

Who am I talking to?

Women in the age range of 24-35 that want to feel confident, pretty/cute and good about themselves/in their own skin when they're working out at the gym, so that they'll stick to their fitness goals and feel like they belong in the fitness palace of love, a.k.a not feel like people are judging them. ( to have comfortable workout clothes that allows them to experience this identity; feeling pretty at the gym; fit, flattery and staying in power; feeling complete, feel athletic and put together at the gym, set accentuating their curves, they want to become the hot gymrat girl with some cute outfits to back that up; get the courage to go through their gym anxiety)

Men or Women?

Women

Occupation?

Average salary

Geographical location?

România

Painful current state

What are they afraid of?

They feel super self-conscious of how they look in the gym and are terrified that other people will judge them due to their outfit/afraid to look dumb in the gym. ( might think they're a poser or that they're not really there to train; they're afraid/anxious to step foot in the gym and the outfits gave them courage; worry they might be judged for wearing these matching outfits at the gym; think that some people secretly hate them for showing up in the gym with a revealing outfit).

What are they angry about? Who are they angry at?

They hate the way they look at the gym and feel super stupid whenever they're training/feel so ugly during their lifts that it makes them reconsider from ever coming back. ( uncomfortable to look at themselves in the gym, make a fool of themselves at the gym due to how they look; feel like quitting working out due to how they look; can't find cute, matching workouts sets that are cheap and don't feel extremely tight on their frame - keep them in mind, don't bother trying to put 'em in there).

Themselves, but also the brands they've tried so far that had extremely tight workout clothes and look absolutely ugly/not good when they wear them during their sessions. ( which makes them reconsider from coming back to the gym to train).

What are their top daily frustrations?

Can't stand the way their body looks; frustrated by workout clothes that don't fit them, basically; hate the way they look; hard to feel motivated to train without a proper fit; too self-conscious of the way they dress in the gym; terrified of being judged due to their workout clothes; workout sets not covering their midriff/stomach area; not finding any cute workout sets to wear at the gym; don't look great/have a good style with my current workout set ( basically what they said, but they were mostly trash talking the way their bodies looked in active wear - don't look great in tights, don't have the hips for it, doesn't pair well with a sports bra either, makes me feel flat); their current workout apparel falling apart ( ripping at the seams...creating small holes; falling short for me); cute workout sets are sooo hard to find; clothes are starting to no longer fit; every pair of pants is tight fitting; barely cover any skin; every pair of workout clothes is see through ( literally transparent, tits out; my rib cage isn't being squashed; no fucking holes and no baggy, wide leg cowboy shit either); clothing is way too revealing + scrunched up in places that it shouldn't; workout clothes clinging onto their skin ( show every lump, bump and roll that I have); clings to my belly; they feel ugly when they're training which makes them want to quit working out from feeling demotivated.

What are they embarrassed about?

They feel ashamed of how their outfit makes them look in the gym, worried that other people will judge them when they're lifting. ( feeling super self-conscious of the way they look during their sets, struggling super badly with their body image, nothing fits me, none of my shirts or clothes look good on me, super awkward to workout in their oversized clothing, way too far out of my comfort zone, embarrassed to look dumb/ugly in the gym due to my workout clothes, ).

How does dealing with their problems make them feel about themselves?

They feel ashamed, ugly, self-conscious, uncomfortable, boxy and terrified of being judged at the gym due to how awkward and dumb they look with their gym outfits.( they've quit working out so many times due to feeling 'ugly'; makes them feel flat; feel bad about myself and the way I look; athleisure doesn't look good; hardly ever done right; feel uncomfortable wearing them; they feel skin tight; super worried that other people are looking at me; can't feel mentally comfortable in the workout clothes that I'm wearing; feels bad to try and put on my clothes; feels too much for myself; ).

What do other people in their world think about them as a result of these problems?

That they should dress however they want and to not care about what insecure men's/people's opinion is for the clothes they wear in the gym. ( most people are minding their own business and couldn't care less about them; nothing wrong with what you wear and other people/men speak their insecurities onto you if they complain about your outfit).

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

That it's impossible for them to find matching workout sets to train in the gym that cover their midriff area or won't fit too tightly in their thighs/frame, since they want to feel pretty and

feminine when working out ( to be able to train harder and better, basically) rather than ugly, uncomfortable and self-conscious in the way they look. ( struggling badly with their body image; wanting to feel confident in the way they look in the gym rather than super awkward; don't want to quit working out again due to feeling ugly; super worried that people are gonna look at me; feel uncomfortable wearing my clothes at the gym; workout clothes too tight and revealing for them to wear when they're training; my wardrobe just looks tired; wanting the workout sets to be cheaper; wanting their workout clothes to not be boring; terrified of being judged by their fit in the gym).

### Desirable Dream State

If they could wave a magic wand at their life and fix everything, what would their life look like?

