

Winners writer's process Landing page

Objective: Create an offer landing page that the avatar cannot refuse and would die to quickly try to apply for after hearing about

Logic: Cold email/call/social media outreach → landing page → learn more → book a call

Top player: <https://helium-seo.com/seo-agency/>

Who am I talking to:

- Business Owners: Fitness studio owners (yoga, pilates, other gay shit like that)
- Demographic: Age 30-50, typically local entrepreneurs, medium size business owners, or franchise owners.
- Psychographic: Health-conscious individuals passionate about helping others achieve their fitness and wellness goals but overwhelmed with running a business and managing social media.
 - Ideally runs weekly or even monthly events that they need to fill out (classes, seats, etc)
 - Want to expand their membership and get more clients into it

Where are they now

Current State of the Avatar:

- Physically: At their studio, checking emails for the day and clearing it to see if any current members are looking for something or new members are trying to look.
- Mentally & Emotionally: Feeling overwhelmed and tired with promoting events or classes, trying to increase membership, and host + teach classes or work with clients at the same time
 - Having to juggle 20 things at once and feeling overwhelmed with all the events + classes they have to handle
 - This has caused their viewership to tank & overall online funnel to tank
- Short-term goals: Increase class attendance, sell memberships, or fill spots for upcoming fitness events.
- Mid-term goals: Build a loyal community, boost overall membership retention, and increase engagement with consistent social media content.
- Long-term goals: Achieve a fully booked schedule with recurring memberships, a solid brand reputation, and a thriving community that turns them into a household studio in Melbourne and they don't need to scramble to get classes filled up

Pain:

- Struggling to fill classes or get consistent attendance for workshops or wellness events.
- Social media efforts feel like they're **not paying off**, and they lack the time or expertise to develop a content strategy that drives real engagement.

- Confusion about what kind of content will attract and convert followers into paying clients.
- Dealing with churn in memberships and needing to constantly generate new leads.

Desires:

- Want to **sell out fitness classes, retreats, or events** without spending all their time on social media.
- Looking for a **proven system** to consistently attract new clients and engage existing members.
- Need more visibility in their local community to position themselves as the go-to fitness/wellness provider.
- Save time by outsourcing their social media management to focus on their core business.

Beliefs:

- Many believe that social media can help grow their business but **doubt their ability** to do it effectively on their own.
- They may have tried **in-house social media** or lower-cost options like part-time freelancers but found them **ineffective** in delivering real business results.

Trust:

- Trust in marketing professionals is **moderate to low**—especially if they've been burned by vague promises from previous agencies or freelancers who didn't understand the fitness industry.
- They are more likely to trust **local providers** who show proven results for businesses like theirs.

Awareness level of the market: Solution-aware → knows that social media can help them reach more people across the board

Sophistication: Sophistication level 3 – been pitched to by agencies and see all these platforms but likely haven't ran into someone running this funnel for their specific situation

- Reframe with a mechanism + promise bigger dream outcome + specify down to the avatar

Where do I want them to be?

- Applying for a consultation call with me and submitting their answer
- Will they buy levels
 - Desire: 10
 - Trust: 8
 - Certainty: 8
- My product fit
 - Problem: Not having the content strategy in place or time to consistent fill out their events/classes or sell their intro offer– therefore limiting their ability to scale the business + how much they are able to make
 - Solution:

- Leverage their social media and current following to get more people into their classes/30days offer
 - Product:
 - M - **Preparing their offer for the New Year, start off the new year with a packed schedule, Stealing the New Year's Resolution members**
 - A - **Melbourne Yoga Studios**
 - G - **Sell out their classes**
 - I - **72 hours/3-days**
 - C - **Transformation**

Time-restricted Melbourne Yoga Studio's sell-out classes on Instagram 72 hour transformation Pack Classes In the next 72-hours

72-Hour Transformation for Melbourne to fill out classes for the New Year

Steal The New Year Resolution members: 72 hours Transformation for Melbourne Yoga Studios

Steal The New Year Resolution Member In Melb: 72-Hour Instagram Transformation For Local Studios

DM funnel + post creative

- Create a custom creative to attract attention (post/reel) that'll drive traffic to DMs
 - Use my past projects working formula to catch attention via reel or just carousel posts
- DM funnel to sell people & bring them to the studio
- Intro offer design if the prospect doesn't have one already

[☰ DEAD-SIMPLE SOCIAL MEDIA DM FUNNEL](#)

What steps do I need to take

1. Initial Attention (Hook and Credibility):

- **Helium SEO's Approach:** They use clear, no-nonsense language to immediately communicate their expertise and results-driven focus.
 - *Your Copy:* Start with a compelling, problem-based headline that addresses the key pain points of your audience (e.g., "Struggling to Fill Classes or Retain Members? Here's How to Change That in 30 Days").
 - **Mindset Shift:** Move from "I'm overwhelmed with too much to do" to "This service can take care of that for me, fast."
 - **Persuasion Elements:**
 - Show social proof upfront (testimonials from similar businesses).
 - Display a proven track record of helping other fitness studios increase attendance or membership.

