TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: GYM

Business Objective: Get more attention

Funnel: FB paid ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- · Working people who wants to get fit
- Peoples who wants actively spend time
- Peoples with health problems

2. Where are they now?

- Scrolling facebook
- Current Levels :
 - 1. Desire 3/10, they want go to GYM, but this need is not pressing them to go to make action.
 - 2. Belief that going to the gym will make life better 4/10
 - 3. Trust in the company 1/10 (they dont know what to expect from this gym)

- Current state :
 - 1. Feeling depressive of overweight
 - 2. Desire to get fit body
 - 3. Desire to become better person
 - 4. No time for the Gym
- Dream state
 - 1. Fit body
 - Good mood
 - 3. Feeling proud of yourself
 - 4. Affordable
 - 5. Can use gym after work

3. What do I want them to do?

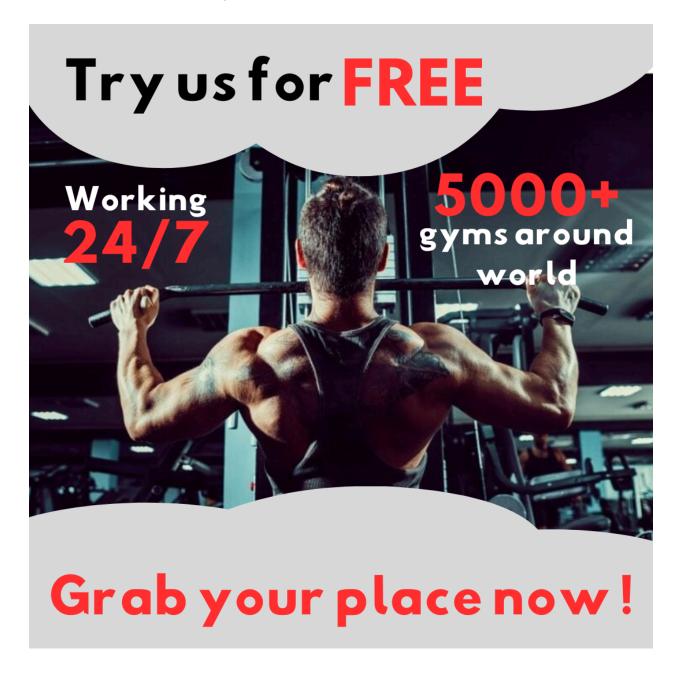
- Stop scrolling and read ad
- · Click the link to claim free month in GYM

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?

- Stop scrolling and read ad
 - 1. Accessibility 24/7 (can go after work / before work)
 - 2. Can try for free (It can increase trust in product)
 - 3. Demonstration of dream state (fit person in background)
 - 4. Opportunity get great benefits for me for free
 - 5. Access all this brand GYMs for the same price(can travel around country and still go to gym)
 - Colorful background
- Click the link to claim free month in GYM
 - 1. Free offer for first month
 - Make direct offer
 - 2. No time is not problem anymore.
 - 1) Highlights current problem
 - 3. Anytime means anytime.Get 24/7 access to any of our 5,000+ gyms worldwide when you join
 - Offers dream state , can use anytime (time) , can use anywhere(place)
 - 4. Try Us For Free . Get Started today. \rightarrow Claim offer

DRAFT

Special offer for newbies → Try first month for free



Body Text:

Getting fit while you have to work is a huge problem . But we are here to help. Get possibility visit gym when you want and where you want .

"Best gym in the area in my humble opinion! Plenty of weight equipment and had everything I needed and it's clean and well-managed." Sarah C

Claim your free trial month now \rightarrow Claim offer

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