

Winners Writing Process: (HOCKEY Personal Training)

1. Who am I talking to?
 - a. Men college students who play semi professional hockey and want to become professional players
 - b. Players that desperately want to become a better hockey player but have no plan to help get there.
 - c. Men between 15 - 30
2. Where are they right now?
 - a. They are on their phone. Looking for a trainer or scrolling on social media.
 - b. They are thinking about their next game and analyzing how to become a better player
 - c. Level 3 Awareness
 - d. Stage 4 Sophistication
3. What do I want them to do?
 - a. I want them to stop scrolling
 - b. Read my ad
 - c. Click on the ad
 - d. Consume my content ie my landing page and go through the sales process
 - e. Be impatient about me contacting them to have more information about how can they start working with me to become a better player
4. What do they need to think/ feel/experience to do those things?
 - a. Stop scrolling:
 - i. Have a good headline and creative
 - ii. First thing they see has to be something different.
 - b. Read my ad:
 - i. Use PAS or DIC format
 - ii. Keep it engage and curious on every single paragraph and sentence
 - iii. Actually give them a reason to read the ad
 - c. Click the ad:
 - i. Have a good and different offer
 - ii. Built enough curiosity for them to want to know if this is something that can help them
 - d. Consume content:
 - i. As soon as they land on my page, I need to build more curiosity by making a powerful claim via a powerful headline
 - ii. Make it understandable and easy to follow
 - iii. Keep them hooked through all the sales process(landing page, contact form, thank you page, upsell, email/text.)
 - e. Be impatient:
 - i. Do all the steps above right!

Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups:

<https://rumble.com/v56x398-july-14-2024.html>

Reader's roadblocks and the solutions/mechanisms to solve them:

ROADBLOCKS: Not knowing where to start. Not having enough hockey iq. Not being good enough. Not having the right training.

Solutions/Mechanisms: By booking a personal training consultation, we will discuss your goals and the type of player that you are. Once you start training with me, we will know your strengths and your weaknesses to make sure you become a better player and see a difference in your game almost immediately.

Include your personal analysis of your copy's weaknesses and how you plan to improve them: I actually think my copy is pretty solid. But there's room for improvement.

I think the weakness of this copy would be that they have heard these promises before and would be skeptical if this can actually help them. However, since this is a local business, I think we have an advantage because there's not many local businesses targeting just hockey players.

The way I'm improving this is by presenting myself as an authority. This is why once they land on the landing page and they scroll down, they will see social proof and testimonials

Indicate if you test your copy and its performance results: Haven't been tested yet, launching this project tomorrow.

Explain how your product's strengths and weaknesses play into the value equation:

Time and where to start: We make sure you see a difference in your game almost immediately and if you feel stuck and do not know where to start we are help you.

Desirable outcome: We make sure they reach their highest level and become the best player in their team

Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel: Awareness level 3. Sophistication level 4.

They have seen these promises before, but only online programs, this can definitely help them because it is in person training.

where they are inside the funnel: They see my ad on social media. They click the ad. And land on my landing page.

Show and explain the full funnel: The service is Personal Training for athletes (Hockey player). The offer is to book a consultation and then during the consultation lead the call toward the lead booking a first session at the gym.

Now, They see my ad on social media. They click the ad. And land on my landing page. They click on CTA “Book a consultation” they fill out the form and they get an email with a link to book a consultation.

Landing Page:

Hockey Training Program Boosts Your Speed, Strength and Explosiveness to Leave Defenders in The Dust

Competitive hockey coaching to become a better player and see a difference in your game within a WEEK of training

[BOOK A CONSULTATION](#)

Second Section

Train Smart
Train Hard
Train Right

TopFitnessMTL is a premium training facility for athletes dedicated to helping you improve every single day. With strategic approaches and a focus on safety, I ensure you reach the highest level of performance. With 10 years of experience, I have a proven track record of success by training various prestigious teams, such as:

TEAM	TEAM	TEAM	TEAM
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[START TRAINING NOW](#)

AD:

If you are from Montreal and want to become a better hockey player you need to read this

There's many hockey players that feel stuck and keep doing the same trainings everyday without going anywhere or getting better

If you're a decent player, and have the desire to make it to the next level, scoring goals and helping your team win games...

I got something for you.

I've developed a training method that has helped many hockey players see a difference in their game almost immediately.

No matter your age or skill level, this training will enhance your abilities, helping you rack up assist after assist and goal after goal, making you a top scorer and playmaker.

Click on this ad to book a consultation with me, I'll learn about the type of player that you are and your goals, then we'll create the perfect workout plan for you to achieve your goals in just 12 weeks

Click the ad now!