2. Trust and Results Transparency:

- **Helium SEO's Approach:** They showcase case studies, emphasizing quantifiable results (e.g., traffic increases, lead generation improvements).

- *Your Copy*: Position yourself as the expert by providing case studies or client success stories, particularly in fitness and wellness niches. If you don't have fitness-specific case studies, use metrics that resonate with small business owners (e.g., percentage increase in class attendance or customer engagement through social media campaigns).
- **Mindset Shift**: From “Can I trust this?” to “This has worked for businesses like mine.”
- **Persuasion Elements**:
 - Case studies with metrics like “% increase in class bookings in 60 days.”
 - Visual proof like screenshots of campaigns or testimonials from successful fitness businesses.

3. Specific Solution for Their Problems:

- **Helium SEO's Approach**: They focus on tailoring their solutions to client-specific needs (SEO tailored to industries and business goals).
 - *Your Copy*: Highlight that your approach is designed *specifically* for fitness business owners and their unique needs (e.g., local marketing, social media strategies that convert followers into class sign-ups).
 - **Mindset Shift**: From “Generic marketing solutions don't work for me” to “This is built for my fitness business needs.”
 - **Persuasion Elements**:
 - Talk directly to their pain points: social media burnout, inconsistent attendance, limited time.
 - Include phrases like “custom creative designed for your local fitness studio” to emphasize specificity.

4. Simple, Actionable Steps (Low Resistance):

- **Helium SEO's Approach**: They break down their process into simple, easy-to-understand steps, reducing friction and making it feel easy to engage.
 - *Your Copy*: Explain how easy it is to get started—book a call, fill out a simple form, receive a customized strategy. Focus on making the process feel low-effort and high-reward.
 - **Mindset Shift**: From “I don't have time for this” to “This process is so simple, I can get started without hassle.”
 - **Persuasion Elements**:
 - Use step-by-step instructions (e.g., 1. Book a Call. 2. Get a Free Strategy Plan. 3. Start Filling Your Classes).
 - Use a call-to-action that reduces resistance like “Book a free consultation, no obligations.”

5. Guarantee and Reduced Risk:

- **Helium SEO's Approach:** They offer performance-based results, minimizing the perceived risk for the client.
 - *Your Copy:* Consider offering a risk-free trial, introductory offer, or a results-based guarantee (e.g., "We guarantee your next event will be booked out or you get your money back").
 - **Mindset Shift:** From "What if this doesn't work?" to "I have nothing to lose trying this."
 - **Persuasion Elements:**
 - Add a results-driven guarantee or specific benefit tied to their goals (e.g., "Get 20 new sign-ups in 30 days or your money back").

6. Urgency and Scarcity:

- **Helium SEO's Approach:** While Helium SEO doesn't explicitly use scarcity, you can add this layer to boost conversions.
 - *Your Copy:* Create urgency by limiting the number of spots available for calls or making a special offer available for a limited time.
 - **Mindset Shift:** From "I'll think about it later" to "I need to act now or miss out."
 - **Persuasion Elements:**
 - "Limited spots available for this week's consultation calls."
 - "Only 5 studios will be selected for this introductory offer."

7. Emotional Engagement (Connecting to Their Vision):

- **Helium SEO's Approach:** They focus on data and logic, but adding an emotional layer would make your offer more compelling.
 - *Your Copy:* Appeal to their passion for fitness and community building. Paint the vision of what a fully booked schedule and thriving fitness community would feel like.
 - **Mindset Shift:** From "This is too much work" to "This is exactly the future I want for my studio."
 - **Persuasion Elements:**
 - Emotional language like "Imagine a fully booked studio where your community is growing every day without sacrificing your time."
 - Speak to their personal goals of building a loyal, engaged community while freeing up their time for what they love—coaching and fitness.

8. Clear Call-to-Action:

- **Helium SEO's Approach:** Their call-to-action is simple and clear: request a proposal.

