

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
 2. 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)
 6. Colorful background
- Click the link to claim free month in GYM
 1. Free offer for first month
 - 1) 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
 - 1) Offers dream state , can use anytime (time) , can use anywhere(place)
 4. Try Us For Free . Get Started today. → Claim offer

DRAFT

Special offer for newbies → Try first month for free

A muscular man is shown from the back, wearing a black tank top and a black watch on his left wrist. He is holding a black barbell across his shoulders. The background is a gym with various exercise machines and equipment. The image is framed by a light gray banner at the top and bottom.

Try us for **FREE**

Working
24/7

5000+
gyms around
world

Grab your place now !

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 → Claim offer

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