

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Training Program

Business Objective: Stay fit/good lifestyle

Funnel: instagram ads

WINNER'S WRITING PROCESS

1. Who am I talking to? People want workout but have little time
2. Where are they now?
3. scroll on feed
4. Current state?
5. Lazy, unhealthy and weak
6. Dream state?
7. Strong, healthy lifestyle, in shape
8. What do I want them to do?
9. -stop scroll and see the add
10. -enter in the page
11. -see many video and follow
12. buy the program

13. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?
14. they need to trust the seller of program
15. need to spend little money to buy the program

DRAFT



STAY FIT IN 15 MINUTE A DAY

TRAINING PROGRAM

\$15 ~~\$45~~

ONLY FOR THIS WEEK

Title:

2025 is upon us and you still don't have the physique of your dreams?

-Complete training program for only \$15

-You can count on experts in the sector for more than 10 years

-You can achieve your dream physique before the summer with just 15 minutes training a day