

Avatar:

James Grage is a fitness expert. There is no Bio or About on his website or social media platforms besides that he preaches resistance bands workouts over free weights. He has no introduction about himself. So, I'm just going to assume he wants resistance bands to be the better alternative over free weights given his program.

Current State

1. In the Youtube comments, people are doubting his credibility as a fitness trainer because unlike other top competitors he does not really show specific instructions on the videos and movements on how to do the exercises.
2. He wants resistance bands to be more popular and people should consider using this over free weights. He wants to persuade more people to this side but this is a tough challenge.
3. He definitely seeks to increase customer base and engagement in his social media platforms.

Dream State:

1. He has proven his legitimacy and that he shows to these people who has called him a scammer that he is definitely a real fitness expert and he knows what he is doing
2. Resistance bands training has become really popular under his business and that he has persuaded a lot of people to use this kind of training more
3. His customer base has definitely increased in that he has a lot of loyal customers definitely going to his business now.

Roadblock:

People question his legitimacy because he does not have great presentation points in my opinion. Compared to a top competitor, I researched in Athlean-X he does not specifically show a step-by-step version on how to do the exercise.

He also lacks a personalized approach compared to other top competitors where he kind of is not as slowly engaging with them in that he links them to their website immediately which kind of immediately shows buying resistance bands with vague statements... It's kind of general and does not really show any imagery where it touches the pain points of people who do free weights and why this is a specific better alternative for them.

He also does not have a way to connect with his viewers and I feel kind of wings it here...

However, he does have a free quiz to specifically tailor that to his program but it requires giving their number first and in the health fitness niche... There's less "under the table" transactions in this niche so I feel he can just direct them immediately to the product no need for a long cut here because it's all explained in the sales page anyway...

Solution:

He definitely becomes more specific in his presentation in which people will see that he is not just trying to sell them something with very general statements.

He also makes the approach more personalized in that he tries to connect with his viewers on a more personal level by creating a BIO, introduction, his mission...

Also, he is able to touch on the pain points of the viewers more and he shows them why his training method would specifically lead them to their dream state.

Funnel Sequence:

I started from Youtube but this funnel sequence is much shorter compared to other ones for sure because it immediately directs it obviously to the website immediately where the FRONTLINE is join the Resistance and buy resistance bands...

Overall, that's his whole premise I don't think he has a better funnel sequence than the other businesses I covered because it just links to his website where it immediately pushes the viewer to buy resistance bands...

Email:

Subject Line: Persuasion Technique to Silence Doubters

Hi James,

I can imagine a business owner's time is valuable so I will respect it by keeping this as straight to the point as I can.

Your philosophy on choosing resistance bands as a form of strength training, is met with doubt based on Youtube comments on your channel.

When I watched your video "Build BIGGER LEGS with RESISTANCE BANDS", some people were confused because they claim to not see any specific reasons to build bigger legs.

I suggest approaching things deeper through mentioning specific pain and dream states instead of using general statements.

So I created an IG caption for you to test that contains details to approach this in a new light and silence the haters.

If you like my ideas and feel inclined to use more of it, then just send me a message back

Best Regards,

Robyn

Explanation of Free Value:

This IG caption is created based on your recent reel about 3 steps to a more effective shoulder workout. The caption is designed to catch the readers attention and compel them to act because they are curious on how resistance bands training works... This way they will be compelled to click the link in your bio more which will direct them to your website.

IG Caption:

3 easy-to-do steps to build shoulder strength:

First you must position it the right way by stepping on the inside of the resistance band (whatever side you are working on use left/right feet accordingly)
Then place hand on the other end of the band and make an X shape with the band by turning it once!

You are finally in position...

Now time for the steps!

Step 1: Extend Hand Out

Make sure your hand is not close to your head/body for increased pressure on shoulders

Step 2: Keep Constant Tension

Don't rest by lowering your arms down after each set, keep the tension going! (Suck it up! Bro)

Step 3: Press Forearm Straight In Vertical Direction

For optimal range of motion to on deltoids to create that broad shoulder look that has that defined tone.

To apply more workouts like this click the link in my bio