

<https://rumble.com/v4nx50o-100-squats....html>

Angle 1 (social media presence)

*this for the [ad for Instagram 1 Million \\$ funnel](#) (work in progress, so it will be shit)
this ad is for 1\$ million instagram funnel*

Online fitness coaches, do you want to get 100's of booked calls every week without ever sending a single cold DM?

One of the most frustrating parts of being a fitness coach is spending hours of valuable time sending hundreds of cold DM's everyday, just to get little to no responses.

And once you finally get a response and the conversion is flowing perfectly, they just ghost you.

In the end you're reading over every message you sent, frustrated and confused why a once-promising prospect suddenly won't respond to your messages.

Most coaches struggle to get clients on Instagram because they're all using the same method of chasing the clients, instead of having them chase you...

If you want to have clients chasing after you, go to my bio where you can find my free Instagram funnel that has generated me over \$1 million in sales and I've used to help over 700 coaches scale their business.

The funnel uses a 24/7 AI automation that I call the "AutoPilot System" to take care of all of the messaging and client acquisition, without you having to even log into your instagram account.

The AutoPilot system automatically starts conversations with clients, uses certain keywords to determine if they're qualified, and then books a call with them.

The \$1 million Instagram funnel also gives you

- *Secrets to making your page look so professional clients immediately trust you*

- Toolkit to running high CTR ads with high quality leads so people can't help but buy from you

If you want to book 100's of qualified clients in your sleep, optimize your page and ads for maximum efficiency, check out the free video in my bio where I show you how to do exactly that.

Angle 2 - video ad

One of the major problems is clients just straight up ghosting them. And the solution is to know how to empathize, ask the right questions etc. This was an AD script I made for someone else but they didn't end up using it. you don't have to use it obv, jus wanted to throw it in (:

Online coaches, are you tired of once-promising clients just ghosting you for no reason?

No matter how good your offer is, or how much social proof you have, every time you get off the call and you feel like you're close to closing, they fall off the face of the earth.

Frustrated and confused, you replay the call back in your head, trying to find what you said wrong.

You thought your entire funnel and call was perfect, yet here you are, pounding your keyboard wondering why your client won't respond to your emails or texts.

The problem is that most online coaches focus so much on the offer, social proof, instagram followers and such that they forget the core, most basic component of human persuasion.

One of the most important elements to closing more clients is the ability to empathize and connect on a personal level.

To build strong rapport and trust you really have to give a lot before you ask. Dive deeper into the clients problems and see their situation from their perspective, before you go for the pitch.

And once you learn the tricks to build an emotional connection with your client, you can potentially increase your closing rate by almost 30% like my clients Jack and Bill did.
(social proof)

Now , most coaches understand the power of building a connection, but they're very likely going about it the wrong way. It all matters in the language and the specific way you respond and ask questions.

If you want to build a strong relationship with your clients and ultimately close more deals, click the link in my bio to get a free pdf of 17 common scenarios with your clients, and exactly how you should respond to them.

And once you download the pdf, follow this Instagram for daily videos like this one to dominate your coaching market.

WINNER'S WRITING PROCESS

What specific business objective am I seeking to accomplish?

- a. convince people to join my online coaching

What part of the funnel is required for this business objective to be achieved?

- a. instagram ads

Who am I talking to? (Avatar)

- a. Name: steve
- b. Gender: male
- c. Age Limit: **28**
- d. Occupation: **he is a sales coach**
- e. Geographical Location:



- f. Photo

Where are they now?

- a. **Current Painful State (all the market language you gathered from your research):**
 - i. ?saturated market makes getting someone's attention hard because so many people are competing for it.
 - ii. they don't know how to run successful ad that gets people's attention and makes them book an appointment
 - iii. they don't know how to price their services, they don't want to underprice and lose money and they don't want to seem like a scam by charging too much
 - iv. don't know how to gain more credibility and trust than the guys who have been doing it for longer than them
 - v. they don't know how to actually close on the call.
 - vi.

b. Desirable Dream State (all the market language you gathered from your research):

- i. they want to have a pipeline full of clients
- ii. calendar booked every day with clients
- iii. scale with predictability and consistency
- iv. create effortless value filled content to build trust with their audience
- v. learn how to resonate with the client, get to the result and fix the root problems quickly
- vi. know exactly what questions to ask the client to get the process done faster, and get good responses
- vii. be able to take a on-the-fence client into a paying one quickly

c. Problem (what's stopping your market from living their dream state?):

- i. they don't know how to build a client base
- ii. they don't know how to get traction on social media so people trust him and want to buy
- iii. they can't get attention with all of the competition
- iv. running out of content to post, meaning they're getting less exposure

d. Solution (the unique mechanism that will allow your market to go to their dream state):

- i. giving him tips and free value to grow social media presence and build trust with the client
- ii.

e. Roadblocks: he doesn't know how to make his funnel work.

He's heard tons of people claiming the same thing with their coaching biz, so he subconsciously wants to hear something new

f. Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):

- i. mentoring, training

g. Awareness (highlight one of the available options below with yellow):

- i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.
- ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
- iii. **Level 3 (Solution-Aware):** Call out known solution then offer product as best form of solution
- iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

h. Sophistication (highlight one of the available options below with **yellow**):

- i. **Stage 1 (First to Market):** Make a direct claim
- ii. **Stage 2 (Second to Market):** Make a bigger or better claim
- iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
- iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
- v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

After first rough draft

- check for potential “thats bs” alarms
- run through a chat gpt grammar check
- find run-on sentences
- remove unnecessary ones