

**Business type:** Life Coach

**Business objective:** Get 20 booked calls

**Funnel:** Meta Ads → Opt in/Lead Magnet → Book A Free Call

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**MR:**  **CALLUM BEST MARKET RESEARCH**

**Who am I talking to?**

- Men aged 18-25.
  - They are motivated by self-improvement and want to enhance their mental, physical, and nutritional well-being. They may also be looking for direction or mentorship.
  - They spend a lot of time on social media (Instagram), consuming content related to fitness, mental health, and nutrition. They're likely to be interested in quick, actionable tips and practical advice.

**Where are they now?**

- On Instagram scrolling.
- Our Meta Ad catches their attention (stops their scroll).
- Roadblocks to Clicking Through to the Ad
  - Our target audience might not immediately see the relevance or value of the ad, leading them to scroll past it.
    - **Solution:** Make the ad's headline and visuals attention-grabbing, and highly relevant to the reader's dream state.
  - They may be sceptical about whether your offer is legitimate or effective, especially with the abundance of similar offers on social media.
    - **Solution:** Include social proof in your ad, such as testimonials, success stories, or endorsements from credible sources.
    - **Solution:** Highlight our unique mechanism and why it's different from what they typically see.
  - They might not immediately understand what they'll gain from clicking the ad, particularly if the benefits aren't clear.
    - **Solution:** Clearly communicate the value proposition. Focus on the tangible outcomes they can expect, such as achieving specific goals (e.g., "Get personalized guidance to reach your peak fitness, mental clarity, and nutritional goals").
  - The idea of a call might seem too formal or time-consuming, making them hesitant to click through.

- **Solution:** Position the call as something easy and beneficial, like a "free strategy session" or "quick consultation," rather than a commitment. Emphasize the value they'll receive in just a short time.
  - The idea of a call might seem too formal or time-consuming, making them hesitant to click through.
    - **Solution:** Position the call as something easy and beneficial, like a "free strategy session" or "quick consultation," rather than a commitment. Emphasise the value they'll receive in just a short time.
  - Social media is filled with distractions, making it easy for your ad to be overlooked.
    - **Solution:** Use eye-catching visuals, bold headlines, and a strong CTA that stands out from the noise. Consider using video or motion graphics to grab attention.
- Roadblocks to Booking a Call
  - They might worry that booking a call will lead to a high-pressure sales pitch.
    - **Solution:** Reassure them that the call is focused on helping them, not selling. Use language like "no-obligation call" or "free consultation to explore your goals" to reduce anxiety.
  - They might not know what to expect from the call, leading to hesitation.
    - **Solution:** Clearly outline what the call will involve, such as a friendly chat about their goals and how your coaching can help. Set expectations so they feel more comfortable.
  - They might not see an urgent need to book a call right now, even if they're interested in your offer.
    - **Solution:** Create urgency by offering a limited-time incentive for booking a call, such as a free bonus or a discount on your program if they take action quickly.
  - They might be reluctant to share personal information or discuss their challenges with a stranger.
    - **Solution:** Emphasise the confidentiality of the call and the professional, non-judgemental nature of the conversation.
  - They may doubt whether your coaching is right for them, thinking it might not address their specific needs.
    - **Solution:** Customise your messaging to show how your coaching is tailored to individuals with their specific goals.
  - Even if they're interested, they might put off booking the call and eventually forget.
    - **Solution:** Make the booking process as simple and quick as possible. Offer a one-click booking option or integrate with popular calendar apps.
  - They might fear that even with coaching, they won't achieve the results they want, leading to hesitation.
    - **Solution:** Highlight stories of people who were initially sceptical but achieved great results. Reinforce that your coaching is personalised and designed to help them overcome obstacles.

