

WWP

Business Type:

[online coaching, fitness program,]

Business Objective:

- **Objective:** Grow revenue by generating and closing a minimum of 30 leads per month for your €1000 fitness program.
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Funnel:

- **Lead Magnet → Landing Page → Email Nurture Sequence**
 - Lead Magnet: Fatloss guide
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WINNER'S WRITING PROCESS

Who am I talking to?

- **Describe the avatar:**
We're targeting **men aged 25-40** in the Netherlands. They are:
 - Mid to high income.
 - Busy professionals or fathers.
 - They want to lose weight, build muscle, and feel more confident in their body.
 - They've tried various fitness trends (cardio, crash diets) but failed to see lasting results.
 - They are frustrated by lack of time, energy, and motivation and discipline.
 - They want results but without sacrificing their social life.
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Where are they now?

- **What are they literally doing right now?**

- They're likely **scrolling through social media**, possibly after work or during a break.
- They might also be **searching online for quick fitness tips**, watching YouTube videos, or browsing fitness-related content.
- They're trying to find something that fits their busy schedule without requiring too much time or energy.
- **Market Awareness (Level 1, Level 2, Level 3, or Level 4?)**
 - **Level 3:** They are **problem-aware** but **not yet fully solution-aware**. They know they need to lose weight and build muscle, but they aren't aware of how a balanced approach of strength training and nutrition can work better than their previous methods.(they think they need to do crazy amounts of cardio and eat less to lose weight wich that will bring there further from there dream body)
- **Market Sophistication (Stage 1, Stage 2, Stage 3, Stage 4, or Stage 5?)**
 - **Stage 5:** They've been exposed to a range of fitness solutions like cardio, crash diets, and trendy workout programs. They've tried various things, but none have worked long-term.(they most likely fell off the wagon multiple times)
 - that is why we frame it like an new method to aikido it back to stage 3
- **Painful current state:**
 - Frustrated from failed attempts at losing weight.
 - Feeling guilty or defeated because they're not in shape.
 - Believing they need to sacrifice time and social life to get results, which they're unwilling to do.
 - Feeling insecure everytime they need to get there shirt of or show there body like at the beach,swimming pool, or when the clothes aren't oversight, they will feel frustration at there self and an feeling of insecurity
 - Frustrated at themselves because they aren't stay discipline and motivated
- **Dream state:**
 - They want to be **leaner and stronger**, look good, and feel confident.
 - They dream of having a body they can be proud of without having to spend hours in the gym or give up social time.

- They secretly want people to notice and give them compliments
And they want people to respect them he wants to be the main character dont matter where he is he want people to notice him
 - Most of them are fathers or future fathers and they want respect from men and from females
 - **Current Levels:**
 - **Is the value I'm going to get worth it? (1-10)**
 - **6:** They are willing to spend money on fitness solutions but are hesitant because they've tried programs that didn't work before.
 - **Do I believe the idea will work? (1-10)**
 - **6:** They want to believe, but their confidence is low due to past failures. They'll need to see clear proof and easy-to-follow solutions to build trust.
 - **Do I trust the company/person selling this product? (1-10)**
 - **5:** Since they may not be familiar with your program yet, they'll need to see social proof and client testimonials to build trust.
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What do I want them to do?

- **Describe the experience you want your customer to have at this stage in the funnel, and describe what action you want them to take:**
 - **Experience:** You want them to feel excited and hopeful after downloading the fat loss guide. They should feel like they've finally found a solution that won't overwhelm them or require sacrificing their social life.
 - **Action:** At this stage, you want them to download the lead magnet, open and engage with the emails, and eventually **book a consultation call** to discuss joining your €1000 fitness program.
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What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- **See:**

- Success stories of other men in similar situations who achieved results.
- An easy-to-follow plan that fits their busy schedule.
- Proof that they won't need to sacrifice their social life or spend hours in the gym.
- **Feel:**
 - Confidence that this program is designed for busy, frustrated men like them who have tried and failed before.
 - Excitement about starting a new journey that feels manageable and realistic.
- **Experience:**
 - Small wins in the form of simple workouts or nutrition tips they can implement immediately.
 - A personalised connection through relatable success stories and tailored emails that speak directly to their struggles and aspirations.