They would feel cute, pretty and confident when they're training, which will get them to stick to their fitness goals and get the courage to continue working out whilst overcoming their gym anxiety/not caring about other people around them. ( and obviously having a workout set that allows them to feel this way and gets them to exercise harder and better in the gym + covering their midriff/stomach area and fitting their frame perfectly; they want to become the hot gym rat girl during their training; love the idea of a complete workout set that gets them to overspend; workout clothes that don't break the bank, basically; finally feel comfortable enough to wear what they want in the gym without caring about people staring at them in between their sets; feeling stylish and pretty during their sessions; confident to let it all show in the gym; pretty happy with their body and want to show off what they've got; happy to splurge; cute workout set that looks good on me; I feel complete now; fit, flattery and staying in power)

Who do they want to impress?

They say that nobody but themselves, so they would feel confident and cute + feel good about themselves when they're training and not for people's attention/approval. ( but a part of them is doing it for other people and the men's attention as well; they do want to wear cute workout + sexy clothes at the gym to be noticed for their attractive features; to accentuate their curves and make their booty pop).

What do they secretly desire the most?

They want to become the hot gym rat girl, essentially ( feel pretty and feminine in the gym without quitting it due to outfits that make them feel ugly/want to feel complete when working out) and stick to their fitness goals without worrying that they'll be judged. ( find workout clothes that are fitting their body snugly and comfortably ; a.k.a to not care at all about other people's perception and just train consistently for the first time in their life; they want to feel pretty + feminine to make it easier to come back to workout; finally hitting that milestone where working out feels good - with their clothes aiding them on that; confident to let it all show; )

How would they feel about themselves, if they were living their dream state?

They would feel cute, confident, comfortable, pretty, feminine, good, awesome, badass, brave, happy, in awe/love and just downright obsessed with how amazing the workout sets that they've bought are which don't feel too tight on their frame nor expose too much of their midriff/stomach to the public. ( makes them want to workout as an excuse to wear the fit; molding their body perfectly; ).

If they were to describe their dreams and desires to a friend over dinner, what would they say?

That they're absolutely in awe/in love with the matching workout clothes that they've got that makes them feel cute and so confident when they're training at the gym, that they've stopped caring about being judged and have finally stayed consistent with their fitness goals. ( really snatches me in; I love myself in it!; extremely comfortable; ).

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

That people judge them for the way that they dressed currently in the gym and can't seem to find cute, matchy and affordable workout sets that fit their frame in order to feel confident during their training sessions and stay consistent with their fitness goals. ( basically, they want workout clothes to make them feel pretty and feminine when they're training, so they won't be too unmotivated and decide to quit working out from being "too ugly").

Who do they blame for their current problems and frustrations?

They blame themselves for how they're looking in their workout clothes and obviously the brands that they've purchased matching workout sets in the past which have fitted too tightly on their frame, neither did they cover their midriff/stomach area. ( feel like they don't look great in tights/leggings + sports bras from the ones they've tried, nor with their oversized clothes which make them look like Adam Sandler).

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Yes, they did, but most workout clothes they've tried were too tight on their frame and barely covering their midriff/stomach area + butt which made them quit working out several times from feeling too 'ugly' ( and obviously, too terrified of being judged in the gym otherwise with the fit that they did have; unable to be mentally comfortable in these clothes).

Because they don't know how to style their workout clothes properly or that the brands they've gone through didn't have proper fitting clothes that could cover their stomach and be affordable enough for them to feel confident, chic and cute during their training sessions.

How do they evaluate and decide if a solution is going to work or not?

If it doesn't give them the 'Adam Sandler' look in the gym and the workout sets are not overly expensive, so they would feel confident, comfortable, chic and cute during their sessions. ( constantly making them reconsider to come back to the gym to train).

What figures or brands in the industry do they respect and why?

Lululemon, Buff Bunny, Gymshark, Girlfriend Collective, Athleta, Colorfulkoala, NVGTN, Alphalete, Aritzia, Old Navy, Vuori, Aerie, American Eagle, Underaromour, Senita Athletics, .

Because they have high quality workout clothes that fit perfectly on their frame, are long lasting and it makes them look slim thicc ( cute, confident, chic and comfortable at the gym without caring a lot about people's judgment from there; also to have fun workout clothes to help them achieve that outcome; also their clothes are matchy).

What character traits do they value in themselves and others?

Confidence, bravery, cunning, good, fashionista ( basically someone who knows how to dress well), self-assured, pretty/beautiful, smart, ambitious, positivity, adaptable/flexible, strong/resilient, enthusiastic, cool, calm, professional, charismatic, risk taker, social, physically active, supportive, leader, independent, considerate, honesty, altruistic, disciplined, goal oriented, loyal, respectful, inspiring.

What character traits do they despise in themselves and others?