- **Current State/Pain:**
  - Feel low
  - Feel like shit
  - Unhappy
  - Suicidal
  - Worthless
  - Dark place
  - Lack of clear guidance or mentorship.
  - Overwhelmed by conflicting information about health and wellness.
  - Inconsistent results from self-directed efforts.
  - Distracted and disengaged, scrolling through Instagram without a clear purpose.
  - Fear of Being Left Behind
  - Emotional Resonance:
    - Emotional Pain: "Does it feel like every day is just a battle to get through? Like you're constantly fighting your own mind and losing?"
    - Life Impact: "You've tried to fix things on your own, but the stress is spilling into your relationships, work, and everything else in life."
- **Dream State:**
  - Energetic
  - Full of life
  - Discover inner self
  - Productive
  - Becoming hard-working
  - Doing life
  - Remove sadness from your life
  - Cut out bad friends
  - Cut the bullshit
  - Cut bad vices
  - Enjoy workouts
  - Make life easier
  - Confident
  - Disciplined
  - Balanced in all aspects of life
    - Scenario: "Imagine waking up every morning with a clear mind, boundless energy, and a body that finally reflects all the hard work you've put in."
    - Emotional Payoff: "Feel proud of who you see in the mirror, confident in every decision you make, and finally at peace with yourself."
- **Problem/Solution-Aware** → Part of the market are unaware and aware about the solution (life coaching) to their problem.
- **Stage 5 Market Sophistication** → Niche down (men aged 18-24) + experience play (what it's like working with us)
- Desire: Medium-High. Want to become a better version of themselves.
- Belief in the idea: Low.
- Trust: Low.

- **Explain how your product's strengths and weaknesses play into the value equation.**
- **Strengths**
  - Personalised coaching is a major strength that directly addresses our target audience's need for tailored guidance. In a market flooded with generic self-improvement content, the ability to offer customised plans sets our product apart. This creates a high perceived value because clients feel they are getting advice and strategies that fit their unique circumstances, not just a one-size-fits-all solution.
    - Copy Example: "Unlike generic programs, our coaching is 100% tailored to your specific needs, ensuring you achieve your goals faster and more effectively."
  - Value Contribution: Your product addresses multiple aspects of well-being—mental, physical, and nutritional. This holistic approach is a strength because it saves clients the hassle of seeking different solutions for each area. By bundling these elements into one service, you increase the product's perceived value and offer more convenience.
    - Copy Example: "Why settle for just fitness advice when you can get a complete roadmap to mental clarity, peak physical performance, and optimal nutrition—all in one place?"
  - Value Contribution: The expertise and mentorship offered by your client play into the value equation by positioning them as a trusted guide. For a young audience seeking direction, having a mentor who has "been there and done that" is invaluable. This builds confidence in your offer and increases the likelihood of conversion.
    - Copy Example: "Get guidance from someone who's been in your shoes and knows exactly what it takes to turn things around."
- **Weaknesses**
  - Value Impact: Some individuals may expect quick fixes, and the reality that real, sustainable change takes time could be perceived as a weakness. It's important to set realistic expectations while still motivating them with the potential for significant progress within a short time frame. This helps manage their expectations and keeps them engaged.
    - Copy Example: "While true transformation doesn't happen overnight, our coaching ensures you see steady progress every step of the way—leading to lasting results that quick fixes simply can't offer."
  - Value Impact: Some prospects might hesitate due to the perceived time commitment required for coaching. To address this, it's essential to highlight the flexibility of your coaching program and how it fits into their busy lives. Offering manageable steps and emphasising the long-term benefits of investing time now can help overcome this objection.
    - Copy Example: "We know you're busy—that's why our coaching is designed to fit into your schedule with flexible options and a focus on making the most of your time."

- **What do I want them to do?**
  - Amplify the readers curiosity as soon as they see our ad creative.
  - Read the copy on the ad creatives.
  - Read the body copy which connects with the reader on a deeper level.
  - Click-through to the opt-in/booking page
    - WIIFM?
      - "I've followed countless fitness plans, tried every mental health hack, and even experimented with different diets, but I still feel stuck and far from where I want to be. If this call can finally help me feel more confident and in control, it's worth a shot."
- **What do they need to feel, see, or experience in order to take the action I want them to, based on where they are starting?**
  - A headline that speaks to the reader and amplifies their curiosity to engage with the rest of the ad
  - A visually pleasing ad creative
  - The value exceeding the commitment to jumping on a call with Callum
  - Clear CTA
  - Before/after creatives

### ***Ad Copy 1:***

Boys, does every day feel like a constant battle against the voices in your head – like you're fighting your own mind and losing?

