

How They Think About Their Problems

This is for my client, she's a fitness coach for women.

Current Painful State

- Feels heavy, Overweight, and bloated.
- Depression, insecurity, lack of motivation.
- Embarrassed about her body.
- Hurt of how people perceive her and look at her
- Nothing fits, clothes look awful on her.
- Bad relationship with food, Overeating

Desirable Dream State

- Feel Amazing
- Willing to go out of comfort zone and try new things all the time,
- By losing weight my entire life has changed for the better.
- I go out more, have much more energy, and am generally happier and MUCH healthier!
- Feel grateful for my body and strength
- Feel Wonderful

Roadblocks

- Accountability.
- Motivation and Discipline.
- Afraid of the Gym, overwhelmed by the complexity of the machines.
- Don't know how to come up with a training program.
- Don't know the proper form for the exercises.
- Don't know what to eat and what to avoid.

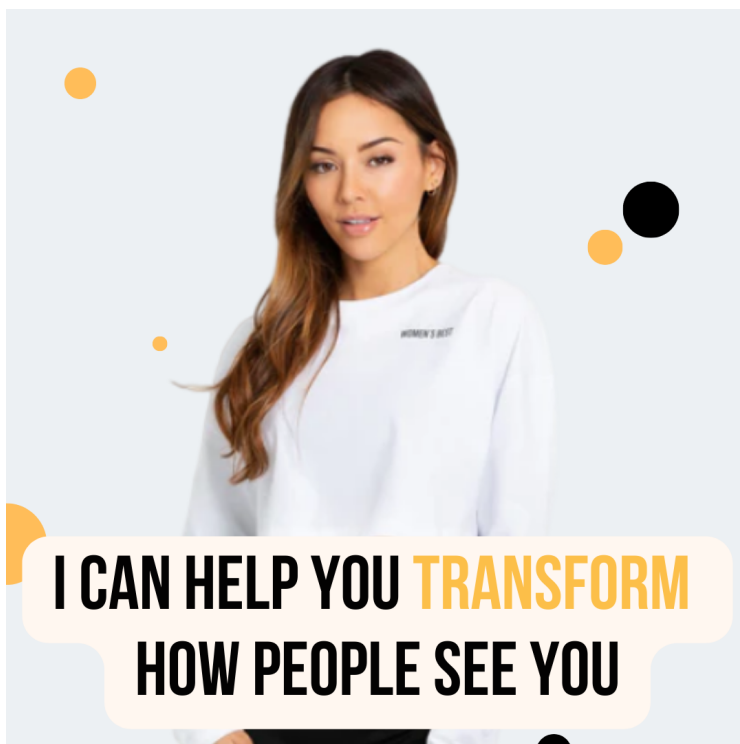
Solution

- Follow a clear structured fitness program that shows the exercises, the proper forms and the right diet.
- Having someone to hold her accountable, to push her, to support her and to motivate her.

Product

- A Training program
- A Nutrition plan
- Weekly comprehensive check-ins over Zoom
- 24/7 support through texts or voice notes.

The Instagram Carousel Copy:



YOU WAKE UP IN THE MORNING, 3 MONTHS FROM
NOW,

AND YOU FEEL **AMAZING**

A **BOOST OF ENERGY** GOES THROUGH YOUR
WHOLE BODY, **YOUR MIND IS CLEAR**, THE FOG IS A
THING OF THE PAST, YOU FEEL THE **CONFIDENCE**
OF A MODEL.

YOU FEEL YOU CAN **TAKE ON LIFE** AND DO
ANYTHING YOU WANT....

YOU ARE **GRATEFUL** FOR THE BODY YOU'VE
ACHIEVED.

PEOPLE CONSTANTLY COME UP TO YOU AND
THEY'RE LIKE "OH MY GOD, HOW DID YOU DO
THAT?"

YOUR CLOSEST FRIENDS ARE DYING TO KNOW **YOUR**
SECRET.

YOU FEEL **PROUD** OF YOURSELF.

THAT'S WHAT I HELPED MANY WOMEN ACHIEVE
WITH **MY PROGRAM**.



HI, MY NAME IS -----,

I'M A **PROFESSIONAL FITNESS COACH** BASED IN -----.

MY MISSION IS TO HELP WOMEN **LOSE FAT** AND **BOOST THEIR ENERGY** SO THEY CAN FEEL GREAT ABOUT THEMSELVES.

I KNOW WHAT YOU ARE GOING THROUGH, I'VE BEEN THERE...

I USED TO WAKE UP IN THE MORNING FEELING HEAVY AND UNREFRESHED.

MY MIND WAS FOGGY AND I WAS STILL TIRED.