Timid puppy vibes ( love this comparison :) ), coward, clumsy, bad, dresses poorly/no style, doubtful, ugly, weird, dumb, lazy, negative, unadaptable, weak/mentally drained, boring, too serious, anxious, unprofessional, lame, afraid ( doesn't want to take any risks, essentially), antisocial, limp wristed geek/doesn't take care of themselves at all, drags other people down, follower, relies too much on other people, dishonest, disloyal, disrespectful, egotistic, undisciplined, no goals/aspirations, uninspiring.

What trends in the market are they aware of?

They're aware of the fact that matchy workout sets are in and they would absolutely love to get their hands on a pair to feel confident, chic and good in the gym, making no other excuses not to go, but still wonder if the trend isn't outdated or if there are gym outfits that are good/cute for them to wear. ( cuz women need apparently reasons like these to hit the gym, lmao).

What "tribes are they a part of? How do they signal and gain status in those tribes?

They're part of the Lululemon, Athleta, CRZ Yoga, Old Navy and Aerie tribes.

By highlighting the progress that they're making and uplifting other on their journey to become better themselves.

What are they doing currently to solve this problem?

First of all, they would check out Lululemon for these matching workout sets ( A, because it is something they want and B, due to Lululemon being extremely well known to have the most amazing workout clothes). Then, they'll go on the brands website and see that none of the models are wearing matching sets, just color blocking ones.

That gets them to think that probably the trend is dated, but wonders how since other brands have exactly what they want.

In return, they'll search online and see exactly what the real deal is from other people. Going through their favorite forums that they spend most of their time on and asking a question on a sub on Reddit to see if this is true or not.

Seeing that they're still in which will probably get them to check out other brands who have this style in stock for them. ( hit with Beyond Yoga, Old Navy and Girlfriend Collective + Aerie as the best options for them to check out).

Will probably check out all of them and start with Old Navy ( since it was the most recommended - see a matchy workout set they like with both the bra and leggings and that they have an insane amount of positive reviews + they'll read some of them and see people living their dream state which will probably get them to buy).

And finally, would look for matchy outfits on youtube and see the reviews on the ones they've went over from Old Navy, Beyond Yoga, Girlfriend Collective and Aerie ( gonna look at a chick reviewing her favorite active wear that the algorithm favoured with over 40 K views and see some brands that have been recommended which will get them to pay attention and see which ones would work best for them).

And most certainly gonna see reviews either online through reddit ( basically, see that other people live my dream state with this fit from Old Navy that'll get me to buy - Powersoft leggings and also for the PowerSoft Longline sports bra, which they see even more positive reviews filled with the identity they want to have wearing these 2 types of clothes, a.k.a their dream state), again or other types of forums + reviews on Youtube for the things that I've seen from these brands ( look at Kathryn Mueller and see her review for the Powersoft leggings and sports bra - demolishing some of my objections and this woman living my dream state which will probably get me to purchase this cute workout set for myself).

And most likely, ask a coworker or friend that's into working out if they know where to get these matching workout sets from.

What is the business objective I'm seeking to accomplish and why is it important? What do I want them to do?

To sell at least 20 pairs of my leggings and sports bras by getting my ads to convert efficiently on Instagram ( close to 500 \$) . Because with this, I'll get 10x closer to being intermediate and scaling my brand to the moon.

To consume the reel ( from start to finish) and consider buying my matchy outfits for the gym ( basically the sports bra combined with my leggings).

Which part of the funnel is needed to achieve this objective?

Through the brand's Instagram account.

Why should the reader stop and pay attention to my copy?

Because there's an opportunity to become a more confident and pretty version of themselves at the gym with my fit ( + there's some mating and a zoom out effect to get them to instantly pay attention for the rest of the reel + quick transitions from all the other ads too).

Why would they take action now and not later?

There's a sense of urgency for my outfit ( a.k.a either a 2 for 1 deal or 30-40% off for the sports bra + leggings available only for 48 hours).

Why should they buy my own products rather than the competitors?

Because of the identity that my brand has instilled into them with the product and how matchy the sets are ( basically, the fact that we have them matched up in colours that will get them to buy - an innate desire they seem to have to buy gym clothes that some brands don't see to have, Gymbeam included).

Where are they at right now?

### **Roadblock:**

Feeling super self-conscious of how they look in the gym and terrified that other people will judge them due to their outfit/afraid to look dumb in the gym.

### **Mechanism:**

Our gym outfits to help them feel confident, cute and chic ( + comfortable) during their sets and make them reconsider to come back in order to stick to their fitness goals.

### **What's in it for me?**

Having that cute, matchy workout set that you've always wanted to feel confident, cute and comfortable to get you more obsessed with the way you look to get you to come back and stay consistent with your fitness goals.

Current state: can't find cute, matching workout sets that are cheap and don't feel extremely tight on their frame, stopping them from feeling confident + pretty during their sessions and go harder at the gym. ( so they would stick to their fitness goals once and for all, essentially).

