

BRAINSTORMING SESSION

Model:

Disney Model

Ideas (gained from perspicacity walk):

1.

Headline = "All it takes to start is one decision."

(CTA button)

2.

Headline = "All it takes to start is one phone call."

(CTA button)

3.

Headline = "Let's get you started."

Body = "Book your free 30 minute phone call

To start your journey, without the hiccups.

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)"

(CTA button)

4.

Headline = "Make the leap to your dream physique."

Body = "Book your free 30 minute phone call today.

(Take away roadblocks or limitations they experience)

(Reduce effort around the process)

(Mix in points that make solution desirable)"

(CTA button)

5.

Headline = "The time is now."

Body = "Book your free 30 minute phone call

and start your journey to your dream physique today.

(Mix in points that make solution desirable)

(Elude to what they'll experience)

(CTA button)

6.

Headline = "Let's get you the body you want."

Body = "Book your free 30 minute phone call

And start your no-hiccup fitness journey today.

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

(CTA button)

7.

Headline = "It's time to finally get that body you've always wanted."

Body = "All it takes to start, is to book a free 30 minute phone call with us,

So you can get started on your "no-hiccup" fitness journey today.

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

(CTA button)

Insight from past leon =

There is a gap in curiosity between the headline and the body that needs to be addressed if this framework is to be used in practice.

8.

Headline = "Find out how to start your journey."

Body = "Book your free 30 minute phone call,

And get started on your "no-hiccup" fitness journey.

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

(CTA button)

Insight from past leon =

Not the best.

9. (Beginning to get somewhere)

Headline = "Let's get your dream physique the right way."

Body = "Book your free 30 minute phone call

And start your "no-hiccup" fitness journey today.

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

(CTA button)

Insight from past leon =

Does not need to include "withouts"

Just needs to be a very simple CTA.

10.

Headline = "Let's get the body you want, the right way."

Body = "Book your free 30 minute phone call,

And start your "no-hiccup" fitness journey today.

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

(CTA button)

11.

Headline = "Start your journey, the right way."

Body = "(amplify their desire around a very attractive body for example, in one line)

Book your free 30 minute phone call

And start your "no-hiccup fitness journey today.

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

(CTA button)

12.

Headline = "Let's get you started, the right way."

Body = "Book your free 30 minute phone call

To start your "no-hiccup" fitness journey today.

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

No more (roadblock or limitation they experience)

OR

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

Without (roadblock or limitation they experience)

(Removing objections)

(reducing effort)

Making the choice easier for them to make.

(CTA button)

13.

Headline = "You've been doing it wrong. Let's do it right."

Body = "Book your free 30 minute phone call

And let's get you started on your "no-hiccup" fitness journey today.

No more worrying about (roadblock or limitation they experience)

No more worrying about (roadblock or limitation they experience)

It's up to you to make the decision. (or something along those lines.)

(CTA button)

14.

Headline = "Let's get you started."

Body = "Book your free 30 minute phone call today,

And kick-start your "no-hiccup" fitness journey.

No more worrying about (roadblock or limitation they experience)

No more worrying about (roadblock or limitation they experience)

No more worrying about (roadblock or limitation they experience)

All it takes is one choice.

(CTA button)

Realist phase:

Best Idea:

- Headline from idea number 9
 - Headline = “Let’s get your dream physique the *right* way.”
- Body from idea 14
 - Body = “Book your free 30 minute phone call today,
And kick-start your “no-hiccup” fitness journey.
No more worrying about (roadblock or limitation they experience)
No more worrying about (roadblock or limitation they experience)
No more worrying about (roadblock or limitation they experience)
All it takes is one choice.
(CTA button)”

Plan to implement Idea into client project:

Important caveats:

- CTA must be straight to the point
- CTA must have as little text as possible while staying potent
- CTA must message clearly to the reader that this is where they START

Implementation:

Headline:

- “Dream physique” must first be optimised to more clearly represent the reality of the desired body the audience wants. Measure it up against the target market research that has already been performed and come up with three solutions for AB testing of the new section.
- Once the desired thing has been optimised, place “the right way” on the second line as to create intrigue around what the “right way” actually is.

Body:

- In order to keep starting in front of the reader’s mind, the first sentence to be seen must be calling them to action immediately. Therefore, instead of mentioning the phone call, “Kick-start your fitness journey, (without the hiccups), today” will be displayed first.
- Then the roadblocks or limitations the target audience faces must be addressed. (already found through the golden research video.) If they clutter up the text too much, then limit it to a maximum of two that will be addressed.
- Now, the phone call will be mentioned, and merged with the last line of the copy. For example, “all it takes to start, is to book a free 30 minute phone call with us” The text will be refined over the next process that is about to be mentioned, As to not clutter up the text and keep the CTA simple.

Once written:

- Leon will go on a 15 minute walk to clear his mind, and then come back to the desk to review the written work, making changes on the new perspective achieved.

- This process will be repeated until there is nothing that can be seen with a fresh view.

Critic phase:

- Leon needs data from what the target audience has been clicking the most in comparison to views on advertisements in order to see which desire most engages them, as to make sure the optimised headline solution properly reflects reality.
 - This will be achieved by asking for the advertisement metrics from the client, for Leon to analyse and work with the brand new feedback received.

Aside from this the plan has been deemed feasible, and will be carried out shortly.