

I. the 4 questions

To whom am I speaking? Who is my avatar?

The target audience is men aged 18 to 36 who want to build muscle, while keeping the copy open to other profiles (women, men looking to lose fat, etc.). My avatar is Alex, 26 years old, who works in a store and is interested in bodybuilding. He has already been training for a while but hasn't seen much progress because he tackles it alone with a few YouTube videos. He doesn't have much knowledge about nutrition and does his workouts somewhat 'by feel.'



Where are they? What do they feel? Where are they in my funnels?

They already have some basic knowledge about bodybuilding as they explore it on YouTube and other social media platforms, but they don't know enough to achieve truly impressive results. Their progress is slow and somewhat challenging.

They feel:

- Frustration because results are hard to come by.
- Doubts about their abilities.
- Possibly body image complexes.

Their dream: To have an aesthetic and strong body that they love.

Roadblock: They sometimes lack time, but more importantly, they are lost and don't know exactly what they need to improve to progress.

Solution: To be guided by a professional coach.

What is the final goal of my copy? What should they be led to do?

They should be prompted to click on the CTA to purchase a program tailored to their desires or a comprehensive personalized fitness and nutrition plan.

What should they feel throughout my copy if I want them to take action? What are the different stages?

They should feel frustration regarding their initial situation.

Then, they should understand that to eliminate these negative feelings, the solution lies in fitness and nutrition (a healthier lifestyle).

They should be halted in their tracks by understanding what the roadblock is.

Explanation on how to overcome the roadblock + brief presentation of the products.

Hope, a promise of results, and a CTA.

what I think is necessary through my copy

I want:

- Each part to create curiosity for the next section.
- Juggling between threats and opportunities.
- Identifying the exact problems of the audience, finding what resonates with them.
- Creating a movie in their minds—a threatening one at the beginning and a dream-like one at the end.
- Using kinesthetic language at least once.
- Being honest about the fact that miracles don't exist and that without giving their all, there will be no results.
- Success or excuses.
- Perhaps, "Are you serious?"

the Copy

Margot Personal Coaching

[Logo]

Navigation: [Home](#)/ [Who am I?](#)/ [Packages](#) /[Testimonials](#) /[Contact](#)

If you've landed on this site, it's because you want to make a change. We've all been there. You wake up in the morning, thinking about your workout, but as you pass by your mirror, you see no progress. You feel frustration and confusion: "Why am I training if it feels like I'm standing still?"

You're not alone.

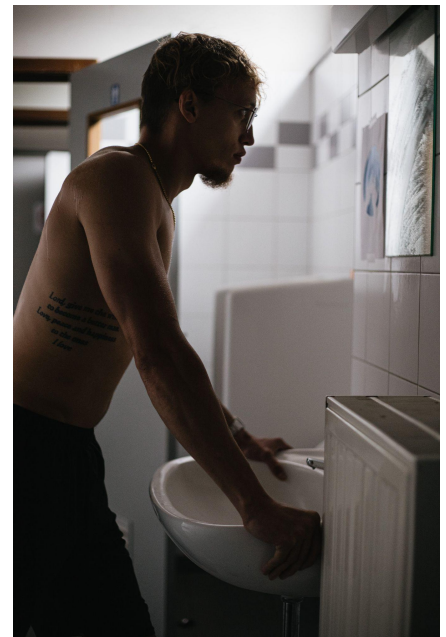
You ventured into the gym to push your limits, sculpt a physique you love, achieve robust health, and transform who you are. What's the point of having a body that doesn't satisfy you? Well, you're on the right path.

I can guide you



I'm Margot, a certified personal trainer for 5 years, passionate about and practicing bodybuilding for a decade. Physical culture is a lifestyle for me, and I can help it become one for you too.

Lack of time, the ups and downs of workouts, or a lack of knowledge are all obstacles to your progress. Challenges we all face, but we can't let them hinder our advancement.



How to proceed, then?



Just as we don't go to war without a battle plan, we don't train without a program! No more aimless workouts that waste your time and energy. With me, you enter the gym knowing exactly where you're going. I offer you my packages, each designed to meet YOUR specific needs, like chapters in the conquest of your own body that you choose based on your goals.

I have several solutions for you:



- Programs prepared to guide you toward your overall goal (muscle gain, fat loss, strength quest)

[CTA button] Find what suits me



- Specific programs prepared to tackle your weaknesses.

