

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Personal Trainer

Business Objective: Get more attention

Funnel: FB ADS

WINNER'S WRITING PROCESS

1. Who am I talking to?

Working aged Males and Females who are either looking to lose weight/gain muscle

2. Where are they now?

They are scrolling through facebook/instagram

Current Levels

- ❖ Pain 3/10
- ❖ Belief in the idea of personal training 6/10
- ❖ Trust in Ultimate Performance 2/10

Current state

- ❖ I want to lose weight I'm so fat
- ❖ Jealous

- ❖ Frustration
- ❖ Difficulty attracting the opposite gender
- ❖ My clothes don't look good on me

Dream state

- ❖ I'm in very good shape
- ❖ All my clothes fit me very well
- ❖ transforming your body
- ❖ lost close to 10kg
- ❖ the results in your physique and mindset will come positively fast

3. What do I want them to do?

Stop scrolling and watch the ad

Click the link to book a consultation call

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Stop scrolling and watch the ad

- Demonstration of the service
- Dream state by using an athlete who is in good shape clearly
- Contrasting colors (Red)
- Video

Click the link to book a consultation call

- Ultimate Performance has radically redefined the art and science of personal training
 1. Explaining the service
- to create an experience that will transform your body, your health and your life
 1. Highlighting the frustrating current state and offering a solution to reach the dream state
- We've helped over 20,000 clients across the globe achieve their dream fitness goals
 1. Using social proof to build trust in the company
- Enquire now and find out how we can do the same for you.
 1. CTA

DRAFT



**Change
your body**

**Enhance
your health**

**Elevate
your life!**

Ultimate Performance has fundamentally transformed the approach to personal training, blending art and science in new ways.

To deliver an experience that will change your body, enhance your health, and elevate your life!

We've assisted more than 20,000 clients worldwide in reaching their fitness aspirations.

Enquire now if you want to reach your fitness goals ----> [Enquire Now](#)

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