

# Winner's writing process

What specific business objective am I seeking to accomplish with this project? Why is it important?

- I'm trying to craft a sales page to help a fitness trainer sell his program. It's important to show him the power of a sales page and selling not just through social media.

What part of their online presence/funnel is needed to achieve this business objective?

- Email campaign, letting people know about his work and programs, not just through social media. Having an email campaign, and sales page, will make him look more serious, and professional.

## 1. Who am I talking to?

- Girls (18-40), trying to make a change, buying the only program that can help them get that dream outcome (young girls, really skinny, fat, after pregnancy weight loss)

## 2. Where are they now?

Scrolling through Instagram for sure.

- Current state:

-ashamed, lack of self-esteem, lazy, tried similar programs but failed, depression

- Dream state:

-having their dream body fast, without working so much. They don't have the time and energy to challenge themselves.

- Level of market awareness - 3 and 4
- Level of sophistication - 4 and 5
- Desire- I would say that their level is not that high, but it's up there. They think they know everything, and they want to try but find excuses not to.
- Trust - It's not high. They probably tried different things to get their dream outcome but failed.
- Belief- They are at that point that they almost do not believe in anything. They see how people train and get results, but they think it can't be done for them.

### 3. Where do I want them to go?

- I want them to read a sales page, then go on his website and buy his program.

### What do they need to experience/think/feel to do that?

- Stop scrolling
- Use the PAS framework or DIC to catch their attention
- Big letters
- Different colors
- Pictures of transformations showing other people have done it so they can to
- Focusing on value
- Tell them the dream outcome than show them how fast it's possible if they decide to join
- Experience play
- Big, easy, safe, and big
- Free tips
- Money back guarantee
- Scarcity
- Urgency
- Two-way close (CTA)

(His website is pretty vague, landing page after Landing page with his programs just explaining what they are getting, saying that “this is the best program” every single time...)

### **Avatar: Emily**

#### **Demographics:**

- **Name:** Emily
- **Age:** 28
- **Gender:** Female
- **Location:** Urban area, lives in a medium-sized apartment
- **Occupation:** Marketing Specialist

#### **Psychographics:**

- **Personality:** Ambitious, but often feels overwhelmed; enjoys social media and staying updated with the latest trends; values convenience and efficiency
- **Values and Beliefs:** Believes in self-improvement but struggles to find the right methods that fit her busy lifestyle; values health and aesthetics but has a hard time staying consistent with fitness routines
- **Interests:** Fashion, beauty, fitness, wellness, digital content, brunches with friends, traveling
- **Lifestyle:** Busy work schedule, limited time for workouts, prefers quick and effective solutions, often eats out or orders takeout
- **Pain Points:** Low self-esteem due to body image issues, feels lazy and unmotivated, has tried multiple fitness programs but failed to see lasting results, skeptical about new fitness solutions

**First draft:**

## **NEW! Proven Strategies to Get Your Dream Body in Less than 2 Months!**

Congratulations!

If you are reading this, you decided to take control over your life and change it for the better.

And in just a couple of minutes, you can see how you can have that dream body of yours not recognizing a person staring back at you in the mirror.

**I can help you transform your body in less than 2 months, even if you never stepped foot in a gym!**



This is how my clients look and feel just 12 days after they bought my program.

Imagine your life once you've decided to start implying everything I say to you!