Dream state: They would feel cute, pretty and confident when they're training, which will get them to stick to their fitness goals and get the courage to continue working out whilst overcoming their gym anxiety/not caring about other people around them. ( and obviously having a workout set that allows them to feel this way and gets them to exercise harder and better in the gym + covering their midriff/stomach area and fitting their frame perfectly; they want to become the hot gym rat girl during their training; love the idea of a complete workout set that gets them to overspend; workout clothes that don't break the bank, basically; finally feel comfortable enough to wear what they want in the gym without caring about people staring at them in between their sets; feeling stylish and pretty during their sessions; confident to let it all show in the gym; pretty happy with their body and want to show off what

they've got; happy to splurge; cute workout set that looks good on me; I feel complete now; fit, flattery and staying in power)

### **New ads, no.1:**

Level of desire - 3,5 to 4 ( person living my dream state which makes me pay attention to the rest of the ad; not way more higher, since it is a random logo put at the start of the vid).

Belief in the idea - 3,5 ( they see someone living their dream state, but could have a few objections to why they should choose this product before everything else).

Trust in the brand - 3 ( not that much to go on from the ad to get them to buy).

Market awareness - 3 ( they're aware of the solution, but not my own to get them to experience their dream state).

Market sophistication - 4 ( sell an identity surrounding my fit to get them to buy).

### **Reel:**

Instantly capture their attention with their dream state and highlight the logo just a bit for some extra boost of authority.

Quick transitions of the chick feeling herself ( a.k.a living the viewer's dream state) and sell the identity of her getting ready for her workout + living their dream state.

And lastly, of just her fading out of the vid + cranking up their desire whilst selling the identity further and prompt them towards the description.

**They want to become the hot gym rat girl, essentially ( feel pretty and feminine in the gym without quitting it due to outfits that make them feel ugly/want to feel complete when working out) and stick to their fitness goals without worrying that they'll be judged. ( find workout clothes that are fitting their body snugly and comfortably ; a.k.a to not care at all about other people's perception and just train consistently for the first time in their life; they want to feel pretty + feminine to make it easier to come back to workout; finally hitting that milestone where working out feels good - with their clothes aiding them on that; confident to let it all show; )**

### **Script:**

The only 3 exercises you'll need for rounder glutes 🍑 - hook

① RDL - stay focused and confident on your next session. 🧘‍♀️

② Hip thrust - feel beautiful and stylish as you surpass each set. 🌸

③ Bulgarian Split Squats - move freely with each PR.



Check the description to feel feminine during your workouts. 🖐️ - CTA

### **Description:**

Firstly, to instantly capture the reader's attention by cranking up their dream state in the form of a question, then to basically portray my own mechanism as the best one to help them experience that state for themselves.

Then to demolish some of the viewer's objections by portraying my mechanism as the best one further + stack up on their desire in a very brief manner to reinforce their belief that this workout set will get them to experience what they want.

And lastly, to present my chick as social proof to get them to experience their desired state further ( whilst cranking it up a bit and demolishing objections further) and to crank up their desire to the max + adding a FOMO effect at the end to get them to buy these workout sets for themselves.

### **English draft:**

Ready to step into the gym, filled with confidence and femininity? 🌸

The Stimulus set will offer you that experience in a comfortable way. You'll move freely with each rep and feel complete, due to its tough and flexible seams.

Plus, it will hug your curves perfectly, to make you feel beautiful after every set.

Just like @oana during her intense Leg Day.

PS: For the next 24 hours, you'll have 40% off the set or a 2-for-1 deal. Don't wait - embrace a confident and stylish look as you approach your next session. 🌟

### **Romanian draft:**

Pregatita sa pasesti in sala increzatoare, cat si feminina? 🌸

Setul Stimulus iti va oferi acea experienta intr-un mod confortabil. Te vei misca libera cu fiecare repetare si sa te simti completa datorita cusaturii lui dure si flexibile.

Plus, iti va imbraca perfect formele, ca sa te simti frumoasa dupa fiecare serie.

Exact ca si @oana cand are o zi intensa de picioare.

PS: Pentru urmatoarele 24 de ore, vei avea 40-50% reducere la set sau 2 la pret de 1 pe site. Nu astepta - capata un look indraznet si stilat la urmatorul tau antrenament. 🌟

### **New ads, no.2:**

Level of desire - 4 to 4,5 ( chick experiencing my dream state which gets me to be more invested in the video + the fit).

Belief in the idea - 3,5 to 4 ( they'll believe in it due to the chick that's living their dream state, but will still have some objections).

Trust in the brand - 3,5 ( they know of GymBeam, most likely, but will need a bit more to go on in order to make them buy the fit).


Market awareness - 3 ( know of the solution, but not my own to help experience their dream state for themselves).

Market sophistication - stage 4 ( sell an identity surrounding the fit and portray my own as the best one).

