

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness GYM - let's call it Extreme Fitness Gym

Business Objective:

(with help from chatgpt)

To help individuals become stronger, fitter, and healthier by providing a motivating environment that supports their personal goals of improving strength, confidence, and overall well-being. Our goal is to acquire 200 new members in the next 6 months by offering tailored fitness programs that empower people to look and feel better, while boosting their physical and mental confidence.

Help people get:

Get strong, fit and healthy and achieve their desire to feel and look better and increase strength and confidence.

Funnel:

Passive Intent - (social media funnel)

Step 1. Capture people's attention when scrolling through insta, FB or YT. They see an AD which captures their attention and their desire to become strong, Fit, Healthy etc.

Step 2.They click on the AD which takes them to the Gyms social media profile/sales page.

The customer/consumer looks through the Gyms profile, they like what thy see and follow the gyms account. Over time their desire increases and they see an AD for “NEW MEMBER DISCOUNT WHEN YOU SIGN UP TODAY!”

Step 3. The customer/consumer clicks the ad which directs them to the sales page/member sign up today page, they hit the CTA/sign up/Join today button,

Step 4. They PAY THE FEE (example £39.99 per month or get your 1st Month FREE when you sign up for a 3 month membership £120 reduced to £79.99! What are you waiting for?!)

Step 5.The customer/consumer BUYS/PAYS and becomes a member of the Gym. The Gym has a new member who has paid/signed up to a monthly subscription.

WINNER’S WRITING PROCESS

1.Who am I talking to?

Target audience: Men and women of all ages who desire to improve their health, fitness, self-image, and confidence.

Attention-Grabbing Opening: Are you tired of feeling sluggish, unconfident, and stuck in a cycle that doesn’t serve your health? It’s time to take charge.

Problem Statement: Whether you're looking to shed some pounds, build muscle, or simply feel better about yourself, the journey to better health can seem overwhelming. But it doesn't have to be.

Solution: Imagine what it would feel like to wake up every day energized, confident, and proud of the person you see in the mirror. By following a personalized fitness plan designed specifically for your goals, you'll unlock a new level of physical and mental well-being.

Why This Matters: Improving your fitness isn't just about looking better—it's about living better. When you take care of your body, everything else falls into place—your confidence soars, your energy rises, and you become unstoppable.

Call to Action: Take the first step towards a healthier, more confident you. Don't wait for the perfect time—start now and transform your life!

2. Where are they now?

Summary:

They are unhealthy, unfit, or seeking professional guidance from a personal trainer to become stronger, healthier, lose weight, and improve their self-image and confidence.

Reality Check Opening:

Right now, you're feeling out of shape, stuck, and unsure where to start. Maybe you've tried different methods, but nothing seems to stick.

Current Struggles:

You've noticed your energy levels dropping, clothes not fitting like they used to, or maybe you're just not happy with the person you see in the mirror. You're not where you want to be, and you know you need guidance to change that.

Recognizing the Need for Help:

It's clear: without the right support, it can be hard to stay motivated and see real results. That's where a personal trainer steps in—someone who knows exactly how to take you from where you are now to where you want to be.

Call to Reality:

Whether you're looking to lose weight, build muscle, or just feel better in your own skin, you don't have to do it alone. Right now, you're at a crossroads. Keep going on the path that hasn't worked, or take the step that will change everything for the better.

3. What do I want them to do?

Goal:

I want them to take immediate action and work with a personal trainer to improve their health, fitness, self-image, and confidence.

Clear Direction:

It's time to stop waiting and take control of your health and fitness. The longer you wait, the harder it becomes. You've already recognized that you need help—now it's time to act.

What to Do Next:

Reach out to a personal trainer who can create a tailored plan specifically for your goals, whether it's losing weight, building muscle, or boosting your confidence.

Why It's Important:

You deserve to feel strong, healthy, and proud of the person you see in the mirror. Taking this step means you're choosing a better future, one where you're in control of your fitness and self-image.

