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.





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!