

Hey G's - day 6

niche: fitness influencers offering online workout programs (without a vsl on their website)

Service: SFC

(read till the end)

2

offers 1:1 coaching and workout plans, is a mother of 2 and shares knowledge on ig consisting of workout routines, training tips and hacks, and very few recipes, advertises her coaching in the captions of the videos, not in the videos themselves, sometimes advertises coaching via pictures on instagram

what could be improved?

-> better thumbnails, UGC is missing, VSL's for ig and website, more food recipes, training edit, website could use a little uplift

-> SFC can be used to enhance the content on ig and the website (e.g. a background video) to generate leads, have a higher CTR and conversion rate, to increase viewer engagement and have a higher recognition

3

offers coaching, has 2 employees, posts pics of him posing, flexing vids, some motivational videos / irl videos and some motivational pics, transformation vids to showcase his expertise, some ugc of him commenting on his workouts

website is decent but could have a better / higher quality and more modern design

-> could use a higher quality motivational edit / a training edit that's visually appealing, food videos, training hacks, needs more shorts (e.g. on yt)

this could be done via SFC to increase the quality and size of his website traffic, conversion rate, CTR and engagement

4

very aesthetic ig page with great and minimalistic thumbnails, posts pics and vids of her life, workouts and in the end she redirects to the full workouts on yt, and on yt she mainly posts

workout programs that viewers can do in real time with her, she has over 2 mill followers on yt, some testimonial pictures

website is decent but could need a little upgrading / a vsl

what can i offer?

-> workout edit redirecting ppl to coaching, VSL for website / IG / yt, advertise coaching in captions, food recipe vids, edits of her training, more UGC

-> this would increase lead generation, engagement, traffic and its quality

5

aesthetic website offering coaching via an app, aesthetic instagram posting high quality pictures and workouts with music, advertises coaching in captions, higher-paced editing style

what could i offer?

-> VSL for website, workout edit redirecting viewers to coaching (advertising it), food-recipes, UGC commenting on workouts

-> this would increase lead generation, engagement, traffic and its quality

6

dietitian, lacks a coaching website (only has a formular), has a youtube and posts nutrition hacks, posts pictures of eating psychology tips and tricks on ig and pics of her posing and some real life scenarios their audience might be facing and struggling with

what could i offer?

-> SFC out of LFC on her youtube to really showcase her expertise on ig and redirect ppl to her coaching -> this would act as social proof and lead generation

7

has a coaching, but no website (only a formular), posts fitness tips and common mistakes and how to fix them, misconceptions and general knowledge on ig, some eye-opening facts and reminders, motivational posts

-> she needs something catchy on her page, i believe a high-intensity edit (mentioning her coaching) would fit well, don't wanna go too crazy as it wouldn't completely fit her page -> this would prevent viewers from clicking off and redirect them to her page

8

no coaching website, only a calendly link, was very inactive on yt but now posted a vlog, on ig she posts parts of her vlog she uploaded on ig, content of her training / boxing, some dieting knowledge and workouts, mostly aesthetic videos

what could i offer?

-> cut up her vlog on youtube to SFC and make it extremely visually appealing to show off her expertise or have a visually appealing workout edit, this would definitely fit her page and add another element to it, providing more quality traffic to her coaching

9

very aesthetic ig page, founded a coaching app, mainly posts aesthetic pics and very simple edits of him, blogger style

what can i offer?

-> simple but higher quality lifestyle edit (with film grain, maybe black and white and film burn transitions / old school transitions) showcasing his unique life along with the audience's ability to do the same by buying his coaching -> conversions

10

personal trainer, no training website, posts aesthetic pictures along with knowledge in the captions and sometimes redirects ppl to his coaching in the captions, edits of him posing on stage, training routines

what can i offer?

-> better edited content, a lifestyle edit showcasing his expertise and mentioning his coaching in it -> increase sales

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edit
- 2 - [https://www.instagram.com/ja\[REDACTED\]](https://www.instagram.com/ja[REDACTED])
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