### **Reel:**


Instantly capture the viewer's attention with the chick living their dream state ( a bit of a zoom in effect with her living their desired state) and have some quick transitions with her living the reader's desired state. ( pretty much it)

Probably have a few exercises of her wearing the fit and crank up their desire whilst leaving them more curious for the description. ( a.k.a prompt them to it).





Polished Black / Medium

**Alma S.** ✓  
10.05.2024  
★★★★★  
The top fits so well, everything stays in place 😊 The leggings fit the curves and makes you look snatched 🍑 Great quality and this color is one of my favorites 🍌  
Item type: Velvet Teal / XSmall




**Adriana V.** ✓  
07.05.2024  
★★★★★  
I think this might be my new favorite brand to shop! The fit is true to size and the waist band shapes you so well. I was extremely happy with my purchase and immediately went back to grab more  
44:00  
twice about purchasing it will be totally worth the







**Sydney S.** ✓  
28.09.2024  
★★★★★  
I have these leggings in 3 different colors and just purchased a fourth one. If you couldn't already tell they are by far my favorite pair! 😊 They've been through several washes and are still buttery soft. Definitely buying more when new colors drop! ❤️  
Item type: Evening Blue / Small



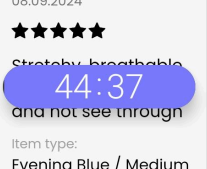
**Lydia K.** ✓  
24.06.2024  
★★★★★

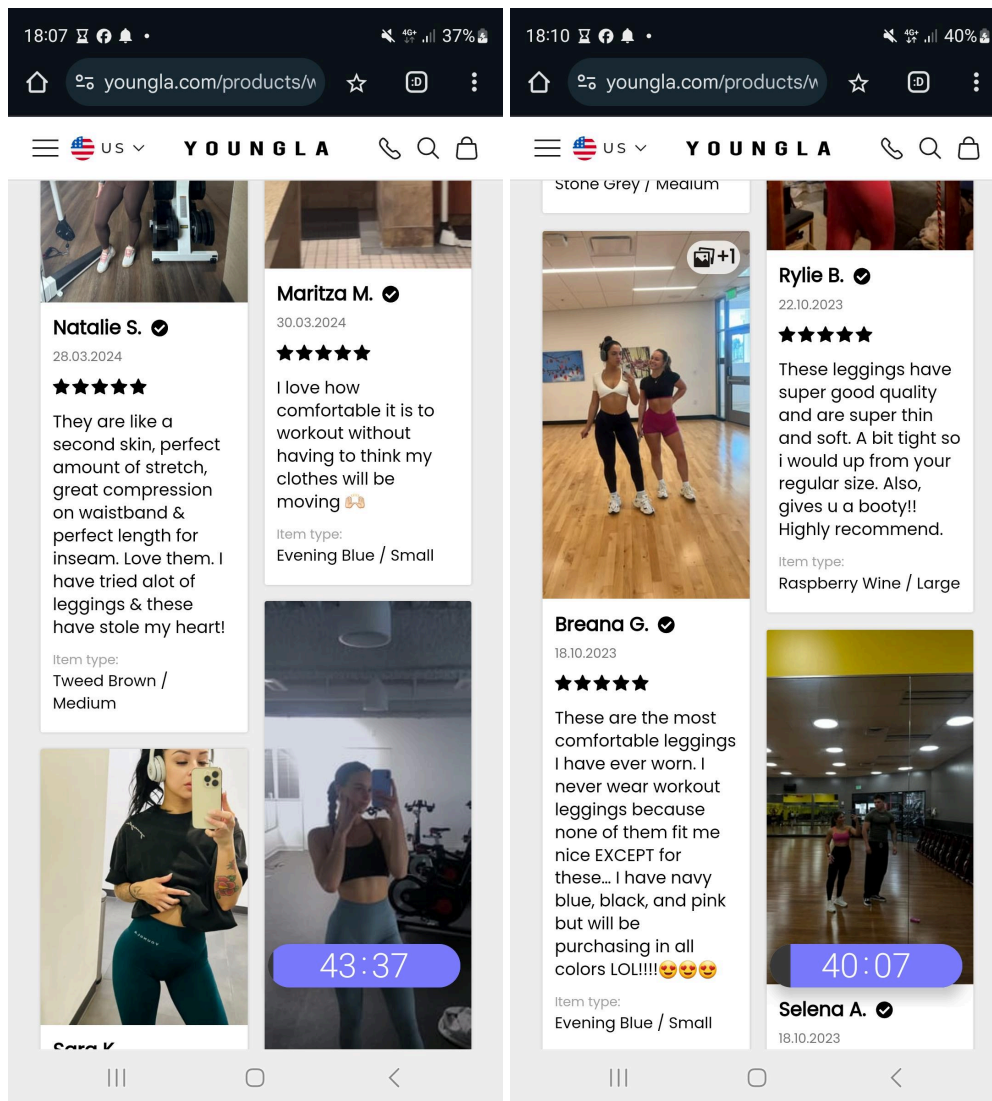


**Lidia A.** ✓  
23.09.2024  
★★★★★  
Loved this set super cute and comfortable and the colors are so beautiful!!  
Item type: Raspberry Wine / XSmall



