

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness coach

Business Objective: Get more attention

Funnel: Paid meta ADS

Scroll on meta → see ad → opt-in for free value → Get the free value → e-mail 1 → email 2 → e-mail 3 → email 4 → email 5 → sale call
(Lead magnet)

contexts

I am building a lead generator for an online Dutch fitness coach. This is the first time I am building a whole funnel from start to finish. I am working on the opt-in page first. This will be a guide on how to lose body fat, because that is what his target audience wants most: lose body fat and weight. The mission of this opt-in page is just to get their email address. If you need more information, tag me in the real world.

@AdamK.O

btw mosts of the answers i got was from my client because i interviewed him and asked all the important questions

1. Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.

<https://rumble.com/v5aiyst-for-the-copy-aikido.html>

Content Requirements:

1. Answer the four questions from the winner's writing process.
2. List the reader's roadblocks and the solutions/mechanisms to solve them.

3. Include your personal analysis of your copy's weaknesses and how you plan to improve them.
4. Identify your copy's weaknesses and make an effort to fix them before submission.
5. Explain how you attempted to fix your issues and ask for feedback on your efforts.
6. Indicate if you test your copy and its performance results.
7. Explain how your product's strengths and weaknesses play into the value equation
8. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel
9. Show and explain the full funnel.

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A) Men around of the age 20-55
- B) They are busy
- C) Try to lose weight before
- D) Probably got burnt before by there self
- E) There mindset isn't strong
- F) They mental aikido them self to remove the pain
- G) Got an limited believe that they can achieve the dream desire

2. Where are they now?

- A) Scrolling on Facebook, Instagram
- B) Level 3 beginning 4
- C) Stage 5/Niche down
- D) Current desire Levels 4/10
- E) Current Believe 3/10
- F) Trust in the company 4/10

3. What do I want them to do?

Click on the Ad and go to the opt-in to full there email and name in

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?

Stop the scroll and read this ad:

1. Show someone who achieved the dream state and resembles the target market.
2. Shock them with the before-and-after.
3. Tell them that this is the secret face.
4. Use bold colors to stop the scroll.
5. Offer a free and quick guide to lose body fat and get fit.
6. Use movement in the image.
7. Use the fear of limited copies to get them to click.

B) Click the link to the opt-in page to get the free guide:

1. Few copies of the guide left.
2. Easy and quick 10-minute training you can do anywhere without gym equipment needed.
3. Place a few before-and-after images.
4. Countdown numbers like "99 copies left" / "98 copies left" will go slow but keep going down to like "11 copies."
5. Include a brief copy talking about the free value they can expect.
6. Add a testimonial dump to increase trust.

C) They will type their email and name in:

1. Email 1**: They will get the free guide.
2. Email 2**: They will receive an HSO-type email where I will talk about the coach and shift their beliefs about being busy and training/ increasing trust levels.
3. Email 3**: I will give them free value, such as information the coach uses for the program, and provide a little taste about the program to raise trust and desire levels.
4. Email 4**: I will use a P-A-S framework to tell them about the amazing 5-8 week program with a money-back guarantee to get them to book a free call with the coach so he can close them, increasing desire and belief levels.
5. Email 5**: This will be for the people who didn't take action from the previous emails. I will use a P-A-S framework to show them the dream state, use future pacing to get them to take action, and apply price anchoring to lower the cost while using the fear of missing out.

3. List the reader's roadblocks and the solutions/mechanisms to solve them.

a. There roadblocks are :

- . Dont got a lot of free time
- . Dont got the discipline for it
- . Don't know where they need to start
- . Don't stay motivated enough
- . They got an knowledge gap

b. The solutions/mechanisms :

- . Give them an free guide where they can get there dream outcome without sacrificing a lot of time
- .Future phase with them and show that they can get the dream outcome fast
- . Make the guide strong so that there questions are answers
- .Email them to show that someone else got the dream outcome already

4 . Include your personal analysis of your copy's weaknesses and how you plan to improve them.

I think the biggest copy weakness is in the bullet points. I need some help with that and how to improve the copy.

Additionally, I need something to build FOMO (fear of missing out).

7. Indicate if you test your copy and its performance results.

When the draft is done i will send it to the client but i wanna check if i am missing on something or i need to improve the copy

8. Explain how your product's strengths and weaknesses play into the value equation

Its free and it will help the client with there roadblocks and be way more healthy and confident then before they read it

9. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

The just clicked the ad and there speed bump is low because they know is free the avatar is being called and we show there dreamstate and how to get it .

10. Show and explain the full funnel.

Scroll on meta → see ad → opt-in for free value → Get the free value → e-mail 1 → email 2 → e-mail 3 → email 4 → email 5 → sale call

See AD

We will tell them about the ebook, build interest, use the fear of missing out, and tell them that this is the secret to getting over their roadblock.

