

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Personal Coaching

Business Objective: Having 10 clients per month

Funnel: Social Media

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. University students(females and males) who want to change their bodies, and have a coach who will guide them to eat healthy food, make smart choices for campus food during exams and quizzes, and coach them face-to-face in the gym. their age is between [18-25].
- b. Fat students who want to lose fat and achieve a goal before the year ends.
- c. Boys or girls who want to develop a specific part of their body whether it is their legs, back, calves, or shoulders, etc.

2. Where are they now?

- a. They are trying hard themselves but they don't achieve any observable goal.
- b. They are killing their body by eating unhealthy food.
- c. They dream of starting at the beginning of next year, so they procrastinate.

- d. They are falling in pain because they don't know the exact workout for their specific goal.
- e. Market sophistication level 5
- f. Market awareness: level 4

3. What do I want them to do?

- a. While scrolling, they will meet my post or reel, which should grab their attention, increase pain, and call them to follow my account. then check my account and follow. Then, after checking the other two posts and reel they should take action which is ok coaching to the DM.
- b. Will reading the first post, they have to see that there is a guarantee so that there will be no worries.
- c. We have to make them feel the result that they will achieve after two months

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?

- a. My post has to contain some professional pictures of the coach, then, after reading the text in the PAS framework that should trigger their emotions (increasing pain, and curiosity and smelling a little bit of the solutions to their current problem). If they ask me in the DM I will send them the information and I let them have a free consultation with the coach and have a free session to experience my services to guarantee to them that the service is professional, helpful, and affordable.

DRAFT 1:

POST in a group in FB in the DIC framework:

Exams are piling up, you can't stop snacking from the stress, and every workout feels like a waste. Sound familiar? 😞

Imagine becoming fit, strong, and confident Before the year ends, with a coach who understands campus life.

I will create custom workout and nutrition plans that fit your tight schedule and budget.

👉 Ready to achieve this new year's goals, today?

DM "COACHING" for a ✨FREE✨ consultation and your first session!

Edited version by chat GPT :

Feeling sluggish, stressed, and stuck on exam snacks? 😞

📚 Exams bring enough pressure, so don't let fitness slip! Quick, unhealthy treats don't have to be the norm—especially if you're aiming to feel fit and focused this season.

👋 Hi! I'm [Your Name], your coach.

I create custom workout and nutrition plans that fit your tight schedule and budget, helping you get toned and stay energized through exams.

Suggested guarantees :

👉 Ready to feel your best while you study?

DM "COACHING" for a ✨FREE✨ consultation and your first session. Let's crush your goals together—starting today!

DRAFT 2:

Second post :

🔥 Only 10 Free Sessions with Fitness Consultation Available! 🔥

Started the year with big fitness goals? Haven't hit them yet? Let's do a free session to show you why others are reaching their goals faster

✨ **3 Reasons to Get Started Today:**

1. **Personalized Plan** – You'll get a **custom** workout that maximizes your muscle growth.
2. **Nutritional Tips** – Quick hacks for **healthy** campus eating.
3. **Start Strong** – See how Strong you can be by 2024!

Limited offer: Those who complete the free session will get an exclusive discount on their first paid month!

🌟 DM "FREE SESSION" now to grab your spot!

DRAFT 2:

🔥 Only 10 Free Sessions with Fitness Consultation Available! 🔥

💪 Haven't built the muscle you wanted this year? Try a free session to see **why** others are reaching their goals faster!

🌟 **3 Reasons to Get Started Today:**

1. **Personalized Plan** – You'll get a **custom** workout that maximizes your muscle growth.
2. **Nutritional Tips** – Quick hacks for **healthy** campus eating.
3. **Real Progress** – Imagine starting 2025 strong and confident.

🌟 DM "FREE SESSION" now to grab your spot!