

- TOP PLAYER ANALYSIS AND WINNERS WRITING:

- Business type: Online/Virtual fitness Coach
- Business Objective: People to join the 30 days program inside our virtual workouts
- Funnel: Paid Ad(pic/poster)

#### WINNERS WRITING PROCESS:

##### 1)WHO AM I TALKING TO?

- intent people who want to lose belly fat and get abs

##### 2)Where are they now?

- They are on the post attracted to the dream state showcased on the post
- also I don't know where they are right now but what I know is that they feel fat and unhealthy

##### 3)What do I want them to do?

- I want them to download my program and get started on their journey

##### 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?

- See>>I want them to see their dream state to gravitate all their energy and attention to the post motivating them to take further action to get to that physique
- Feel>>I want them to feel motivated by the picture showcasing dream state and relief because the solution is here and easy to read and follow-Motivation&Relief
- experience >>I want them to experience not only desiring their dream even more also to make it be easy and fast for them to get there

#### DRAFT

UNLOCK THE ULTIMATE YOU TODAY!!Want to get ripped abs? Download FT fitness 30 DAY ABS PROGRAM


In just 3 simple steps

- tap link in bio
- verify
- ABS

That easy ;)




Inspired by

**Frank Medrano**  
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