

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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Business Type: Athletic Performance Gym

Business Objective: Attract interest in Athletes and Gym-Goers

Funnel: Facebook/Instagram Ads; B2B Direct Sales

WINNER'S WRITING PROCESS

1. Who am I talking to?

- A. Gym/sports enthusiasts
- B. Professional athletes.

2. Where are they now?

- A. Looking for a gym
- B. Looking to improve sports performance after an unsuccessful season.

C. New to town

3. What do I want them to do?

- A. To be motivated
- B. To try it out, free trial
- C. To reevaluate their skills, habits, performance
- D. To stop scrolling Instagram

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. Search on Google for AP Fresno alumni
- B. Search on Instagram/ Facebook for AP Fresno
- C. Look at the webpage or on Google Reviews for 4-5 star reviews.
- D. Go on website to book a free trial or register with some introductory sports performance classes.

DRAFT

Instagram/Facebook Reel

Are you looking to improve your overall performance on the field? Fresno's #1 sports performance/fitness gym for pro athletes and sports enthusiasts is the place to be. We have structured workouts, meal plans, and personal consultants making sure you are meeting your goals!

Book your free trial now!

(Link is below the caption).