**Marisa R.** ✓  
08.09.2024  
★★★★★  
Stretchy, breathable and not see through  
44:37  
Item type: Evenina Blue / Medium





## Script:

Try these 4 moves to sculpt rounder glutes 🍑 - hook

- ① Squats - surpass your sets confidently. 😎
- ② RDL - feel feminine as you hit your next PR. 🌸
- ③ Sumo Squat - accentuate your progress with pride. 💪
- ④ Reverse Lunges - stay comfortable and focused during your sets. 🧘

Ready to feel beautiful when you step into the gym?

Then check the description 📖.

**They want to become the hot gym rat girl, essentially ( feel pretty and feminine in the gym without quitting it due to outfits that make them feel ugly/want to feel complete when working out) and stick to their fitness goals without worrying that they'll be judged. ( find workout clothes that are fitting their body snugly and comfortably ; a.k.a to not care at all about other people's perception and just train consistently for the first time in their life; they want to feel pretty + feminine to make it easier to come back to workout; finally hitting that milestone where working out feels good - with their clothes aiding them on that; confident to let it all show; )**

#### **Description:**

To instantly capture their attention by presenting my mechanism as the best one + crank up their desired state while I'm at it and demolish some of their objections.

Then to sell them on the identity that I want them to have while wearing the fit + crank up their desired state ( also have our chick as social proof of living this specific outcome they want).

Plus crank up their desire right at the end to the max and present my brand as an authority figure that can help them experience that for themselves. ( and also a cool FOMO + urgency effect in the end).

#### **English draft:**

Surpass your sessions confidently and filled with femininity 🌸

Picture this: you're stepping into the gym, feeling beautiful and focused as you're getting ready to hit a new workout...The Stimulus set will help you reach that ideal comfortably.

You'll move freely and feel feminine with every rep due to its tough and flexible seams.

Just like @oana, during her intense Glute Day.

If she's confident of her progress at the gym, then so can you - in the matchy Stimulus set. 🐱

PS: For the next 24 hours, enjoy 40% off the set ( sports bra + leggings) or a 2 for 1 deal. Don't wait - hit your goals in a stylish and complete look. 🏋️‍♀️

#### **Romanian draft:**

Depaseste-ti seriile increzatoare si feminina 🌸

Imagineaza-ti asta: pasesti in sala, simtindu-te frumoasa si focusata in timp ce-ti atingi un nou PR... Setul Stimulus te va ajuta sa-ti realizezi acel ideal confortabila.

Te vei misca libera si sa te simti feminina datorita cusaturii lui dure si flexibile.

Exact ca si @oana, cand are o zi intensa de fesieri.

Daca ea se simte increzatoare in progresul ei, atunci si tu poti face la fel - in setul matchy Stimulus. 🐱

PS: Pentru urmatoarele 24 de ore, ai 40% reducere la set ( colanti + bustiera) sau 2 la pret de 1.

Nu astepta - atinge-ti obiectivele intr-un look stilat si complet. 🏋️‍♀️

### **New ads, no.3:**

Level of desire - 4 to 4,5 ( chick living my dream state that gets me invested in the reel).

Belief in the idea - 3,5 to 4 ( they'll believe they can feel like that chick, but will have a few objections).

Trust in the brand - 3,5 to 4 ( they know of Gymbeam, but will have a few objections).

Market awareness - 3 ( know of the solution, but not my own).

Market sophistication - 4 ( position my version of the mechanism as the best one whilst selling an identity).

### **Reel:**

Instantly capture the viewer's attention with their dream state ( chick experiencing what they want), then a quick transition of her wearing the fit from the back ( probably with an animation too), whilst further selling the identity to the viewer.

Then a couple of quick transitions with her living the viewer's dream state further and a bit of mating involved in it ( close ups of her wearing the fit, ass popping out of the leggings, etc.).

And lastly, to still have a few transitions of her living the dream state and maybe a relatable scenario ( her working out at the gym and then having an amazing training session whilst feeling confident and beautiful, etc.) + prompting the viewer to the description. ( leaving them a bit more curious for it, etc.)

