

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness Gym

Sub niche: Coaching/Influncer

Business Objective: Having to make more
people aware that they can attain their goals if
they commit

Social Media: Instagram

WINNER'S WRITING PROCESS

1. Who am I talking to?

- The audience that wants to make their life better.
- People who are Willing to commit to a rigid schedule.
- Any age is welcomed.
- Income level should be average as long as people are aware of their own potential.
- People willing to lose weight
- People willing to gain weight/bulking
- Looking for guidance on how to attain there goal physique
- Looking for "motivation"
- Beginners in gyms
- Form and techniques in lifting
- Work out routine explanations
- Professionals with experience
- Basic start point
- Desire for Guidance: They seek expert advice, motivation, and accountability to achieve their fitness goals.
- Inspiration: They are inspired by transformations, success stories, and the disciplined lifestyle of the influencers.
- Education: They want to learn new workout routines, nutrition tips, and fitness hacks.
- Community: They seek a sense of belonging to a fitness community or tribe.

2. Where are they now?

- They are either on the internet looking through the websites, they are looking for answers for their problems
- On the social media going through different videos or reels that understands their pain and desire.
- Awareness and Action: They are aware of their fitness issues and are in the process of exploring or trying solutions.

What Type of Content Do They Prefer to Watch?

- Transformation Stories: Before-and-after posts, client testimonials, success stories.
- How-to Guides: Tutorials on exercises, meal prep, and fitness hacks.
- Motivational Content: Quotes, daily routines, and stories of perseverance.
- Entertaining Content: Relatable fitness memes, challenges, and fun workout reels

What is the Market Awareness for Them?

- Problem Aware: They know they have a fitness problem (e.g., weight, strength) and are looking for solutions.
- Solution Aware: They are aware of possible solutions but are evaluating which one is best for them.
- Product Aware: They know the coach/influencer offers something but need convincing that it's the right fit.

Why Haven't They Reached Their Goals?

- Lack of Consistency: Difficulty sticking to a routine or diet.
- Overwhelm: Too much information leading to confusion and inaction.

- Unrealistic Expectations: Impatience or giving up too soon when results aren't immediate.
- Limited Knowledge: Not fully understanding the science behind fitness and nutrition.

Are They Looking for Weight Loss and How, and Vice Versa?

- Yes, Many Are: Most are seeking weight loss through diet plans, cardio routines, and fat-loss tips.
- Others Seek Muscle Gain: They look for strength training programs, bulking diets, and supplements.

What Challenges Are They Facing?

- Consistency: Struggling to stay on track with workouts and diets.
- Information Overload: Confused by conflicting advice online.
- Self-Doubt: Feeling discouraged by slow progress or comparing themselves to others.

3. What do I want them to do?

- Give them self awareness about their own ability to achieve their goals
- Understand and answer them with not giving the solution altogether
- See the results of their dedication
- Have them see the potential they already have and harness it.

Market awareness (level 3):

- They looked through soo many reels and videos on YouTube that they tried everything but couldn't be satisfied with the results.
- Trying different programs
- Trying certain diets that either they give up or not follow through.

- Until they find the coach and people who can make their pain/desire more relatable as they would be introduced with equipment and coaches.
- Problem Aware: Followers know they have a fitness-related problem (e.g., they want to lose weight, gain muscle, or improve their health) but may not know the best way to address it.
- Solution Aware: They are aware of different solutions (workouts, diets, supplements) but are in the process of evaluating which one is right for them.
- Product Aware: They know the influencer offers a product, service, or program but are undecided about whether it will meet their needs. They may need more convincing through testimonials, success stories, or a clear value proposition.
- Most Aware: They are ready to take action and just need a final push or a limited-time offer to commit.

Sophistication stage (level 5):

- (Not the gym for females as the timing is not accommodating at all.) It is mentioned that women can be given certain times that meets their desire. Having said there is also an option for co-gym. Where men and women can train together.
- There isn't much parking space for the members, the main road is In Front so they can not park on the main road as it'll cause issues. There is also a fact other stores around are not allowed to park in their area

Current state:

- There is also the fact there is not any new equipment coming, they face issues with rusted rods and dumbbells, some set of dumbbells are not available (only one out of two).
- Wear and tear/no regular maintenance.
- A small gym where on peak days there is rush and no free equipment.

- Having lazy trainers and not available at certain times of help.
- In Transition: They are actively seeking change but may feel stuck or frustrated with their progress.
- Exploration: They are exploring different coaches, influencers, and strategies.

Dream state:

- There is a healthy community.
- Helping people with issues at the gym where trainers are especially needed for assistance.
- Kind and respectful area.
- No fights and breaking equipment.
- Achieving Goals: Reaching their ideal body, strength, or health goals.
- Confidence: Feeling confident in their body and fitness level.
- Sustainability: Developing lifelong healthy habits.
- Aid in 24/7 on standby

What Are They Doing So Far?

