

# Fitness Brand #2 - Instagram Captions

I've come up with a couple of Instagram captions to promote a personal training service page for a local fitness brand.

Avatar - Michelle, 28 year old woman with ~20% body fat. She has a busy schedule, often working 12hr shifts. She knows she has to lose weight but she doesn't now. Instead, she prefers to watch netflix after a long day of work. While she does indulge in these things, she feels a gnawing sense of anxiety and self-hate for not doing what she is supposed to do.

She has tried multiple weight loss programs and workouts but has not seen results. What she needs is someone who can give her a customized game plan based on her limitations and goals. This is exactly what the personal trainer can do for her.

## Instagram Caption#1

It pains me to say this but...

Most of you will remain stuck with feelings of self-hate, anxiety, and guilt regardless of your workout consistency.

Every client that has ever complained about not being able to lose weight has tried -

→ Many (proven to work) workouts and programs

→ Various nutrition plans (that were great on paper)

But, they were missing the SECRET SAUCE of weight loss.

This key ingredient is so CRUCIAL...

That it could take your results through the stratosphere BUT nullify the progress you've already made if you don't know what it is.

In fact, this fundamental principle differentiates women who get their dream summer bodies from those who never will.

If you are ready to finally build a body you can feel confident in, DM me SECRET SAUCE and I'll do the rest.

## Instagram Caption #2

Did you know that the most dedicated fitness enthusiasts can lose extra pounds but never KEEP them off?

They slog away for years, trying one weight loss program after the next, one extreme diet after another, and a slew of fitness trainers - all of whom CLAIM to know exactly what you need to do to lose weight.

As a result, these fitness enthusiasts spend their entire lives on the scale deluding themselves into thinking they're making progress, while knowing deep down that they will probably never get the body they've always dreamt of.

If this sounds like you, understand that your workout regime is missing AT LEAST one of the three building blocks of weight loss.

These fundamentals are what separate the slim and sexy women of vigor from the overweight, burnt out fitness goers who don't TRULY believe they're meant to lose weight.

Click the link in the bio and save yourself years of hard work and burnout.