**They want to become the hot gym rat girl, essentially ( feel pretty and feminine in the gym without quitting it due to outfits that make them feel ugly/want to feel complete when working out) and stick to their fitness goals without worrying that they'll be judged. ( find workout clothes that are fitting their body snugly and comfortably ; a.k.a to not care at all about other people's perception and just train consistently for the first time in their life; they want to feel pretty + feminine to make it easier to come back to workout; finally hitting that milestone where working out feels good - with their clothes aiding them on that; confident to let it all show; )**

do the exercises in the book and see how much I can improve with my feminine energy. Looking forward to it

Helpful

Share

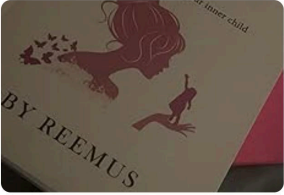
Report

 Davida

★★★★★ Verified Purchase

**Learning the truth about feminine energy**

Reviewed in the United States on January 11, 2023



This book is helping me overcome so many obstacles I knew I had but struggled to grasp the concept on. I desire to be a beautiful feminine woman and this book is helping me create that balance. Really enjoy reading it to open my eyes to what I need to work on.

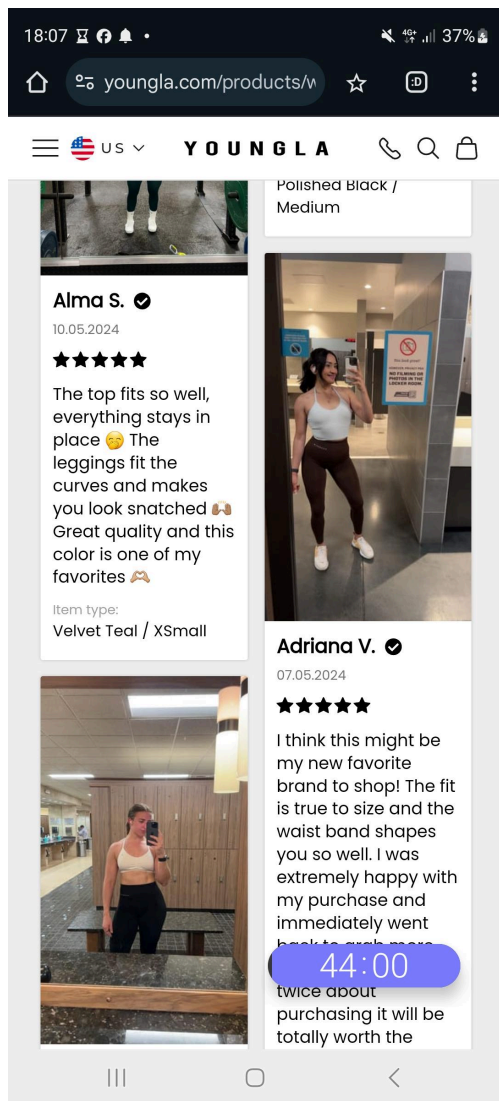
5 people found this helpful

Helpful

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## Script:

Hook - ( zooming in on the chick wearing our matchy gym set)

Headline - Step into the gym filled with confidence and femininity. 🌸

Transition 1 - Dream state reveal ( a.k.a her wearing the fit from behind and showing herself off).

Right when she's showing the fit off, amplifying a bit of mating into it:

Show off your progress confidently during your session.

Transition 2 - 3 Exercises to demolish the viewer's objections and sell the identity of them living the dream state:

Stay focused and comfortable with every rep.



Transition 3 - basically to wrap it all up and sell on the identity + cranking up the reader's desire to the max:

Surpass your sets in a new and complete look. (Depaseste-ti seriile cu un nou look complet).

Closing scene ( a.k.a prompting them towards the description):

Want to feel beautiful when you step into your next PR?

Then check the description 📖

### **Description:**

To instantly capture the reader's attention by leading up with their dream state and presenting my own mechanism as the best one to get 'em there, plus present my own chick as social proof to allow them to see how my fit can help them experience it for themselves.

And lastly, to crank up the reader's desire to the max at the end and have a nice FOMO effect to get them to act.

### **English draft:**

Surpass your sets confidently in a new and complete look at the gym 💪 🔥

Picture this: you're stepping up to your workout, feeling feminine and focused as you're getting ready for a new PR...The Stimulus set is meant to offer you that ideal comfortably.

You'll move freely and feel beautiful with each set due to its tough and flexible seams.

Just like @oana during her intense Leg days.

PS: For the next 24 hours, enjoy 40% off the set or a 2 for 1 deal. Don't wait - highlight your progress confidently with every rep.

### **Romanian draft:**

Depaseste-ti seriile increzatoare intr-un nou look complet la sala 💪 🔥

Imagineaza-ti asta: pasesti la antrenament, simte-te feminina si focusata in timp ce te pregatesti de un nou PR...Setul Stimulus iti va oferi acel ideal confortabila.

Te vei misca libera si sa te simti frumoasa cu fiecare serie, datorita cusaturii lui dure si flexibile.

Exact ca si @oana in timpul unei zile intense de picioare.

PS: Pentru urmatoarele 24 de ore, ai 40% reducere la set ( bustiera + colanti) sau 2 la pret de 1 pe site.

