

<Type of business> - Business coach for online trainers.

<Business objective> Sell programs to online trainers and help them grow their fitness brand.

Winner's Writing Process

1 . Who am I talking to?

Fitness trainers with an online business at less than \$20k/month who want to scale their revenue and grab more clients.

2. Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

- They are potentially scrolling through their feed and then stop once they see the ad (paid ad funnel).
- Level 3 Solution aware - Since they're business owners and aren't making tons of money, they probably want to scale their business (who doesn't want more money) and know about all the other online gurus that claim that they can help them.
- Scaled back from Level 5 to Level 3 (in the chart): There's lots of online coaches that claim they can take fitness trainers from absolutely nothing to millions of dollars per month (and the courses probably cost a lot too). This person however, has niched down to trainers that make less than 20k/month and are offering them a free course. They also handle any objections like building a website (trainers probably don't want to hassle to make one) and have a high following. It also addresses how the algorithm is against them and how this guy is the only one that can help make the algorithm in their favor.
- Current State
 - Struggling
 - Frustrated
 - 0-few clients
 - Less than 20k/month
 - Maybe struggling to support family.
 - No guidance
- Dream State
 - Prosperous business
 - Scaled business to 6 or 7 figures.
 - Lots of clients
 - Low amount of effort (no website and low follower count)
 - Rolling around in money.

3. What do I want them to do? <list out all desired actions for the reader to take>

- Stop scrolling.
- Watch the video
- Read the caption

- Click the link to the free training.

4. What do they need to experience/think/feel to do that? <List the outline of what tactics and elements the top player used to take the reader from where they were at the beginning to the final objective>

Stop Scrolling

- Catchy headline - it becomes personal and relatable to the trainer who isn't making 20k/month.
- Large subtitles with different and contrasting colors.
- Has a strong hook as he starts by addressing all the fitness coaches who aren't making bank and makes them seem like they're missing out.

Watch the video/read the caption

- Outlines the proven tried methods and why they no longer work - Outreaching, sending 100 cold dms per day, posting on social media, running ads.
- Saying algorithms are going against them makes the audience stop and rethink their whole social media marketing (what's the point of being here if the algorithm doesn't support me).
- Promises new mechanisms - "There are newer and better ways to get clients", "Let the systems do the heavy lifting for you. Work smarter, not harder."
- Describes the benefits - No complicated funnels, no wasting hours with cold outreach, get high PAYING and CONSISTENT clients.
- Negates all the advice that other coaches are providing so that the audience comes to them "In fact, the key to getting dream clients is to stop doing 97% of the stuff all of the 'gurus' are trying to sell you"
- Giving them a low risk offer - free training.
- Giving them credentials - "I'm Chris Lynton, & unlike most 'gurus' I built a 7 figure online fitness business FIRST, then decided to teach other fitpros how to grow." "Everyone around the world and all my students have used it and have become successful".
- Challenges the audience - "Hustle all-day & you'll probably get a few clients. But as soon as the hustle stops. Your business stops. That ain't a real business. What if I told you the key to being a successful online fitpro was to do LESS?!" This reaffirms their belief that the traditional methods don't work and that a real business means that they have to do less than what they're doing now.

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Click the link to the free training

- Low risk offer - free so the audience has nothing to lose.
- Simple watch the training now CTA.
- Emojis to make it stand out.
- Promises that autopilot will run their business for them and they won't have to lift a finger

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