

Winners Writing Process

1. Define the Business Objective:

- **Objective:** Increase GYM08's membership by getting new potential customers into long-term members through targeted messaging.
- **Why:** You want to engage your target audience, encourage them to join the gym, and emphasize GYM08's unique offerings—such as 24/7 access, no commitments, and top-tier equipment.

2. Choose the Funnel/Marketing Asset:

- **Funnel/Asset:** Social media ads (Instagram and Facebook), with plans to incorporate TikTok.
- **Why:** Your target market (17-30 years old) is highly active on these platforms, making them effective for engagement and customer acquisition. The ads will lead to a landing page or membership sign-up site, where users can take immediate action.

3. Define the Target Market:

- **Demographics:**
 - **Age:** 17-30 years
 - **Gender:** 60% women, 40% men
 - **Income:** €1,500-2,100/month
 - **Location:** Jyväskylä, Finland
- **Psychographics:**
 - Fitness enthusiasts, self-improvers, students, and young professionals
 - They value flexibility and convenience
 - Interested in modern gyms, health, and fitness
- **Behaviors:**
 - Active on social media, sharing their fitness journeys
 - Typically visit the gym in off-peak hours due to work or school commitments
 - Motivated by self-improvement but may feel self-conscious about their fitness level

4. Analyze the Current State (Pain Points):

- **Where they are now:** Many in your audience are either new to the gym or returning after a break. They might feel uncertain about their fitness level or be intimidated by a gym environment.
- **Common fears and frustrations:**
 - Fear of judgment or not fitting in
 - Intimidation by advanced gym-goers

- Not sure how to start or what equipment to use
- **Current goals:**
 - Looking to improve health, build self-confidence, and stay motivated in a supportive environment.
 - Some are likely more fitness-savvy and look for advanced equipment and challenges.

5. Define the Desired Actions:

- **What do we want them to do?**
 - We want them to join to new GYM08 gym
- **Conversion goal:**
 - Sign for new gym
 - Increase the sign-ups for a free trial and convert them into paid members. Or buy a membership straight away.
 - Build long-term loyalty by promoting no-commitment memberships that make it easy to cancel but difficult to resist staying.

6. Craft the Persuasive Strategy:

- **What do they need to see?**
 - GYM08 is opening new gym
 - A welcoming, inclusive environment with modern, top-tier equipment
 - Clear messaging about the gym being for everyone, regardless of fitness level
 - Convenience (24/7 access) and affordability (€32/month without commitments)
- **What do they need to feel?**
 - Confidence that they can work out without judgment
 - That GYM08 is more than just a gym; it's a supportive community that helps them meet their fitness goals
- **What do they need to experience?**
 - Ease in signing up for a membership and knowing they can cancel anytime
 - Flexibility to train whenever suits them (24/7)
 - That their first workout is free, removing the initial financial barrier

****Ad Texts:****

1.



Are you ready to get back to your workouts?

Now is the perfect time to return! – We offer you a hassle-free membership with no commitments and top-notch equipment to help you achieve a confident and radiant body!

Open 24/7 – train whenever it suits you best!
Join easily online or come try us out for free today!

2.



Join GYM08 for only €32/month – no commitments!

Train at a modern, comfortable gym that offers high-quality equipment and a positive atmosphere.

Open 24/7 🕒 – train whenever it suits you!

Join easily online and start your journey to a more confident life today! 💪

Join now or come for a completely free trial! 🔥

3.

**NO LIMITS
ONLY RESULTS**

**OPEN
24/7**

**JÄSENYYS
ALKAEN
32,00
€ / KK**

GYM08

*GYGNAEUKSENKATU 3,
40100 JYVÄSKYLÄ*

*HELPPO JÄSENYYS
ILMAN SITOUTUMISTA*

**NO LIMITS
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GYM08

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40100 JYVÄSKYLÄ*

*HELPPO JÄSENYYS
ILMAN SITOUTUMISTA*

Invest in yourself – a decision you won't regret! 🔥

Modern, top-tier equipment and a motivating environment make working out enjoyable and help you achieve a strong, healthy body! 💪

Open 24/7 – train whenever it suits you!

Join now and start your journey today!

Train at GYM08 from just €32/month with no commitments. ✨ – Join now or come for a completely free trial!