STEP 1:Social Media Funnel (Personal Trainer) Client is a friend

---

- Step 2: Reader is at Level ¾ of Level Awareness (They are either fat or skinny or not strong enough and know they need to workout or eat better but don't know how)

- Step 3/4: I will make my client do videos like (and edit them)
  1. ''Day in the life'',
  2. ''Workout splits that will help get X amount of muscle in Y time'',
  3. ''Feedback like body transformations and people's reviews of his work''
  4. He has a personal brand so I want to create a website for him so he can get better sales and show/provide his products to the public more effectively. Also his workout and training information.
  5. Use what Top market is using, like '' THis is wat X product does to your body'', ''If you do this you will…'', ''He lost X weight in… weeks''/ Gained

---

Market Sophistication
1. Market is at Level 3
2. Will engage it to level 4 by improving his brand's status, and attract more people for my client and improve his marketing.

Step 1: Social Media Funnel (Nail Salon and Manicure) Client is also a friend

---

- Step 2: Reader is at level 3 (Specially women, they want their nails done, hair etc but this Client isn't well known yet but her work is really good) (My Product isn't reaching people yet

- Step 3:
    1. I think a day in the life is a good idea, to show her workspace, her working.
    2. Client's testimonials with photos of her work, reviews, instagram stories mentioning her page.
    3. Also, would like to create a webpage of her small business to help her grow. So she can book clients, an intro about her and how she started it, photos of her workspace and work. Work schedule,
    4. Advertise for example with 10% off discounts
    5. Instagram highlights, with reviews, prices, photos of her work again

Market Sophistication

1. Business is at stage 2 (A lot of people are using the same instagram profile ideas/strategies to attract clients
2. Will engage it to level 3 with powerful reels and the website.