

WWP

Business objective: Convert as much Instagram traffic into subscribers

Logic/funnel mechanism:

- They come from the reels/IG page from watching a useful triathlon/swimming clip
- Go through the Manychat funnel or click on the bio link in order to learn more about how to master swimming
- Ends up on the page and converts to get a full picture of swimming & how it's mastered

[Top player model](#)

Who are we talking to:

- Triathletes (primarily) but also beginner swimmers who particularly struggling with mastering their swims and getting comfortable with long swims and challenges
- Making around an average income of around 40k-60k+ a year
- Likely has a family
- Fears
 - Drowning in the long distance swim they're trying to do
 - Not improving and plateauing despite constant effort
- Desire
 - Like to be more effortless in the water
 - Feel fresh as a daise emerging from the first portion of their race

 Wendy BEST MARKET RESEARCH

Where are they now?

They've just been exposed to a cta that talks about how they'll discover a CRAZY Ironman swim secret that'll make them swim longer and faster

- Likely questioning whether this is legit
- Want to know exactly what they'll be getting
- And whether or not this will solve their problem

Awareness level: solution unaware → Don't know the particular way to work on swimming so that they'll quickly improve but understand that their technique is the biggest roadblock

Sophistication level 2-3 → being from Instagram they've likely seen tons of swim coaches offer courses and training on specific problems that they have but don't know much about technique or this market in order to be at a higher sophistication level

Current state:

- Can't swim 100 meters without dying for air
- Feeling like they're being dragged from the feet when swimming

- Unable to progress despite tons of work on their technique
- Been self-coached with not much help from outside people
- Frustrated that they keep tackling the problem with no progress
- Relatively unstructured workouts with no real progress

Dream state

- Be able to effortlessly swim long distances and crank out 1k in the pool with ease
- Have a strong technique base that'll aid them in their races and boost them past their times
- Making progress that reflects the hard work and dedication they have put in these past months

The thresholds:

- Desire: 3-4 → just clicked on a link to learn more about how they can solve their current problems with a proven 6-step system
- Certainty: 4
- Trust: 5 → Find her content valuable but don't know if it's all famoose or whatnot

Where do I want them to be

Threshold

- Desire: To feel that they are going to miss out on a gold mine if they weren't to discover this secret
 - Use our group

Putting their email into the box

What steps will I need them to experience

- Catch attention by mentioning a specific problem they're majorly struggling with
- Amplify curiosity built by CTA by doubling down on the identity and out-group player
 - This is how elite swimmers glide by athletes
- Show/align that the course will help them achieve their dream outcome
 - Ask whether the athlete would like to get desire without a roadblock
 - Want to run faster with fewer injuries?
 - Want to swim faster within less time?
- Make them believe that the solution is different & will help them achieve the dream outcome
 - Align with specific roadblocks they know of time management, understanding technique, and actually taking action
 - Tease specific details about the 3 parts of the free email course
 - Show images to make it seem more realistic
- Show them that the solution is proven to work
 - Social proof/tribal indications

- Crank authority by showing publications that they've been own

AS FEATURED IN: **RUNNER'S WORLD** The New York Times lifehacker Health The Washington Post **RUNNER**

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- Address how many other people in the tribe have used the solution to advance
- Use the primal indication/authority title that the avatar is familiar
 - Join our team of tens of thousands of runners and get our free course by online running coach Jason Fitzgerald.
- Build curiosity behind the solution
 - List off the 'secrets to the universe' regarding the avatar's major desires and a major roadblock
 - You'll get the inside scoop on how to stay healthy, set monster personal bests, and find the motivation to run more consistently than ever.

V2 Opt-in page (ignore)

Fascination brainstorm:

1. Discover my back-hand secret to understanding and swimming freestyle like walking
2. Discover my back-hand secret to swimming freestyle as easily as walking
3. Discover how the freestyle stroke flows to **swim easier** in 2-emails ↓
4. What to do when your swim times plateau: The one adjustment you must make.
5. When your swim times plateau, this ONE adjustment you must make is neglected by 90% of swimmers.
6. The quickest way to boost your swim technique—no more guesswork!
7. The single best piece of advice you'll hear about building endurance in the water.
8. The secret swim technique to feeling fresher out of the water so you can conquer your race.
9. Why are you still feeling breathless?
10. Discover a Swim System
11. This Swim System will get you faster and swimming easier
12. This Swim System will get any adult swimmer faster within a week by just knowing more
13. For adult swimmers who are almost (but not quite) satisfied with their swims-and can't figure out what they're doing wrong:
14. The 7 Moving Parts Of Freestyle that'll forever change the way you look at another athlete's stroke
15. What you must do before each swim session to optimize your performance.
16. What you must do and mistakes you're making in the metrics that are killing
17. My Back-Hand secret to freestyle swimming as an elite swimmer and 21x Ironman
18. My Back-Hand secret to freestyle swimming as an elite swimmer and 21x Ironman
19. The freestyle swimming secret I always have in the back of my hand to do triathlons as an elite swimmer
20. The secret I always have in the back of my hand as a triathlete