It's time to stop playing the victim.

You've got a duty – not just to your family, closest friends, or job, but to yourself.

If you keep letting that inner b\*tch voice control you, you'll keep waking up embarrassed, unable to look yourself in the mirror.

Unconfident in your decisions.

And constantly searching for peace of mind.

But what if that peace wasn't so far off? What if you could wake up every day knowing exactly who you are and what you stand for?

No more second-guessing yourself. No more feeling lost. No more battling your own mind.

Right now, you can make the decision to flip the switch.

And book a no-pressure strategy session with someone ready to show you a proven, step-by-step framework that no one else is teaching.

A framework designed to take you from feeling low, worthless, and lost to confident, disciplined, and waking up every day with purpose and boundless energy.

But before you book, know this: these calls are reserved only for men who demand more from life but aren't sure how to get there or where to start.

If that sounds like you, don't overthink it.

Tap 'Learn More' now and let's get you on track to becoming the man others will look up to – and the one you're proud to be every day.

### ***Ad Copy 1.1:***

Boys, does every day feel like a constant battle against the voices in your head – like you're fighting your own mind and losing?

It's time to stop playing the victim.

For too long, you've let that inner b\*tch voice control your mind, and it's taken its toll on you.

If you continue down this path, you'll keep waking up embarrassed, unable to look yourself in the mirror.

Unconfident in your decisions.

Constantly searching for peace.

Right now, you can make the decision to flip the switch.

And book a no-pressure strategy session with someone ready to show you a proven, step-by-step system that no one else is teaching.

A system designed to take you from feeling low, worthless, and lost to:

- ✓ Confident
- ✓ Disciplined
- ✓ And waking up every day with purpose and boundless energy

No more second-guessing yourself. No more feeling lost. No more battling your own mind.

Don't overthink it. Tap 'Learn More' now to uncover the proven, step-by-step framework that'll make you the man you're proud to be every day – and the man others look up to.

### ***Ad Copy 2:***

You're reading this because you want more.

More confidence, more purpose, more drive. You're done feeling lost, weak, and embarrassed with the man you are.

For too long, you've let that inner b\*tch voice control your mind. And it's taken its toll on you.

It's time to step up and stop playing the victim.

If you stay on this path, you'll continue waking up self-conscious, unable to look yourself in the mirror.

Unconfident in your decisions.

And constantly searching for inner peace.

But right now, you can flip the switch.

And book a no-pressure strategy session with someone ready to show you a proven, step-by-step framework that no one else is teaching.

A framework designed to take you from feeling low, worthless, and lost to:

- ✓ Confident
- ✓ Disciplined
- ✓ And waking up every day with purpose and boundless energy

Don't overthink it.

Tap 'Learn More' now, and let's get you on track to becoming the man others will look up to – and the man you're proud to be every day.

### ***Ad Copy 3:***

More energy. More focus. More results.

Is that what you want? Here's how to get it:

There's a proven, step-by-step framework that no one else is teaching, and it's helping men around the world:

- ✓ Feel proud of who they see in the mirror.
- ✓ Confident in every decision they make.
- ✓ And finally, at peace with themselves.

Right now, you have a chance to jump on a 20-minute, no-pressure strategy session with someone ready to show you this exact proven framework.

Stop overthinking it.

Tap 'Learn More' now and start your come up today.

#### ***Ad Copy 4:***

If you're not the man you know you should be, pay attention.

You've got a responsibility – not just to your family, closest friends, or business, but to yourself.

For too long, you've let that inner b\*tch voice control your mind, and it's taken its toll on you.

If you stay on this path, you'll continue waking up self-conscious, unable to look yourself in the mirror.

Unconfident in your decisions.

And constantly searching for inner peace.

But right now, you can flip the switch.

And book a no-pressure strategy session with someone ready to show you a proven, step-by-step framework that no one else is teaching.

And has helped men like you from all over the world:

- ✓ Feel proud of who they see in the mirror.
- ✓ Confident in every decision they make.
- ✓ And finally, at peace with themselves.

All it could take is a 20-minute conversation to get you on track to becoming the man others will look up to – and the man you're proud to be every day.

Don't overthink it.

Tap 'Learn More' now and start your come up today.