TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Workout Trainer

Business Objective: Get more Conversion rate

Funnel: via Newsletter Promo to landing page

WINNER'S WRITING PROCESS

1. Who am I talking to? Really busy people looking for home workout, limited space for workout. Also fresh beginner people who want to avoid weight lifting for the risk of injuries.
2. Where are they now? a. Newsletter promo link to discount code is mentioned b. Current state: Really busy schedule. Can barely extract 45 mins in a day for self health care
   Pain: Driving to nearby gym takes 20 mins itslef let alone working out and then driving back to home. Being out of shape c. Dream state: Somehow get started and get in proper shape with professional workout plan at home. Need professional guidance. Also get in touch with crowd having the same needs.
3. What do I want them to do? Click on the discount code promo link and also watch the free value content video provided in the mail to build the belief element.

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?
   a. Stop scrolling promo mails and realize the solution in Subject line. - Need to address current situation and increase the desire element by making them realise they are getting out of shape by procrastinating the decision to start daily workout routine at home whilst giving an excuse they are having a busy schedule. - Testimonials link to increase trust element. - Free value training video workout to increase belief.

DRAFT

Mail Subject line hook:
Calisthenics HOME WORKOUT plan at 20% off!

Mail body text:

STOP making excuses!

Having a busy schedule? Avoiding weight lifting? That won't get you in Shape!

Get started with the Calisthenics training video at bottom and when you decide to get serious about your gains click [discount code link:here].

There is a community of people who started where you are right now and joined us.
[Testimonials link]

Now you can hardly say, you get only an hour for health care or your gym is 20 mins away coz we brought the workout plan at your limited space backyard:

[Free workout : Video link]

Top player news letter mail below:

The Best Full Body Rings Workout Inbox

FitnessFA... 4 days ago
to me

Unsubscribe

FITNESSFAQs

Follow This Routine 👇

Want to get bigger muscles with calisthenics?

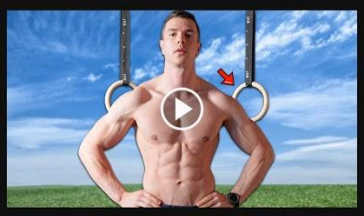
You can build the body of your dreams with rings..

I'll show you the best exercises for upper AND lower body!

This workout will increase full body strength and size.

The complete routine is included in the video..

Watch Now 👇



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💪Get Our Body By Rings Program

Listen to FitnessFAQs Podcast

FitnessFAQs PO BOX 300 FLEMINGTON Melbourne, VIC 3031 Australia

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