21. These 2-steps are for adult swimmers who are almost (but not quite) satisfied with their swims and can't figure out what's wrong
22. These Steps are for adult swimmers who are almost (but not quite) satisfied with their swims and can't figure out what's wrong
23. Discover these Swim Steps that'll help you understand freestyle like the back of your discover
24. These Swim Steps will make the freestyle stroke a part of your back-hand
25. These Two Swim Steps will reveal the back hand of freestyle
26. How Two Swim Steps will be the back-hand you use to swim faster in
27. I spent the last decades swimming and here's a proven Swim System you can follow to get faster
28. I've been helping adult swimmers learn freestyle since 1997, and here's a step-by-step Swim System you can follow to get faster
29. I spent the last 25 YEARS understanding freestyle swimming like the back-of my hand, here's everything you need to know about it
30. Since 1997, I've dedicated to helping adult swimmers and triathletes learn and master freestyle swimming. And here's a clear, step-by-step Swim System to start
31. Since 1997, I've dedicated to helping adult swimmers and triathletes learn and master freestyle swimming. And it's clear, these are the ONLY step-by-step process to master every mechanic and swim faster
32. I've started helping triathletes master the freestyle stroke since 1997 as a elite-swimmer. And it's clear - this is ALL you need to know to *kill* fatigue and start cutting through the water
33. After helping triathletes swim for 25 years as a elite-swimmers, it's clear - this is the back-hand secret to conquering fatigue and swim effortlessly
34. After helping triathletes swim for 25 years as a elite-swimmers, this back-hand secret to conquering fatigue and swimming effortlessly
35. After helping triathletes swim for 25 years as a elite-swimmers, this is the hidden relationship between swim speed and knowledge
36. After helping triathletes swim for 25 years as a elite-swimmers, If I had to start swimming from scratch, my first step would be train like an Ironman.
37. After helping triathletes swim for 25 years as a elite-swimmers, this is how I'd *melt* my swim time
38. After helping triathletes swim for 25 years as a elite-swimmers, if I had to start swimming from scratch, my first step would be wine & dine the freestyle stroke.
39. Wine & dine the freestyle stroke to start swimming faster
40. After helping triathletes swim for 25 years as a elite-swimmers, this is the secret to understanding freestyle like the back of your hand
41. As a elite-swimmer, I helped triathletes master the freestyle stroke since 1997. This is the proven you need to know to kill fatigue and start cutting through the water like butter
42. After helping triathletes swim for the past 25 years, this is the proven step-by-step swim system to start cutting through water and placing higher in your swims
43. After helping triathletes swim for the past 25 years, this is the proven step-by-step swim system to start cutting your finish times by coming out of the water refreshed and strong