- Engaging with Content: Following fitness influencers, trying workouts or diets shared online.
- Self-Education: Researching fitness tips, buying programs, or following free advice.
- Trial and Error: Experimenting with different routines, diets, and supplements.

What Commitments Would They Make?

- Following a Program: Committing to a specific workout or diet plan.
- Investing in Themselves: Willing to spend money on training, programs, or supplements.
- Engaging Consistently: Regularly engaging with content, tracking progress, and being part of a community.

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?

- Send them daily checklist
- Have them fulfill routines
- Sending them email newsletter for updates
- Ads where they can find the answer to their pains
- Fulfill the desires and goals they set or have
- Adding content that matches to their issues
- Making them feel motivated and dedicated to come and break their limits
- Proof: Clear evidence of results (e.g., transformation photos, testimonials).
- Connection: Feeling understood and supported by the coach/influencer.
- Urgency: Realizing that delaying action only prolongs their pain.

What Are the Stages Set in Their Minds?

- Initial Excitement: Starting a new routine with high motivation.
- Midway Struggles: Facing challenges, plateaus, and temptations to quit.
- Final Push: Reaching the end of a goal and needing encouragement to sustain results.

How to Change Their Mindset?

- Education: Provide value with content that educates them on the importance of consistency and realistic goal-setting.
- Motivation: Share stories, tips, and encouragement to keep them motivated.
- Reframing Challenges: Help them see obstacles as part of the journey, not as reasons to quit.

What Knowledge Can They Gain for Action?

- Fitness Knowledge: Information about proper form, workout splits, and the science of muscle growth.
- Nutritional Guidance: Education on macronutrients, meal timing, and sustainable diets.
- Mindset Training: Tips on mental toughness, overcoming setbacks, and staying disciplined.

How Can You Address These as a Social Media Manager?

- Tailor Content: Create content that directly addresses these pain points and desires.
- Engage Regularly: Foster a sense of community by responding to comments, DMs, and creating interactive content (e.g., Q&A sessions, polls).
- Showcase Success: Highlight success stories and real transformations to build trust and credibility.
- Educate and Motivate: Balance educational content with motivational posts to keep the audience informed and inspired.
- Create Relatable Content: Use humor and relatable experiences to make the audience feel understood and connected.

DRAFT

Why Do People Look to Gym Coaches and Influencers on Instagram?

- Personalized Guidance: Followers are often overwhelmed by generic fitness advice online. They turn to gym coaches and influencers for tailored guidance that aligns with

their specific goals—whether it's fat loss, muscle gain, or lifestyle changes. They seek expertise to cut through the noise.

- **Motivation & Accountability:** Fitness journeys can be lonely and difficult. People look to influencers for daily motivation, seeing them as virtual coaches who keep them accountable. Regular posts, stories, and engagement help followers stay committed.
- **Community & Belonging:** Fitness enthusiasts often feel isolated in their journeys. Influencers create a sense of community where followers can share their progress, challenges, and achievements, making them feel part of a larger movement.
- **Trend Following:** Influencers often set trends in fitness, whether it's a new workout, diet plan, or challenge. Followers look to them to stay updated on what's popular and effective.

What Are Their Pain Points and Desires?

- **Pain Points:**
- **Lack of Knowledge:** Many followers are confused about the correct workout routines, nutritional plans, or supplements. They fear wasting time and effort on ineffective methods.
- **Consistency Issues:** Staying motivated and consistent is a major struggle. Life's responsibilities, lack of visible progress, or burnout can derail their efforts.
- **Body Image Issues:** Many followers struggle with self-esteem, comparing themselves to others, or feeling dissatisfied with their bodies.
- **Overwhelm:** The sheer volume of information available can be paralyzing. Followers may not know where to start or how to tailor advice to their specific situation.
- **Desires:**
- **Visible Results:** They want to see tangible changes in their body, whether that's losing weight, gaining muscle, or improving their athletic performance.

- Sustainable Habits: They desire routines and diets that are not just effective but sustainable in the long term, fitting into their lifestyles without feeling like a burden.
- Empowerment: Beyond physical results, they seek to feel more confident, stronger, and more capable, both mentally and physically.
- Belonging: They want to feel connected to a community of like-minded individuals who understand and share their goals.

What Do They Want to Achieve?

- Specific Body Goals: Whether it's achieving a certain weight, body fat percentage, or muscle definition, they have clear, often visual, goals.
- Enhanced Performance: Some followers are athletes or enthusiasts looking to improve their performance in sports or competitions.
- Health Improvements: Others are focused on long-term health benefits, such as lowering cholesterol, managing diabetes, or improving cardiovascular health.
- Confidence Boost: Many want to improve their self-image, feeling more confident in their appearance and abilities.

What Are They Doing So Far?

