

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Gym

Business Objective: Improve IG page

Funnel: Social Media

WINNER'S WRITING PROCESS

Who am I talking to?

- People between age 16-30
- People who want to build muscle
- People who want to lose weight
- People who want healthier life
- People who want to improve sports performance
- People who need to rehab after injury

Where are they now?

- a) Scrolling instagram
- b) current levels
 - I Despire -enough- for the 25\$ you can get in shape of your life
 - II Belief in the idea of going to the gym- high-
 - III Trust in the gym- low - people did not heard about this gym

- c) current state
 - I Fat
 - II Unattractive
 - III Unhealthy
 - IV depressed
 - V weak minded
- d) deam state
 - I Good physique
 - II Attractive
 - III Healty
 - IV Happy
 - V Strong minded
 - VI Enjoing life

What do I want them to do?

- a) Stop scrolling
- b) Enter page
- c) follow page

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Stop scrollin and enter page

- Big guy
- Show girls ass

follow page

- Body Transformation
- Gym tips and tricks
- Gym memes

DRAFT

A recruitment poster with a red background and a torn-edge effect. In the top left corner is a circular logo featuring a muscular man in a red cape and yellow helmet. The text 'WAKE UP!' is written in white on a black diagonal banner. In the top right, '25\$' is written in large, white, outlined letters. In the center is a black and white photo of a muscular man lifting a barbell. In the bottom right, 'TAKE TO ACTION!' is written in white on a black diagonal banner. At the bottom left, the phone number '060 4455646' is displayed in large white letters, with 'TOPLICKIH PARTIZANSKI ODRED 41' in smaller white letters below it.

WAKE UP!

25\$

TAKE TO ACTION!

060 4455646
TOPLICKIH PARTIZANSKI ODRED 41

For 25\$ join hundreds of people who started improving their life.

+ more images like memes and gym tips