What do I want them to do?

- **Describe the experience you want your customer to have at this stage in the funnel, and describe what action you want them to take:**
 - **Experience:**
 - When they encounter your lead magnet or email sequence, you want them to feel:
 - **Understood:** That their specific challenges with time, energy, and failed fitness attempts are recognized.
 - **Inspired:** By success stories and actionable tips that feel manageable and effective.
 - **Motivated:** Enough to take action after each email, feeling like each step gets them closer to the results they want.
 - **Action:**
 - At this stage, your goal is for them to **download the guide** from the landing page.
 - After engaging with the email nurture sequence, you want them to **book a free consultation call** to learn more about your €1000 fitness program.
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What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- **What do they need to see?**
 - **Testimonials & Success Stories:** Real proof that your program works for men in similar situations (busy, struggling with motivation, previous failures).
 - **Proof that it's Time-Efficient:** They need to see that your program is designed for busy individuals with limited time and energy.
 - **Step-by-Step Guidance:** Visuals or explanations showing how easy it is to get started, with clear steps they can follow without feeling overwhelmed.
- **What do they need to feel?**
 - **Confidence:** They need to feel confident that they won't fail again and that your program is different from the ones they've tried before.
 - **Hope:** After feeling frustrated and stuck, they need to believe that your program can finally give them the results they've been after without sacrificing everything.
 - **Excitement:** They should feel excited to start their fitness journey after seeing how manageable your approach is compared to others.
 - **No risk:** They need to feel that it is an investment not an expense, they need to know that they risk nothing like you reduce the risks for them with a money back guarantee.
- **What do they need to experience?**
 - **Quick Wins:** They should receive actionable tips (e.g., a simple workout or nutrition tip) in the lead magnet or email that they can implement immediately, giving them a quick feeling of accomplishment.
 - **Relatable Connection:** They need to feel like you understand their struggles and that you're speaking directly to them, which you can accomplish through personalised emails and relatable content.



Send email **Email 1 +**
de Gratis Gids (copy...

Sent Opens
125 74.0%



Send email **Email 2**
(copy 01)

Sent Opens
115 44.7%



(Email 1 welcome + guide)

Hey <<First Name>>,

Congratulations! You've taken a big step toward the leaner, stronger body you've always dreamed of.

👉 [Click here to open your guide](#) 👉

I know you have a busy life, whether it's because of work, family, or a packed schedule.

Finding time for your health isn't always easy.

But this guide is exactly what you need to finally achieve the lean, strong body you've always wanted.

It's packed with simple, effective strategies that fit effortlessly into your day, without requiring hours at the gym or following strict diets.

This guide focuses on building sustainable habits, so you not only look great but also feel fit and full of energy for the long term.

Want more personalised guidance?

Book your free consultation call, where we'll discuss your goals and create a step-by-step plan so you can start reaching your fitness goals within just a few weeks.

[**Click here to book your free consultation call.**](#)

Make a difference,

Virgil 💪

P.S. My emails are always filled with valuable tips like nutrition advice, workout plans, and inspiring success stories from clients. So keep an eye on your inbox!

(Email 2 Change their believes)

Here's the hard truth, <<First Name>>: the diet industry has been lying to you...

They've made you believe that endless cardio and starving yourself are the only ways to lose weight.

But that's simply not true, and here's why...

Too much cardio and starving yourself wear out your body and actually slow down your progress.

It's a trap that keeps you stuck, frustrated, and watching your goals slip further and further away.

That's exactly what the diet industry wants because they profit by making your journey harder and longer than it needs to be.

After coaching over 100 men in the past 8 years, I've developed an effective approach that actually works.

The secret isn't just about balance; it's about smart, science-backed strategies that fit your life, without turning everything upside down.

You don't have to starve yourself or do endless cardio.

With the right approach, you can lose fat, build muscle, and still enjoy life.