[CTA button] Address my weaknesses

Complete guidance: The pinnacle of personalization, this includes the development of a fully customized program with nutrition tailored to your needs and my support at every step of your journey to answer your questions and optimize each of your sessions.

[CTA button] Start now

However...



Miracles don't exist. Are you truly serious about your approach? If you maintain the same lifestyle as before, you'll have the same results as before. But with the right plan, the right attitude, and a bit of sweat, you can change your life. So, choose: excuses or the body of your dreams?



Imagine finishing each session, each day, feeling the pleasure, satisfaction, and power of those who achieve. Transform not only your physique but also your perception of yourself. The complexes of the past will be replaced by growing self-confidence.

[CTA button] Start Your Transformation!



My personal analysis

I think my copy contains pretty much everything I wanted to put in. However i'm wondering if the text isn't too long for a coaching website. I have to create her website from the start and i'm focusing on having a satisfying copy before starting the design. Some of the images are in bad quality because my client sent them to me by messenger but it will change. Maybe my first sentence is not grabbing enough attention.

I read this everyday and I still can't seem to write something that is a better result to me. I wrote 2 other version that I will post just under this text.

Please, notice that this is not the original language of this copy, I translated it from french.

The other versions

other version 1 (without images)

Feel stuck in your progress? It seems like you're not moving forward, and your efforts lead to nothing. Bodybuilding requires a certain level of discipline, but you're unsure how to apply it.

You seek progress through YouTube videos where people say conflicting things, and the more you train, the more confusing it becomes.

We've **ALL** been there, and if you're not progressing as much as the titans you encounter at the gym, it's because they have something you don't.

It's not genetics, it's not magic products, and it's not luck. They know what they're doing, and they know it because they have a plan.

Would you go to war randomly? Do you want to leave every detail of YOUR progress to chance? Of course not.

I've been a coach for 5 years now and passionate about it for over 10 years. I've participated in two powerlifting competitions and have already helped over 100 practitioners progress toward their goals. I've tried various approaches myself, but let me help you save time and go from a beginner to a titan.

Imagine entering the gym being the one beginners look at with envy (and maybe even jealousy).

Enter the gym with a program tailored to your needs, follow my advice, and transform yourself!

Generic Programs:

Looking for a program tailored to your goal without the constraint of having me on your back? Whether you're a beginner or have limited time, choose your goal and profile, and go for it!

[Call to action] Find your program!

Targeted Programs:

Know your weaknesses and want to address them or focus on a specific area without neglecting the rest of your body? This formula is what you need.

[Call to action] Target your weaknesses!

And if you want to understand, learn, and evolve even faster, also tailor your nutrition to your needs.

The Golden Chad Follow-up(not the real name of the product she just hasn't chose the name yet) :

Need guidance because you're looking for rapid progress and a chance to get answers to all your questions 7 days a week? Want a workout AND nutrition program entirely calibrated for YOUR needs.

[Call to action] I want to be guided.

Sure, you can keep wasting your time, but life goes on, and your friends are progressing without you. How many more excuses will you find before doing what it takes to progress?

[Call to action] Start your transformation.

Other version 2 without images

"Use the text from the first copy in the VIDEO (except the part about the programs).

Here are my formulas, which will help you achieve convincing results in just 3 months:

Generic Programs:

Are you looking for a program tailored to your goal without the constraint of having me on your back? Whether you're a beginner at the gym or have limited time, choose your goal and profile, and go for it!

[Call to action] Find your program!

Targeted Programs:

Do you know your weaknesses and want to address them or focus on a specific area without neglecting the rest of your body? This formula is what you need.

[Call to action] Target your weaknesses!

The Golden Chad Follow-up (not the real name of the product she just hasn't chose the name yet):

Do you need guidance because you're looking for rapid progress and the possibility of answers to all your questions 7 days a week? Do you want a workout AND nutrition program entirely calibrated for YOUR needs?

[Call to action] I want to be guided."

I think

the first alternative version is maybe not the good format, maybe it would fit better on an ad.

And i'm doubting about the 2nd version because a video can also discourage people and not catch their attention enough. Maybe put a lead before the video?

good writing, a good piece of copy, although i would suggest making a mockup of the website on Canva, it just makes it look that much nicer.

send them all out so she can see what she likes, it also shows a solid work ethic.