I HAD NO ENERGY TO COOK A HEALTHY MEAL FOR MYSELF SO I DECIDED TO GRAB THAT CHOCOLATE BAR.

I SPENT THE MAJORITY OF MY TIME SCROLLING THROUGH SOCIAL MEDIA, TRYING TO BURY THE PAIN OF HAVING NO ENERGY TO DO ANYTHING...



I CONTINUOUSLY TURNED TO FOOD FOR
COMFORT.

OVEREATING BECAME A HABIT.

THE NICEST CLOTHES DIDN'T FIT ANYMORE.

I TRIED TO AVOID SOCIAL INTERACTIONS WITH
PEOPLE BECAUSE I WAS EMBARRASSED OF
HOW I LOOK.

I WAS AFRAID OF THE JUDGMENT OF OTHERS.

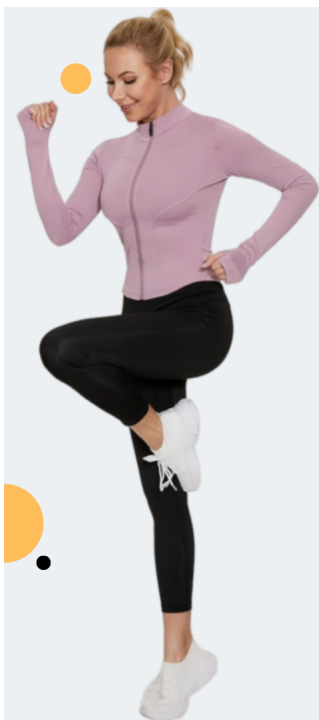


I'M HERE TO HELP YOU.

MY COACHING PROGRAM CHANGED SO
MANY LIVES
AND IT'S ABOUT TO **CHANGE YOURS.**

HERE IS WHAT MY CLIENTS ARE
SAYING...

TESTIMONIALS



MY COACHING PROGRAM IS
TAILORED SPECIFICALLY TO
YOUR NEEDS AND SITUATION.

I ASK **THE RIGHT QUESTIONS**
AND GET A COMPLETE
UNDERSTANDING ABOUT YOUR
EXPERIENCE, YOUR ENERGY
LEVELS, YOUR FAT %, YOUR
SLEEP PATTERNS,...

MY **GOAL** IS TO DESIGN A
PROGRAM THAT WILL **FIT**
YOU...

WHEN YOU THINK ABOUT A FITNESS PROGRAM, IT
SEEMS LIKE A LOT.

YOU'VE PROBABLY NEVER BEEN TO THE GYM.

I MEAN I GET IT, I REMEMBER FEELING THE SAME
WAY WHEN I STARTED TO LEARN HOW TO TRAIN,
HOW TO LIFT AND HOW TO USE THE SCARY
EQUIPMENT.

BUT REALLY WHAT YOU'RE ASKING YOURSELF IS:

AM I GONNA GET THE SUPPORT I NEED
THROUGHOUT MY JOURNEY?

THE ANSWER IS YES

YOU WILL NEVER BE ALONE.

I WILL BE BY YOUR SIDE. EACH STEP OF THE WAY
GUIDING YOU, ANSWERING YOUR QUESTIONS AND
CONCERNS AND SUPPORTING YOU.

YOU'LL GET:

A TRAINING
PROGRAM

WEEKLY
COMPREHENSIVE
CHECK-INS OVER
ZOOM

A NUTRITION
PLAN

24/7 SUPPORT
THROUGH TEXTS
OR VOICE NOTES.



ON TOP OF ALL THAT, YOU GET THE **MOST
CRUCIAL PIECE** OF THE PUZZLE.

SOMEONE TO HOLD YOU ACCOUNTABLE.

THE TRUTH IS:
FITNESS IS NOT ONLY ABOUT THE EFFORT...

IT'S ALSO ABOUT **THE RIGHT PLAN AND THE
RIGHT SYSTEMS**

AND MY PROGRAM PROVIDES ALL THAT FOR
YOU.

NOW YOU HAVE 2 CHOICES

THE FIRST ONE IS TO TRY TO DO THIS ALL ON YOUR OWN.

CONTINUE TO BE FRUSTRATED AND WASTE MONTHS TRYING TO FIGURE OUT THE RIGHT NUTRITION PLAN FOR YOU AND THE RIGHT TRAINING PROGRAM.

OR....

YOU CAN BOSS UP

DROP ALL YOUR EXCUSES

AND GET HELP FROM SOMEONE WHO HAS DONE IT BEFORE FOR HERSELF AND FOR MULTIPLE CLIENTS.

BOOK YOUR FREE DISCOVERY CALL

BOOK NOW

