of fonts and colors to guide their attention. This CTA is geared towards individual customers

GET IN
TOUCH



TAKE OUR
QUIZ



PERSONAL
TRAINING



ONLINE
COACHING



CUSTOMIZED
PROGRAMS



GROUP
TRAINING



PERSONAL
TRAINING



SPECIAL
EVENTS

MORE
PERSONAL
SERVICES

MORE
CORPORATE
SERVICES

- The corporate services offering is for their B2B customers. CTA's on the top left and right follow the prospective client as they scroll through the page.