- *Your Copy*: End with a strong call-to-action (CTA) that ties back to the urgency and benefits: “Book your free strategy call now and start filling your classes in 30 days.”
- **Mindset Shift**: From “Should I do this?” to “This is exactly what I need.”
- **Persuasion Elements**:
 - CTA buttons with immediate action (“Get My Free Strategy,” “Fill My Classes Now”).
 - Reassure them with reminders about the risk-free or limited-time nature of the offer.

Name Ideas:

- Pre-New Year Member Leap Grow Your Studio in 72 Hours
- 72-Hour Member Surge Transformation Before the New Year Rush
- Get New Members For The New Years in 30-Day
- Steal The ‘New Years Member Rush’ In 72-Hour Transformation
- Steal The “New Year’s Enrollment Wave” Before November in 72-Hour Transformation
- Steal The “New Year’s Enrollment Wave” in 72-Hour Transformation
- Get 5-10 Clients To The Studio From Instagram In 72-hour Transformation Before The New Year Hype Comes By
- Get 5-10+ new members in 72-Hours Before The
- Monetize your Instagram & intro-offer in 72-hour
- Monetize your Instagram & intro-offer in 72-hour
- Optimize your Instagram & land 5+ clients in 72-hours for the New Year Hype
- Fill out Yoga Classes in 72-hour
- Steal The New Year Resolution Member In Melb: 72-Hour Instagram Transformation For Local Studios
- Fill Out Classes With New Year Resolution Clients System in 72 Hours
- Fill Out Classes With New Year Resolution Clients System
- 72-Hour System To Fill *Steal* The New Year Resolution Clients Before November – for Local Yoga Melbourne studios sick of managing their social media
- 72-Hour System For MELB Studios To Steal The ‘New Year Resolution Clients’ Before People Start Setting goals
- 72-Hour Transformation For Melbourn Studios To Fill Out Classes Using Instagram With ZERO Extra Work–Before People Start Setting their goals
- For The Surge Of Goal Setters
- 72-Hour System For Melbourne Studios To Fill Out Classes As People Set New Year Goals
- 72-Hour Transformation For Local Studios To Fill Out On Social Media With Less cost & Zero Extra Work
- MELB Studio’s 72-Hour Transformation To Fill Out Classes Before The New Year Competition
- 72-Hour Instagram DM Transformation To Fill Out Classes For The New Year
- 72-Hour Instagram ‘Fill Out Classes’ Transformation For The New Year

- Melb Studio's Instagram Transformation To Get 5+ Clients In 72-Hour Before The New Year Rush
- Local Melbourne Studios '5+ Clients In 72-hour' Transformation

Challenge, Blueprint, Bootcamp, Intensive, Incubator, Masterclass, Program, Detox, Experience, Summit, Accelerator, Fast Track, Shortcut, Sprint, Launch, Slingshot, Catapult, Explosion, System, Getaway, Meetup, Transformation, Mastermind, Launch, Game Plan, Deep Dive, Workshop, Comeback, Rebirth, Attack, Assault, Reset, Solution, Hack, Cheatcode, Liftoff

[Website link](#)

Copy

[Try NOT to Share This Page To Keep This Once-A-Year Strategy Secret](#)

Melbourne Studio's '3+ Clients In 72-hour' Transformation

If you're not aiming to expand your studio across Melbourne or to consistently fill classes, then this transformation isn't for you, so it's best to save time by clicking off this page.

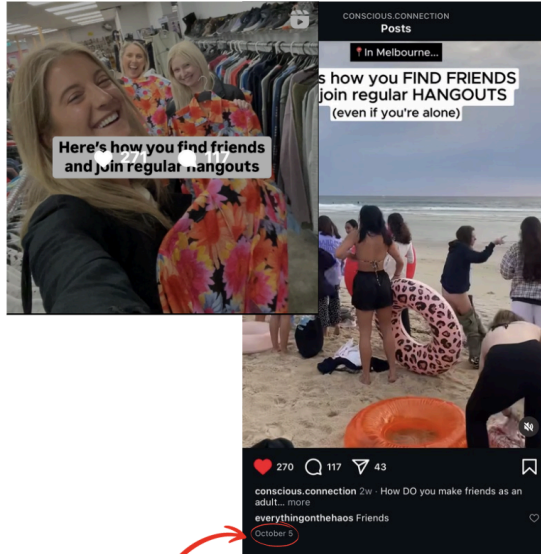
But if you're still here, here's how I can guarantee you 3+ clients on Instagram in 72 hours.

