

Prospect: Coach JP

Info on the brand:

- Coach JP is an online strength and mobility coach from Houston who is helping people move stronger while pain-free. He tends to do more unconventional movements such as kettlebells core flows and some steel mace swings. He has about 18k followers on Tiktok which is his most active page. Coach JP says, "Helping my clients improve their body's overall functionality and composition is my passion, which I have honed for over 20 years. The allure and benefits of performance training captured my attention as a high school varsity football player. Consequently, I began the journey of honing my craft, continuing as a collegiate athlete and graduating from the University of Houston with a degree in Exercise Science and Health with a vision of using wellness to change lives. I spent the next 20 years as a fitness specialist for a Fortune 100 company, managing its corporate gym, training executive-level employees, leading exercise classes, and organizing company-wide health and wellness initiatives. And because I believe physical fitness should also be fun, I also trained and equipped myself and these desk-bound professionals to participate in numerous recreational and competitive sporting events, such as amateur boxing, basketball leagues, mud runs, and obstacle course races. Whether you are preparing for recreational sports competitions or life's challenges, I can help guide you on your journey to achieve your goals and become a better you."

****Going to use this information in AI to do some market research**

What does he want and/or need to improve?

- Input into Chatgpt:
 - "Coach JP is an online strength and mobility coach from Houston who is helping people move stronger while pain-free. He tends to do more unconventional movements such as kettlebells core flows and some steel mace swings. He has about 18k followers on Tiktok which is his most active page. What are 20 things Coach JP might lie awake at night worrying about regarding his online coaching and social media pages?"
 - Got back some very generic responses, need to include more information about his website and programs
 - Problem with sales process → no email-list sign-up
 - Noticed this on my own and I'm gonna roll with it

Pains and desires:

- Coach JP does not have a large social media presence. He has around 18k followers on tiktok and around 4k followers on instagram. Coach JP likely feels undervalued. He posts content on a daily basis and puts in a lot of effort into his social media pages.

Without growing these social media pages, he will never be able to help the amount of clients that he desires. Coach JP desires to help and reach as many clients as he can.

Input into ChatGpt:

- I would like you to write another email for me with the same guidelines I gave you, but this time for a different client and with the tone of Gary Halbert. Coach JP is an online strength and mobility coach from Houston who is helping people move stronger while pain-free. He tends to do more unconventional movements such as kettlebells core flows and some steel mace swings. He has about 18k followers on Tiktok which is his most active page. Coach JP says, "Helping my clients improve their body's overall functionality and composition is my passion, which I have honed for over 20 years. The allure and benefits of performance training captured my attention as a high school varsity football player. Consequently, I began the journey of honing my craft, continuing as a collegiate athlete and graduating from the University of Houston with a degree in Exercise Science and Health with a vision of using wellness to change lives. I spent the next 20 years as a fitness specialist for a Fortune 100 company, managing its corporate gym, training executive-level employees, leading exercise classes, and organizing company-wide health and wellness initiatives. And because I believe physical fitness should also be fun, I also trained and equipped myself and these desk-bound professionals to participate in numerous recreational and competitive sporting events, such as amateur boxing, basketball leagues, mud runs, and obstacle course races. Whether you are preparing for recreational sports competitions or life's challenges, I can help guide you on your journey to achieve your goals and become a better you." Coach JP does not have a large social media presence. He has around 18k followers on tiktok and around 4k followers on instagram. Coach JP likely feels undervalued. He posts content on a daily basis and puts in a lot of effort into his social media pages. Without growing these social media pages, he will never be able to help the amount of clients that he desires. Coach JP desires to help and reach as many clients as he can. I can help Coach JP out by making him an email-list sign-up. This will allow Coach JP to stay in touch with prospects who visit his page that aren't ready to buy his program. By sending out daily or weekly emails to these prospects, they will become more familiar and interested with the brand, and eventually desire to buy the program.

Output:

Dear Coach JP,

I've been following your content on TikTok and Instagram and I must say, you're an impressive online strength and mobility coach. Your unconventional movements such as kettlebell core flows and steel mace swings are a breath of fresh air in the fitness industry. I love how you're helping people move stronger while pain-free.

I read about your story on your website and I must say, it's very inspiring. You have honed your passion for over 20 years and have helped countless individuals become a better version of themselves. It's not every day that you come across someone who is passionate about performance training and uses wellness to change lives.

However, I noticed that you don't have a large social media presence despite the quality of your content. You only have around 18k followers on TikTok and 4k followers on Instagram. That's why I want to help you grow your brand and reach as many clients as you desire.

One of the ways to do this is by creating an email list sign-up for your website. This will allow you to stay in touch with prospects who visit your page but aren't ready to buy your program yet. By sending out daily or weekly emails to these prospects, they will become more familiar and interested in your brand and eventually desire to buy your program.

I'm confident that with my expertise in email marketing, we can create an effective email list sign-up that will help you achieve your goals. Let's work together to take your business to the next level.

Best regards,

[Your Name]

Notes on this:

- Need more spacing, preferably after every sentence
- The solution doesn't connect well with the pain point
- Email is too long, should be around 150 words
- Should include WIIFM at the beginning
- Overall a solid base to start with, considering I can tweak this a bit
- I can give the AI more and better emails to read over, then ask it to base future emails off those ones

Next input:

- I want you to make some edits to the email you just sent and then resend a new version. The email should only be around 150 words and should include more spacing. Each line should only be a sentence long. I also want the first 2 lines of the email to start with the concept of What's In It For Me (WIIFM)? WIIFM is a term that marketers and sales professionals use to describe what people want in order to buy a product. If you're trying to sell something, it's important for your target audience to know why they should care about what you have to offer.

Output:

What's in it for you, Coach JP? A chance to unlock your full potential by reaching more clients with email marketing.

With over 20 years of experience and a degree in Exercise Science and Health, you have the knowledge to help countless individuals achieve their fitness goals. However, your social media presence doesn't reflect your expertise, and you may feel undervalued.

But don't worry, by adding an email list sign-up to your website, you can stay in touch with prospects who aren't ready to buy your program. With regular emails, you can build a relationship with your audience and convert them into paying clients.

Let's work together to help you reach your full potential and help more individuals achieve their fitness goals.

Notes on this:

- Email is too short this time, some elements of this are better while others are worse
- Should've told AI to not actually say "what's in it for you"

Final Email:

Subject Line: Made something interesting for you...

I have a chance for you to unlock your full potential by developing more trust between yourself and your clients.

I've been following your content on TikTok and Instagram and I must say, your unconventional movements such as kettlebell core flows and steel mace swings are a breath of fresh air in the fitness industry.

I love how you're helping people move stronger while pain-free.

With over 20 years of experience and a degree in Exercise Science and Health, you have the knowledge to help countless individuals achieve their fitness goals.

However, I noticed you don't have an email list sign-up on your website.

By adding an email list sign-up to your website, you can stay in touch with prospects who aren't ready to buy your program.

Sending daily or weekly emails will allow these prospects to gain further insight into your brand while also becoming more interested in what you have to offer.

For now, I made you something interesting...

Thank you for your dedication and commitment to empowering others through movement. I look forward to hearing back from you soon.

Best,