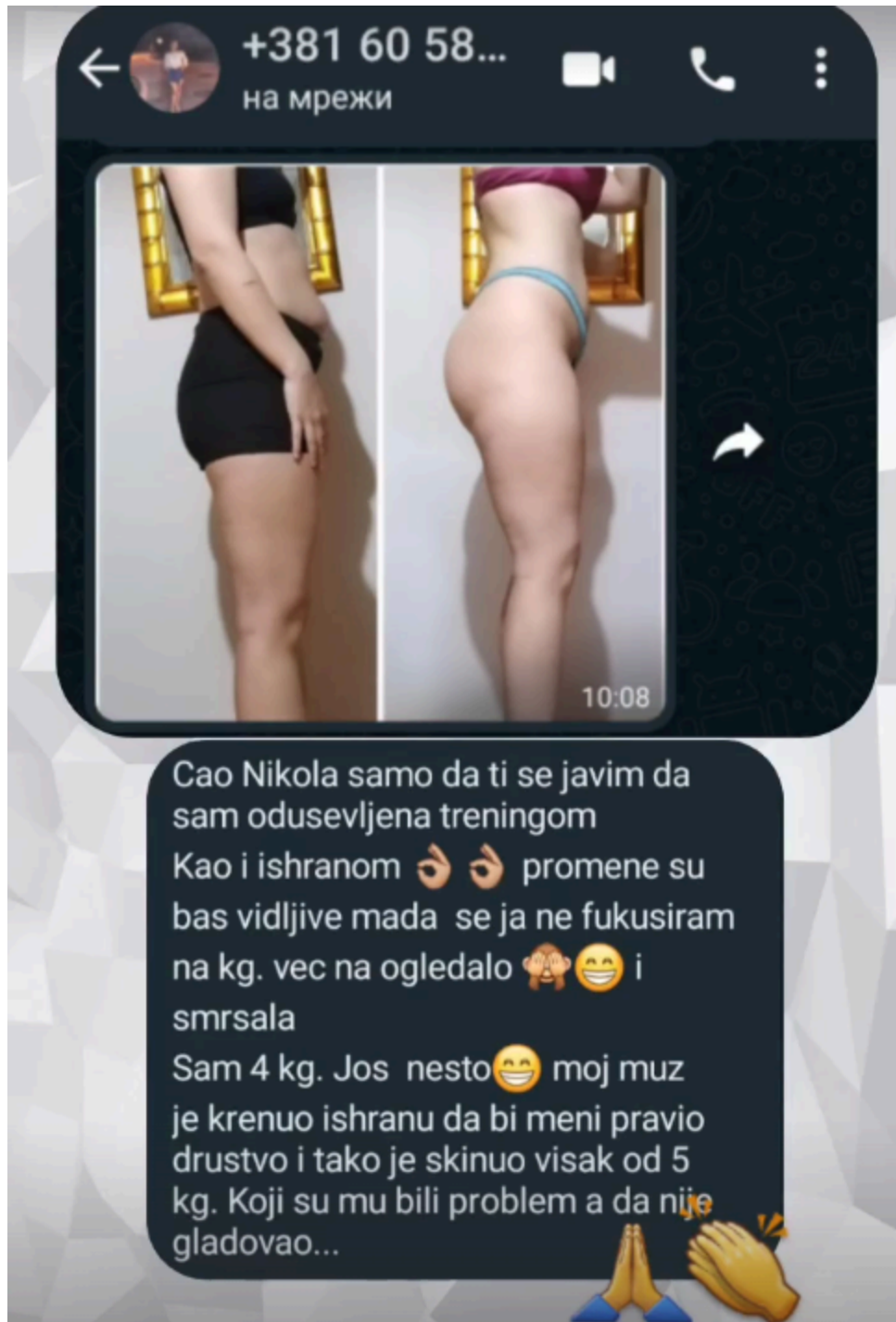
You'll have insights in all the video tutorials on how to perform exercises at the gym, and home. The choice is yours!

**You can have all the tactics and insights that will sculpt your body exactly the way you've always wanted it to!**

I want that for you!

That's why I want you to start right away...

This is why I created this summer program to boost your self-esteem and get you a little push you need to be the best version of yourself!



Inside the program, you will also have a meal plan designed for your needs.

You don't want to miss out on the opportunity to buy now, and use all the benefits I have for you!

Let's check out what you will get if you decide to join in:

## **Proven Strategies to Get Your Dream Body in Less than 2 Months!**

Discover the best step-by-step tutorials on how to perform every exercise. Home video workouts, and gym workouts. Meal plan designed just for your needs!

### **Bonus # 1**

3 exercises that you can do anywhere that will help you reach your goal faster.

### **Bonus # 2**

One-week FREE meal plan, healthy and easy to prepare.

And on top of it all...

I made sure to remove all risk for you with a simple guarantee...