Battle-tested in Melbourne and helped SELL OUT all its events.

After months of refining this strategy, this funnel helped a local event planner **increase their revenue by 58.3%** and **sold out their entire attendance** for every event hosted from September to November.

[<insert video testimonial>](#)













Transformation 72-hour results



OCT 6 Conscious Connection | [View Post](#) (Page 99 / 100)
Sunday, October 6, 2024 at 2:00 PM AEDT

99 / 100

Month results

SEP 14		Conscious Connection Girls Picnic (Females aged 10-35) New Farm Park Winery Saturday, September 14, 2024 at 1:00 PM AEST	68 / 68
SEP 19		Conscious Connection Ginza Night (ages 35+) The Tropic Cove - Central Tropic Bar & Beer Garden Thursday, September 19, 2024 at 6:30 PM AEST	32 / 32
SEP 20		Conscious Connection Communal Dining Experience (ages 25-40) Captain's Table Friday, September 20, 2024 at 7:00 PM AEST	52 / 52
SEP 21		Conscious Connection Pilis + Pilates (ages 25-35) In One Studio Saturday, September 21, 2024 at 11:00 AM AEST	20 / 20
SEP 22		Conscious Connection Girls Brunch (Females aged 25-35) Wentworth Bakery Sunday, September 22, 2024 at 11:00 AM AEST	2 / 2
SEP 25		Conscious Connection Ginza Night (ages 35+) The Catchment Brewing Co Wednesday, September 25, 2024 at 6:30 PM AEST	35 / 50
SEP 26		Conscious Connection Tennis + Trivia (ages 25-40) Ponds Mensons Winery Thursday, September 26, 2024 at 6:30 PM AEST	49 / 49
SEP 29		Conscious Connection Yin + Yin (ages 25-35) In One Studio Sunday, September 29, 2024 at 4:00 PM AEST	20 / 20
OCT 4		Conscious Connection House Party (ages 25-40) Northside Winery Friday, October 4, 2024 at 7:00 PM AEST	211 / 215
OCT 5		Conscious Connection Creative Queens (ages 25-40) The House of Wood Saturday, October 5, 2024 at 2:00 PM AEST	30 / 30
OCT 19		Conscious Connection Travel Lunch (ages 25-40) Ponds Mensons Winery Saturday, October 19, 2024 at 12:00 PM AEST	36 / 36
OCT 20		Conscious Connection Pilates Party (ages 25-40) Oliver Winery Cooking School Sunday, October 20, 2024 at 9:00 AM AEST	41 / 41

*Event titles are blurred out for cliental privacy.

Here's How This Transformation Will Help You Steal The Surge Of News Years Clients Before December

If your studio has been around Melbourne for a year, you probably have a decent-sized Instagram account (1k-3k+ followers).

Chances are, those numbers probably don't reflect the members at the studio.

This means that you're missing out on hundreds... if not **THOUSANDS** of people who are interested in yoga, pilates, or whatever practices your studio offers.

However, the problem comes when everyone starts making their New Year resolution to improve themselves...

And it turns into a brawl between every Melbourne studio for the surge of new signups.

Then you not only miss out on the followers interested in your studio... but it also costs A LOT more to get those leads with Facebook ads, SEO, or Google ads.

That's where this '3+ Clients In 72-hour' Transformation comes in.

By getting in front of those high-intent buyers (MONTHS before the New Year rush) using an Instagram funnel that...

- Does NOT require regular posting
- A "Algorithm Expert"
- Or expertise in sales

This done-for-you funnel is designed to help you quickly bring a horde of new faces to the studios for January...

And steal a surge of new potential clients right under the nose of every other studio.

Best of all – since this funnel is proven to work locally in Melbourne, I can offer a...

100% Money-Back Guarantee If You Don't Get 3+ clients on Instagram in 72 hours

However, to maximize results leading up to the December rush,

Only **3 studios across Melbourne** will be selected for this 72-hour Transformation.

Quickly Apply & Learn More In A 30-Minute Call:

Please fill out the following form to see if you qualify for this Instagram funnel.

If you're chosen – we'll arrange a 30-minute call where I can completely reveal this strategy...

And even showcase post ideas that sold out a 100-person event last month

Here's how you can apply for this offer:

1. Answer the 7 questions in the form below to apply for this “**Melbourne Studio’s ‘3+ Clients In 72-hour’ Transformation**”.
2. In 24 hours or less, you'll receive a confirmation email to let you know if you were selected
3. If selected, we'll set up a time and date in the next week to get this show on the road

<insert form>