Nu astepta - evidentiaza-ti progresul increzatoare cu fiecare repetare. ⚡

#### **New ads, no.4:**

Level of desire - 4 to 4,5 ( person living my dream state).

Belief in the idea - 4 ( they believe they can feel the same way, just need a bit of reassurance to get them to buy).

Trust in the brand - 3,5 to 4 ( they know of Gymbeam, but will still have objections).

Market awareness - 3 ( they're trying to sell an identity towards wearing the mechanism and present their own as the best possible one).

Market sophistication - 4 ( they sell an identity surrounding the fit and present their own as the best one).

#### **Reel:**

Firstly, to instantly capture the viewers attention by having our chick living their dream state and mix in a bit of mating to get them more invested in the vid ( a.k.a our chick undressing and revealing the fit).

Then a quick transition with our chick living their dream state further and have some close ups + a bit of movement to maintain their attention and then a quick transition to them experiencing their dream state further + might demolish some objections here.

And lastly, prompt them towards the description by leaving them more curious for it and have a fade out animation at the end of the vid.

**They want to become the hot gym rat girl, essentially ( feel pretty and feminine in the gym without quitting it due to outfits that make them feel ugly/want to feel complete when working out) and stick to their fitness goals without worrying that they'll be judged. ( find workout clothes that are fitting their body snugly and comfortably ; a.k.a to not care at all about other people's perception and just train consistently for the first time in their life; they want to feel pretty + feminine to make it easier to come back to workout; finally hitting that milestone where working out feels good - with their clothes aiding them on that; confident to let it all show; )**

#### **Script:**

[Scene 1 - Capture Attention with Dream State & Subtle Mating Cue]

Visuals: Start with a quick, soft-focus shot of a woman in a cozy hoodie and joggers, walking confidently into the gym. She looks around, smirking, then begins to pull off the hoodie to reveal a form-fitting, stylish workout set underneath. Her movement is casual but intentional, revealing the set piece by piece.

Text on Screen:

Ready to surpass your sets confidently and filled with femininity? 🌸 (“ Pregatita sa-ti depasesti seriile feminina si increzatoare?” 🌸)

[Scene 2 - Living the Dream State with Close-ups & Movement]

Visuals: Quick transitions to close-up shots: the woman’s hands adjusting her leggings, a glimpse of her perfectly fitted sports bra, and her comfortable, stylish sneakers. She checks herself out in the mirror, smiling and clearly feeling amazing.

Slow-motion effect: She starts lifting weights, jogging, or stretching, showing off the outfit’s flexibility and flattering fit.

Voiceover/On-Screen Text (optional):

“Hit new PRs with style and beauty.” (“Atinge-ti noi PR-uri cu stil si frumuseti.”)

[Scene 3 - Experiencing the Dream State & Subtle Objection Handling]

Visuals: Show her effortlessly moving through exercises—deadlifts, squats, lunges. She’s totally focused on her workout, ignoring the environment, exuding confidence. A quick shot of other gym-goers admiring her or glancing her way, subtly showing that she’s noticed but unaffected, totally immersed in her workout.

Objection Handling (Subtle):

“Stay comfortable and focused with every move.”

[Scene 4 - Curiosity-Driven CTA & Fade Out]

Visuals: As she finishes her workout, she grabs her water, glances at herself in the mirror one last time with a satisfied smile, and walks off confidently.

Text on Screen (final prompt):

If you want to feel beautiful at your next PR...

Then check the description 📌.

Animation: Fade out with a soft-focus effect, leaving viewers curious to explore more.

**Description:**

Basically, to instantly capture the reader's attention with their dream state and present my own mechanism as the best one to help them experience this for themselves.

Then to present my fit as the best one further and demolish the reader's objections + sell an identity at the end whilst adding a FOMO and urgency effect to get them to act.

**English draft:**

Surpass your sets confidently in a new and complete look 🌸

Ready to step into your next session filled with beauty and style?

The Stimulus set will help you reach that ideal comfortably.

You'll stay focused during your reps, due to its tough and flexible seams.

Plus, it'll hug your curves perfectly, making you feel feminine after each set.

Just like @oana, during her intense Leg day at the gym.

PS: For the next 48 hours, enjoy 40% off the set ( leggings + sports bra) or a 2 for 1 deal.

Don't wait - reveal your progress confidently with every workout. 💪

**Draft:**

Depaseste-ti seriile increzatoare intr-un nou look complet 🌸

Pregatita sa pasesti la urmatorul antrenament plina de frumusete si stil?

Setul Stimulus te va ajuta sa-ti atingi acel ideal confortabila.

Vei ramane focusata cu fiecare repetare, datorita cusaturii lui dure si flexibile.

Plus, iti va imbraca perfect formele, facandu-te sa te simti feminina dupa fiecare serie.

Nu astepta - dezvaluie-ti progresul increzatoare cu fiecare antrenament. 💪