If you're not happy with my summer program...

You can send me an email at [orozovicnikola.rs@gmail.com](mailto:orozovicnikola.rs@gmail.com) within the first 30 days for a full, **no-questions-asked refund!**

I have total faith in this program, and I'm sure when you start using this program...

You will see this as money well spent!

The sooner you start, the faster you'll get your dream body!

Starting today, you'll be able to transform your body so fast that people would not recognize you!

I believe you will remember this day as a day you've decided to finally take control over your life!

Can't wait for you to start!

signature

## Here's everything you're getting today:

- ✓ Summer glute program
- ✓ 3 exercises that you can do anywhere that will help you reach your goal faster.
- ✓ One-week FREE meal plan, so healthy and easy to prepare.



✓ 30 days full, no-questions-asked refund!

Today: Just \$45

**Second Draft:**

The Only Program You Need to **Get Your  
Body in Perfect Shape Fast**, Without  
Spending More Hours at the Gym!  
Discover the **New Summer Glute-Program**,  
to Boost Your Confidence and Transform  
Your Body Beyond Recognition!

Congratulations!

If you are reading this, you decided to take control over your life and change it for the better.

And in just a couple of minutes, you can see how you can have that dream body of yours!

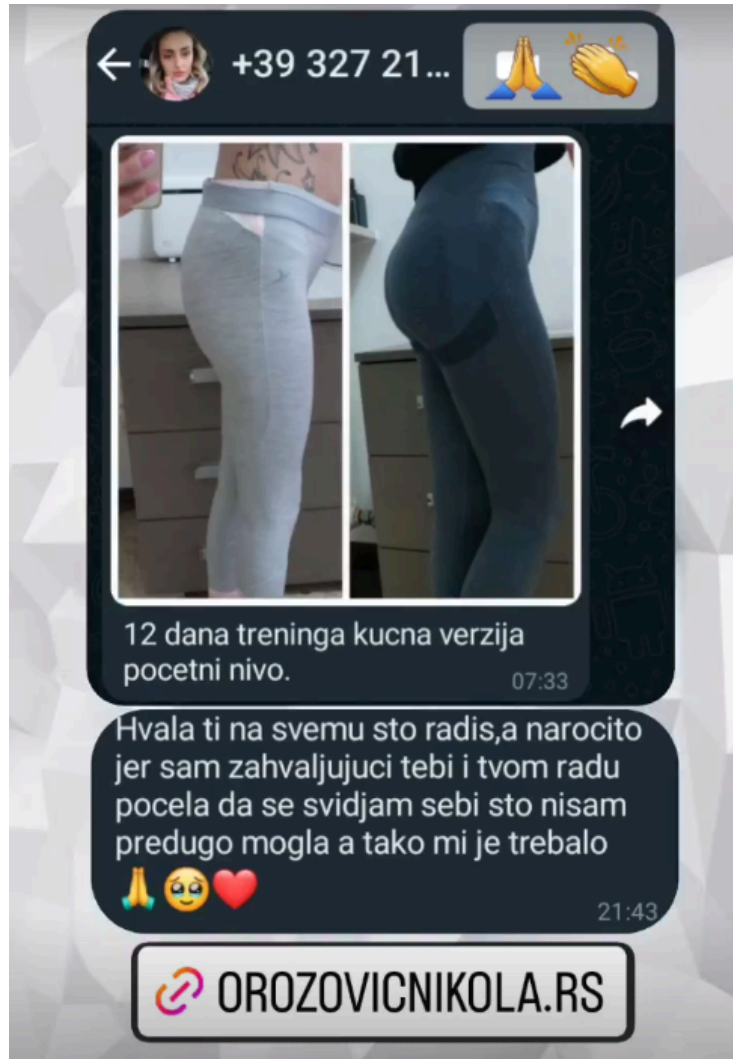
Imagine stepping out of the shower, the steam from your shower still lingering in the air. As you catch a glimpse of yourself in the mirror, you see...

The reflection staring back at you is almost unrecognizable – it's a version of you that you've only ever dreamed of.