Opt-in For free value

On the opt-in page, I will increase their desire for the product. I will use a guarantee and highlight aspects of their dream outcome to make them really want the guide. I will build interest so that they want the guide, even if it's only to kill their curiosity. The guide will be quick and easy to understand so that they won't have any questions, but I will keep it interesting.

Get The free value

In the guide, I will talk about the simple training they can do, their new diet specially made for them to lose body fat, and which types of food to ignore. I will also highlight the most common mistakes men make while trying to lose body fat.

Email 1

They will get a free guide. and some message where we tell them they need to stay focused and some motivation words

Email 2

They will receive an HSO-type email where I will talk about the coach and how many people he has helped. I will shift their beliefs about being busy and staying healthy, while also increasing trust levels.

Email 3

I will give them free value, such as information the coach uses in the program, and provide a little taste about the program to raise trust and desire levels.

Email 4

I will use a P-A-S framework to tell them about the amazing 5-8 week program with a money-back guarantee, where the coach will help them step by step with any goal they want to achieve. The mission will be to get them to book a free call with the coach so he can close the sale, increasing their desire and belief levels.

Sales call

They will be closed by my client, and if not, or if they didn't take action in email 4, they will receive email 5.

Email 5

I will use a P-A-S framework to show them the dream state, use future pacing to get them to take action, and apply price anchoring to lower the perceived cost while using the fear of missing out. I will also try to dismiss their limiting beliefs and emphasize that we will help them step by step the whole way to get them on a free call.

Who is our target market?

****Men****

- ****Age:**** 23-55

What are their mental fears?

1. **Low Self-Esteem and Insecurity

- ****Fear of Negative Self-Perception:****

Many men feel insecure about their appearance, especially if they have excess fat. They might feel uncomfortable in their own skin and avoid situations where their body is visible, such as swimming or gyms.

They fear that their body does not meet societal standards of attractiveness, which undermines their self-confidence and self-worth.

2. **Health Problems and Physical Limitations**

- ****Fear of Health Risks:****

Men worry about potential health problems associated with overweight, such as heart disease, diabetes, high blood pressure, and other chronic conditions.

They fear that their current lifestyle will lead to serious health issues in the long term, which could shorten their quality of life and lifespan.

3. **Social Acceptance and Relationships**

- ****Fear of Rejection and Stigma:****

There is often a fear of social rejection due to their appearance.

Men fear that they will not be found attractive by potential partners or that their current relationships will suffer.

They might also fear judgment from friends, family, and colleagues, and the stigma associated with being overweight.

4. **Performance and Physical Capability**

- ***Fear of Reduced Performance:***

Men may fear that their weight hinders their physical performance, whether in sports, daily activities, or even work. They want to be able to stay active and perform physically demanding tasks without problems.

They fear that their weight holds them back and that they will not be able to participate in activities they enjoy or are passionate about.

Target Location:

- Netherlands

What does our target audience want to achieve most?

- Lose belly fat
- As quickly as possible
- Visible abs/more muscle

Where can we find them on social media?

- Instagram
- TikTok
- Facebook
- LinkedIn

How eager are they to reach their Dream State? (1-10)

- 7

Is there a pattern in each client?

- Work-driven

Do they join the project because they want a six-pack or simply want to get fitter and have a lower body fat percentage?

- 50% want the six-pack
- 50% just want to lose belly fat as quickly as possible

We know that there are good clients and less pleasant clients. How would you describe your best client?

- Willing to follow the plan. Doesn't make excuses.

Do most clients who join the project really want to go 100% for it, or do you need to motivate them at the beginning?

- They want to go 100% already; I don't coach people who don't want to.

DRAFT:

Free PDF Guide

The Ultimate Men's Fat Burning Guide: Melt Away 1 Kilos of Body Fat in Just One Week! 🔥💪

Losing fat can be a challenge, especially with a busy schedule. I understand that you have little time and might not know where to start. That's why we've created this short, powerful guide that explains step-by-step how to easily lose fat.

Within 15 minutes, you'll have read the guide and know exactly what to do to achieve quick results. This guide provides you with all the solutions you need to effectively lose fat, regardless of your body type or fitness level.

In this guide, you'll discover:

- The simple, often overlooked mistakes that cause 90% of men to increase their body fat percentage instead of decreasing it (it isn't their sugary diet).
- The 3 specific steps you need to follow to get a fitter body within a few weeks and impress your friends and family.
- The almost-magical diet plan that ensures your body fat melts away at a rapid pace.
- The 5 foods you must avoid to prevent gaining extra pounds.

Guarantee: We guarantee that if you follow the guide step by step just for one week, you'll see visible results. Besides these improvements, you'll notice a significant boost in self-confidence, feel better in your own skin, and experience an increase in energy and productivity.

Grab your guide and start achieving your fitness goals today!

👉 Sign up now to receive the full guide 👉

[Enter your email]

YES! SEND ME THE GUIDE NOW

PS: We have a limited number of guides available! ⌚

(i will place an testimony dump down here)