Immediate Call to Action:

Don't let another day go by. Take the first step now—contact a personal trainer, schedule your first session, and start your journey to a healthier, more confident you.

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?

Audience Starting Point: Unhealthy, unfit, or seeking professional help to achieve their health and fitness goals.

What They Need to See:

They need to see clear, achievable results from others who were once in their shoes. Real transformations—whether it's weight loss, muscle gain, or improved self-confidence—will show them that change is possible with the right guidance. Before-and-after photos, success stories, and testimonials from others who struggled and overcame are powerful motivators.

What They Need to Feel:

They need to feel understood. Knowing that someone gets what they're going through—the frustration, the self-doubt, the desire for change—will create a sense of trust and connection. They should feel empowered by the idea that this journey is doable, and they can achieve the same success with the right support.

What They Need to Experience:

They need to experience hope and excitement for the future. Offer a vision of what life will look like once they take action—a healthier, stronger, more confident version of themselves. By breaking down the process into manageable steps, they will experience a sense of control and progress, which will make the transformation feel realistic and attainable.

Reassurance:

They need to feel reassured that working with a professional is the smartest and fastest way to achieve their goals. Emphasize that they won't be doing this alone, and having expert guidance will accelerate their progress.

Action Catalyst:

Once they see real success, feel understood, and experience a sense of hope, they'll be more inclined to take action. The message should inspire belief in their ability to change, and that the next step—contacting a personal trainer—is the key to making it happen.

DRAFT (with help from chatgpt)

Welcome to [Extreme Fitness Gym] – Your Path to Strength, Confidence, and the Best Version of You!

Are you ready to transform your body, mind, and confidence?

At Extreme Fitness Gym, we specialize in helping people just like you take control of their health and fitness. Whether you're just starting out or you're an experienced athlete, we create tailored fitness programs to match your unique goals. It's time to stop settling and start thriving.

Limited Time Offer: Join today for only £39.99 per month!

Or **get your first month FREE** when you sign up for 3 months—just **£79.99!**

Why Choose Extreme Fitness Gym?

We know where you're starting from, and we're here to help you reach where you need to be. Here's why we're the ultimate choice:

- **State-of-the-Art Equipment:** From cutting-edge cardio machines to weight-lifting gear, we've got everything you need to get stronger, fitter, and faster.
- **Professional Personal Trainers:** You won't be alone in this journey. Our certified trainers will create a custom plan that's perfectly designed to get you real results, whether it's losing weight, gaining muscle, or building endurance.
- **Welcoming, Supportive Environment:** No more feeling intimidated! Our community is here to lift you up, push you, and celebrate every victory along the way.

- **Dynamic Group Classes:** HIIT, yoga, strength training—whatever motivates you, we've got it. You'll never be short on variety.
- **Progress Tracking:** We measure your success with regular fitness assessments to make sure you're always improving and crushing your goals.
- **Flexible Hours:** Open early, close late. We fit your schedule, not the other way around.

What Our Members Are Saying:

- "I was completely out of shape and scared to start, but joining [Extreme Fitness Gym] was the best decision I made. I'm stronger, more confident, and finally seeing results!" — **Sarah W.**
- "The personal trainers at [Extreme Fitness Gym] changed the way I approach fitness. They made it easy to stay committed, and I've seen huge gains in strength and overall fitness." — **James L.**
- "I love the positive energy here! The group classes keep me on track, and the support from other members is amazing. I've never felt more motivated." — **Emily R.**

Ready to Take Control? Don't wait.

Your fitness journey begins now. Imagine waking up every day feeling stronger, healthier, and more confident. With [Extreme Fitness Gym], you have everything you need to make it happen—expert trainers, top-tier equipment, and a community that's got your back every step of the way.

Exclusive Offer: Get your first month **FREE** when you sign up for 3 months—just **£79.99!**

It's time to make the decision that changes everything. Don't let another day go by. **Join us today** and experience the transformation.

How did I do G's?