

Business: [Legacy Performance \(legacy-performance.co.uk\)](http://legacy-performance.co.uk)

1 - Who am I writing to? Who is my avatar?

Josh

40

6ft, black hair

Grew up in London, part of many societies, went to a Russell Group university, studious, academic and 'sporty'

High end corporate specialists, very busy lifestyle. Day to day challenges in the corporate world supersede personal wellbeing and lifestyle. Ethics is entirely focused on maximising effort during the working day to work. Due to demanding roles, overtime presents a core issue of a shifting timetable, no commitments unless critical work.

May have children or younger family members who are in sports, fitness and health, upper end of class system = deeper sophistication of understanding fitness plays critical role in maintaining holistic healthy lifestyle. Ensures this agenda is reinforced through younger family and friends.

Desires to have aspects of that life back again, worried of injuries and over commitment. Unsure where to start or what they are capable of. This avatar is all or nothing, not a half-assed type of person, they are committed or not, no inbetween. It is in their nature

2 - Where are they now? What are they thinking? Where are they inside my funnel? Etc

Working in High paying office jobs in corporate institutions. Desire to begin fitness and health again like they were at a younger age, have the budget and basic level of sophistication, it's just inertia of commitment as habit cannot be formed in the current working environment. Most likely right at the start of the funnel, either passive searching or actively finding solution no inbetween.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

Begin to build up attention on the page and business as it is still waiting for a hard launch later this year. Discover business through primary funnels, then go through the story of roadblock, solution, product -> join the members portal. At the least sign up for a weekly newsletter which will be a CTA. To join to understand client size base

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

Need to reignite the desire to incorporate health and fitness once again into their busy schedule. They must experience a comfort in knowing that balancing a work, health orientated lifestyle is

attainable, it's not easy but they are more than capable as shown by their already coveted work ethic.

Experience the high performance luxury of bespoke packages that will entice them. Understand that the package is completely made for them, no time sink of trial and error if they tried themselves -> tendency to lead to failure and consequently stopping.

Joining the member portal to gain exclusive offers and knowledge whilst business readies to launch will solidify business expertise through newsletter, seminars, etc..

Problem, Roadblock, Solution

Problem:

Overcommitment to the corporate lifestyle has caused complete neglect of health and fitness.

Roadblock:

Not a normal 9-5, work consumes personal life. Commitments will eat into personal time and therefore no time to think about health and fitness planning lifestyle.

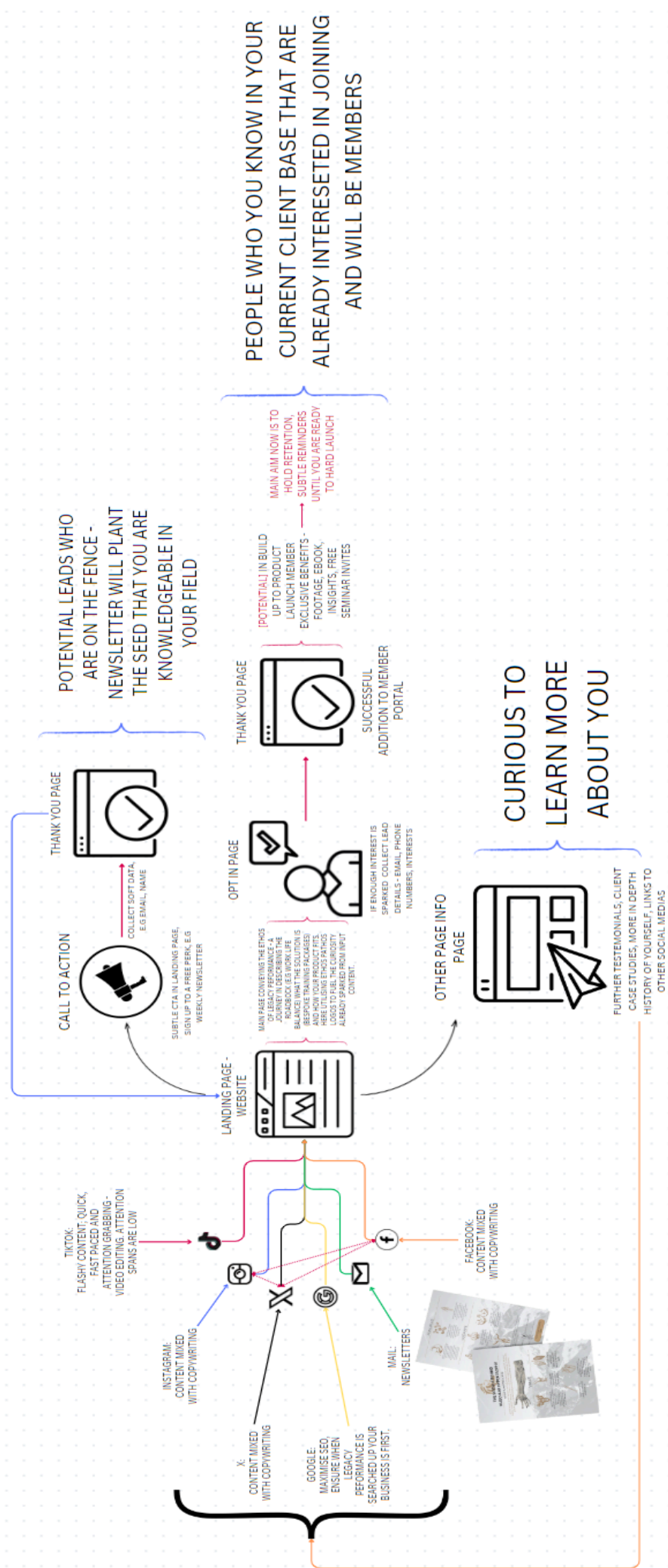
Solution:

Bespoke, tailored package after a full assessment dictating what is optimal, physically, psychologically and biomedically. No thought required about planning, all completed and done for, packaging health and fitness in a bespoke manner

The avatar is situated at the start of the funnel shown on the next page

SALES FUNNEL TO HELP BEGIN TO BUILD CLIENT BASE - UNDERSTAND WHO HAS INTEREST WHAT IS THE

Copywriting AD:
Media



Clips of the main coach (stardom) working with his High end performance athletes. (Kickboxers, MMA athletes, Rugby Players, etc..)

I have written 'a general attack' aimed at the problem, roadblock and solution, this encompasses the main issue. The other 3 are targeting specific aspects of the business; the biomedical, physical and psychological screenings they offer. I believe defining a written copy for each aspect portrays the business at a greater sophistication level which will align with the avatar.

None of this has been tested

General Attack:

Maximise your corporate potential

Through mastering the dance of productivity and well-being

Ignite passion, restore harmony, and redefine your legacy

Your journey to success starts now

Every goal within the contemporary corporate sphere is achievable
And yet the balance between productivity and well being eludes most
A desire, lingering within those situated at the pinnacle of professional success
Let us reignite your fire
Restore equilibrium to work and health
And rejuvenate your legacy

Biomedical

Unlock peak health

No more hidden issues

Tie up loose ends

Enlighten your mind, transform your life, and build the legacy you deserve

The structural and functional status of human health is multifaceted
Understanding these facets is pivotal in being at the summit of human performance
No more hidden health issues
No more loose ends
Tie them up
Enlighten your mind to these facets and enhance your life
Build the longevity your legacy deserves

Physical

Physical health is your well-being's foundation—achieved through vitality, cognitive strength, and emotional stability. Pillars of professional excellence. Our potent approach eliminates the wait. Forge your enduring legacy now.

Without physical health, well-being is but a fleeting mirage
It is only attained through physical vitality
Cognitive functioning
Emotional stability
Cornerstones to professional excellence
Our dichotomous approach will be regenerative yet robust
No more waiting
Let us forge you an enduring legacy

Psychological

Nurture corporate brilliance with a resilient mind. In the complex corporate world, a mental fortress is your key. Prioritize psychological well-being for harmony in your journey. Legacy performance will help you champion an ethos to fortify your legacy.

Corporate excellence suffers at the hand of a decaying mind
A mental fortress is required
Harmony thrives with psychological well-being at its core
Only then are you capable of navigating the convoluted dynamics of the corporate sphere
Mens sana in corpore sano
Healthy mind in a healthy body
An ethos we champion to fortify your legacy

FOCUS ON 1 % OF THE DEMOGERAPHIC

Email Chain

Dear [Recipient's Name],

What separates those at the peak of corporate achievement from the rest?

It's not mere genetics, Raw IQ, or luck.

The key lies in a holistic three pronged model that propels individuals to optimising health and performance within the corporate sector

Legacy Performance will tailor this transformative model to those who seek to unleash a wave of change for a vibrantly productive, joyous lifestyle

Are you ready to elevate yourself to the upper echelons of corporate performance and well-being?

Click the button below to unveil our method and embark on your journey to a legacy of productivity, well-being, and uncharted success.

[CTA Button: Uncover the Secret]

Best regards,
[Your Name]

Legacy Performance Team