I'm Here to Teach You all the Strategies You  
Need to Get That Dream Body of Yours,  
Even if You're an Amateur.

New headline:

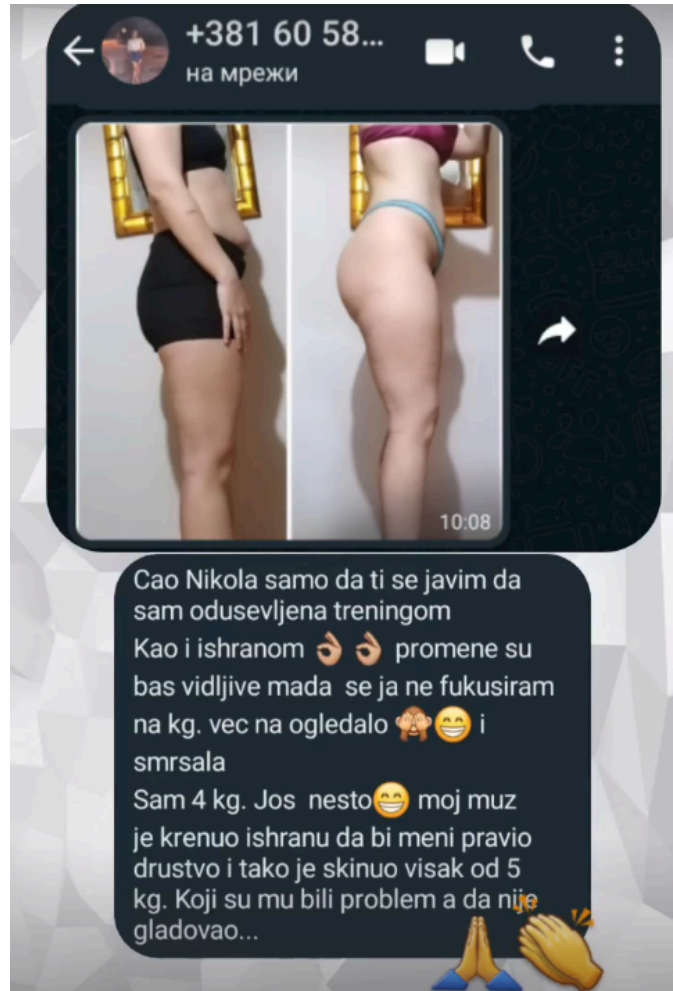
I'm Here to Show you Advanced Strategies  
That Guarantee Your Dream Body, Even if  
You're Just Starting Out!



This is how you can progress if you put in the work and follow the instructions. In this program, I didn't hold anything back!

I created this **summer glute** program to boost your self-esteem and get you a little push you need to be the best version of yourself!

When you see what's inside, you'll think of it as money well spent.



Let's check out what you will get if you decide to join in:

- Step-by-step tutorials on how to perform every exercise.
- Home video workouts, and gym workouts
- 3 exercises that you can do anywhere that will help you reach your goals faster.

On top of that you'll get the following:

## Bonus # 1

One-week FREE meal plan, healthy and easy to prepare.

## Bonus # 2

You'll be a part of a community where you can ask any questions, and someone will be there to help you (whether if it's a proposition on how to prepare some food, what exercises to avoid, how long to train, etc)

Still not convinced?

Oh okay...

I made sure to remove all risk for you with a simple guarantee...

If you're not happy with my **summer glute** program...



You can email me at [orozovicnikola.rs@gmail.com](mailto:orozovicnikola.rs@gmail.com) within the first 30 days for a full, **no-questions-asked refund!**

So tell me...

Are you ACTUALLY serious about getting that dream body of yours?

Because if you are...

I believe you will remember this day as a day you've decided to take control of your life.

Can't wait for you to start!

Remember, I'm here to help you solve your problems, you'll have to put in the work!

signature

## Here's everything you're getting today:

- ✓ **Summer-glute** program
- ✓ 3 exercises that you can do anywhere that will help you reach your goals faster.
- ✓ One-week FREE meal plan, healthy and easy to prepare.
- ✓ 30 days full, **no-questions-asked refund!**

Today: Just \$45