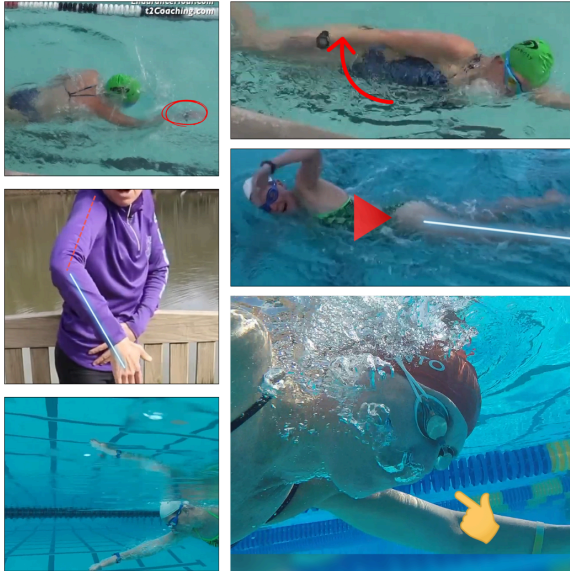
44. After helping triathletes swim for the past 25 years, this is a proven Swim System to start cutting your finish times and emerging from the water feeling refreshed and strong
45. After Helping Triathletes Swim For The Past 25 Years, This Proven Swim System Will Hlep You Cut Finish Times And Emerge Put Of The Water – Refreshed And Focused
46. After Helping Triathletes Cut Finish Times And Emerge Put Of The Water – Refreshed And Focused For 25 Years, This Is The Proven Swim System I Use To Get Faster As A Elite Ironman Swimmer.
47. After Helping Triathletes Cut Finish Times And *Emerge* Out Of The Water – Refreshed And Focused For **25 Years**, Here Is The Proven Swim System I Use To Get Faster As A Elite Swimmer.
48. After Helping Triathletes Cut Finish Times And *Emerge* Out Of The Water – Refreshed And Focused For **25 Years**, I Developed This Swim System To Get Faster As A Elite Swimmer. \
49. After Helping Triathletes Cut Finish Times And *Emerge* Out Of The Water – Refreshed And Focused For **25 Years**, This Is The Proven Swim System I Developed
50. "After 25 years of helping triathletes cut their finish times and emerge from the water feeling refreshed and focused, I'm proud to share the proven Swim System I've developed."
51. "With 25 years of experience in helping triathletes improve their finish times and come out of the water refreshed and focused, I present to you my proven Swim System."
52. "After 25 years of assisting triathletes in cutting their finish times and rising from the water feeling refreshed and focused, I've created this proven Swim System."
53. "Having spent 25 years helping triathletes achieve faster finish times and emerge from the water refreshed and focused, I'm excited to introduce my proven Swim System."
54. "For 25 years, I've been helping triathletes reduce their finish times and exit the water feeling refreshed and focused. I'm thrilled to present the proven Swim System I've developed as a result."

[Landing page](#)

Copy

@t2coachwendy

After Helping Triathletes Cut Finish Times And *Emerge Out Of The Water* – Refreshed And Focused For 25 Years, I'm Excited To Present You My **Proven Swim System**



- ✓ **The 7 Moving Parts Of Freestyle** that forever changed how I coached & trained
- ✓ **Workouts I'd always have in the back pocket** - when swimming 3.7 miles in one-go
- ✓ **This is why some drills don't help you** – and it's the same reason why you're plateauing
- ✓ **For adult swimmers who are almost (but not quite) satisfied** with their swims—and can't figure out what's wrong


Opt-in page (ignore)

Self analysis

- I believe I'm hitting all of the main points with this page like desire, problem, solution, authority but not the to maximum effect that will tip the readers to opt in → attempts to solve this was asking Chat gpt to give me variations of certain line to create the desire impact, Helped improve the initial 'question' of the opt in
- Unsure if the audience will know or trust the email course which is a unusual concept they're unfamiliar with → attempts to solve this was to clearly state what the FV is then tease the course by linking it to subtle authority points + aligning with problems/roadblocks avatar is familiar with (time management, not taking action, and not understanding freestyle)
- Wanted to play into the community factor but it was confusing and didn't add much to the landign page → removed it and solely focused the opt-in on the free value
- Appreciate your reviews g, this is part of my \$10k project for my client, rainmaker here I come
- Cost might be too high for people to sign up for a full 2 part email course → attempts to solve it was to amplify the frustration with hitting plateaus and emphasize how low cost it is
 - Hitting the same roadblocks over and over again
 - 10 years in

[Page link](#)



 BREATHLESS and *plateauing*?

1. How to swim with *flow* & ease using a step-by-step **Adult Swim System** ↓
2. Understand how the freestyle stroke *flows* & swim with ease in **2 steps** ↓

<Signup>

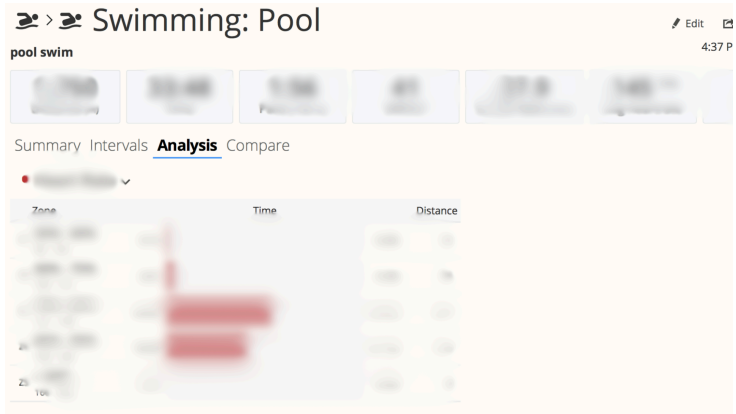
Understand The Moving Parts

Discover the 7 mechanics behind the freestyle stroke



Take Action

Apply what you learned & swim easier with **technique workouts**



What Does Other Athletes Think?

[<Insert these imageS>](#)