- Following Workouts and Diets: They follow the workouts, meal plans, and fitness challenges shared by influencers, either trying to mimic their routines or adapt them to their own needs.
- Self-Educating: Many spend time researching fitness topics, watching YouTube tutorials, reading articles, and following multiple fitness pages to gather information.
- Trial and Error: They experiment with different approaches, from various workout regimens to dietary changes, often learning through mistakes and setbacks.
- Engaging in Community: Some join fitness groups, forums, or communities, sharing their progress and seeking advice from peers and mentors.

What Type of Content Do They Prefer to Watch?

- Transformation Content: Before-and-after photos, client success stories, and influencer personal transformation journeys resonate deeply. These posts provide tangible proof that results are possible.
- Instructional Videos: Short, easy-to-follow videos that demonstrate exercises, meal prep, or fitness tips. Followers appreciate content that is practical and actionable.
- Motivational Content: Inspirational quotes, daily routines, and success stories that keep them motivated and focused on their goals.
- Entertaining Reels: Fitness challenges, humorous takes on gym culture, and relatable content that makes the fitness journey feel more approachable and fun.
- Interactive Content: Polls, Q&A sessions, live workouts, and challenges that allow followers to engage directly and feel part of the process.

What is the Market Awareness for Them?

- Problem Aware: Followers know they have a fitness-related problem (e.g., they want to lose weight, gain muscle, or improve their health) but may not know the best way to address it.
- Solution Aware: They are aware of different solutions (workouts, diets, supplements) but are in the process of evaluating which one is right for them.
- Product Aware: They know the influencer offers a product, service, or program but are undecided about whether it will meet their needs. They may need more convincing through testimonials, success stories, or a clear value proposition.
- Most Aware: They are ready to take action and just need a final push or a limited-time offer to commit.

Why Haven't They Reached Their Goals?

- Inconsistency: Many followers start strong but struggle to maintain momentum due to life's demands, lack of visible progress, or simply losing motivation.

- Lack of Proper Guidance: They might be following advice that isn't suited to their body type, goals, or lifestyle, leading to suboptimal results.
- Mindset Challenges: Psychological barriers such as self-doubt, fear of failure, or comparison with others can impede their progress.
- Unrealistic Expectations: Some may give up when they don't see immediate results, not realizing that fitness is a long-term commitment.

What is Their Current State?

- Exploring Options: They are in a state of seeking solutions, trying different workouts, diets, and following various influencers to find what resonates with them.
- Stuck in a Rut: Many feel they are not progressing as quickly as they'd like and are searching for something new to reignite their motivation.
- Committed but Confused: They are committed to improving their fitness but are overwhelmed by the plethora of options and conflicting advice.

What is Their Dream State?

- Achieving Physical Goals: Reaching their desired weight, muscle mass, or body composition.
- Sustaining a Healthy Lifestyle: Establishing long-term habits that are easy to maintain, leading to a balanced and healthy lifestyle.
- Feeling Confident and Empowered: Beyond physical changes, they want to feel mentally strong, confident in their appearance, and capable in their abilities.
- Being Part of a Community: They aspire to be an active member of a supportive fitness community, contributing and inspiring others with their success.

What Commitments Would They Make?

- Regular Engagement: Committing to following a specific workout or diet plan, tracking their progress, and staying engaged with the influencer's content.

- Financial Investment: Purchasing workout programs, meal plans, supplements, or fitness equipment recommended by the influencer.
- Active Participation: Engaging in challenges, sharing progress on social media, and becoming active members of the influencer's community.

What Do They Need to See/Feel/Experience to Take Action?

- Validation: They need to see proof that the influencer's methods work, through testimonials, transformation stories, and clear before-and-after examples.
- Connection: Feeling understood and supported by the influencer is crucial. Personal stories, relatable struggles, and direct engagement help build this connection.
- Urgency: Limited-time offers, challenges with deadlines, or clear calls to action can push them to take immediate action.
- Confidence: They need to feel confident that their investment of time, money, and effort will pay off. Providing clear, actionable steps and setting realistic expectations helps build this confidence.

Where Are They Now?

- In the Exploration Phase: They are actively searching for solutions, trying out different approaches, and evaluating which one feels right for them.
- Frustrated but Hopeful: Many are frustrated with their lack of progress but remain hopeful that they can find the right path with the right guidance.

What Memes and Swipe Posts Would Get Them Off Their Feet?

- Relatable Struggles: Memes that poke fun at common gym challenges (e.g., "when you skip leg day" or "post-workout hunger") resonate because they reflect the real experiences of your audience.
- Transformation Swipes: Posts that show the journey from struggle to success can inspire followers to stay committed. For example, a swipe post could start with a common

problem (e.g., lack of motivation) and end with a simple solution (e.g., “Here’s how to stay on track”).

- Interactive Content: Posts that invite followers to share their experiences or opinions (e.g., “What’s your go-to post-workout snack?”) engage them directly and make them feel part of the conversation.

Are They Looking for Weight Loss and How, and Vice Versa?

- Weight Loss Seekers: Many are focused on fat loss, often through cardio routines, calorie counting, and dietary restrictions. They seek guidance on how to lose weight effectively and sustainably.

