

Tao Of Marketing Live Example: Gym Apparel

Business objective - High CTR on Meta ads

Winner's Writing Process

1. Who am I talking to?

- a. Young men,
- b. Bodybuilding focus
- c. Urban bend
- d. Would love to be a fitness influencer

2. Where are they at now?

- a. Scrolling on IG, maybe even between sets, doom scrolling
- b. Level 3-4 awareness (identity product)
- c. Stage 5 all the way on sophistication level (Full on identity play)
- d. Dream State - What do they want to communicate to others and themselves with their clothes?
 - i. Confidence, self assured
 - ii. Unique
 - iii. LA vibe
 - iv. Rich gymbro
 - v. Street smart
 - vi. Strength
 - vii. Bad boy / archetype of masculinity
- e. All of the above will give them status in their current tribe or give them access to the tribe they want
- f. Will this X help signal the status and tribal affiliation I want? Yes or No

3. What do I want them to do?

- a. Stop the scroll
- b. Consume the ad
- c. Click on the ad link with the intent to buy or consider buying

4. What do they need to experience/think/feel to do that?

- a. Stop the scroll
 - i. Movement (people, camera cuts, zoom)
 - ii. People that have the status I want are talking
 - iii. Tribal affiliation indicators (tats, muscles, hair cut)
 - iv. Colors of text
 - v. Conflict

- b. Consuming the ad
 - i. Showing dream state in association with product
 - ii. Quick cuts, movement, colors to keep dopamine drip going
 - iii. Speaking the language of the view
 - iv. Dialogue matches the internal dialogue of viewer
- c. Get them to click the link
 - i. Shop now button, Name of product

Options

- [Barbell Apparel \(@barbellapparel\) • Instagram photos and videos](#)
- [YoungLA \(@youngla\) • Instagram photos and videos](#)
- [Vanquish Fitness \(@vqfit\) • Instagram photos and videos](#)
- [BYLT Premium Basics \(@byltbasics\) • Instagram photos and videos](#)
- [Buffbunny Collection \(@buffbunny_collection\) • Instagram photos and videos](#)
- [On \(@on\) • Instagram photos and videos](#)