Would you like to be coached by me too? Just reply with

Ready ,” and I'll get in touch to discuss your free personalised action plan.

Make a difference,

Virgil 💪

P.S. Tomorrow, I'll tell you about Mo. He joined our program a few weeks ago and lost 12 kg in just 8 weeks. His transformation was so incredible that he shocked everyone around him, even himself!

(Email 3 Mo success story)

SL: Mo lost 12KG in 8 weeks (photo) 📌

Hey [Name],

Losing 12 KG in 8 weeks.

Too good to be true?

That's exactly what Mo achieved thanks to *Project Sixpack*.



He tried everything to lose weight.

From boring hours on the treadmill to starving himself.

Nothing worked.

He lost all hope.

At one point, he completely let go.

Before he knew it, he was 20 kilos heavier.

His self-confidence was nowhere to be found.

He felt disgusted every time he saw his self shirtless

He even wears bigger cloth because he didn't want to face the problem

He knew he needed to change but he didn't want to fail again and waste his time

But he gave it one last chance.

Mo was very sceptical when he signed up.

But a quick 8 weeks later, and he's full of confidence again.

You can see that childlike enthusiasm in his eyes once more.

What he needed was a coach who:

- Monitored his progress,
- Motivated him, especially on the tougher days,
- Made an trainings plan that was tailored to his lifestyle
- An delicious dieet plan that was easy and quick without sacrificing his social life

And a community of people with the same goal.

That's exactly what we offer at Project Sixpack.

You don't have to take my word for it. Here's Mo's own words:

"Project Sixpack gave me back the motivation I thought I'd lost. After years of hard training without results, I had given up hope of losing weight, especially considering my age. But thanks to this project, I lost a full 12 KG in just 8 weeks! Everything is well-monitored, and it's motivating to work towards the same goal with others. I recommend it to everyone!"

The most important thing I want to share with you today is this...

Mo is just like you and me.

He made an important decision, and look where he stands now.

(Name) are you gonna make the right decision too?

Click down here to book an Free consultation call where we will talk about your fitness goals and how we can get you there in less than a few weeks and you get an completely Free trainings plan from is

[Plan your FREE consultation call here.](#)

Make the difference,
Virgil

SL: Mo lost 12KG in 8 weeks (photo) 👉

Hey [Name],

Losing 12 KG in 8 weeks.

Too good to be true?



That's exactly what Mo achieved thanks to Project Sixpack.

Mo had tried everything to lose weight.

From boring hours on the treadmill to starving himself, but nothing worked.

He'd lost all hope.

At one point, he just let go, and before he knew it, he was 20 kilos heavier.

He felt disgusted every time he saw himself shirtless.

He even wore bigger clothes to hide the problem.

He knew he needed to change, but he didn't want to fail again or waste his time.

Still, he decided to give it one last chance.

Mo was sceptical when he signed up.

But 8 weeks later, he's full of confidence again, and you can see that spark in his eyes.

What made the difference?

He found a coach who:

- Monitored his progress,
- Motivated him, especially on the tough days,

- Created a training plan that fit his lifestyle,
- Designed a delicious, quick meal plan that didn't sacrifice his social life,
- And connected him with a community of people with the same goals.

That's exactly what we offer at Project Sixpack.

But don't just take my word for it. Here's what Mo has to say:

"Project Sixpack gave me back the motivation I thought I'd lost. After years of hard training without results, I'd given up hope of losing weight, especially considering my age. But thanks to this project, I lost a full 12 KG in just 8 weeks! Everything is well-monitored, and it's motivating to work towards the same goal with others. I recommend it to everyone!"

The main thing I want you to know today is this:

Mo is just like you and me. He made a big decision, and look where he is now.

Name], are you ready to make the right decision, too?

Click below to book your [FREE consultation call](#), where we'll discuss your fitness goals and how to get you there in just a few weeks.

Plus, you'll receive a completely free training plan from us.

[\[Plan your FREE consultation call here.\]](#)

Make the difference,

Virgil