

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Fitness

Business Objective: Get 500 comments on
instagram for the calisthenics ebook in 3 days

Funnel: SM/Instagram posts

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People that have no equipment
- b. Beginner to Intermediate fitness level
- c. Early 20s- mid 20s
- d. Demographic: mostly male but also female

2. Where are they now?

- a. Scrolling
- b. Current levels
 - i. Pain/Desire: want that ripped body - 4/10

- ii. Belief in the idea that calisthenic would get them physic 7/10
 - iii. Trust in Yellow dude - pretty low 3/10
- c. Current State
 - i. little to no muscle mass
 - ii. no way to overly progress
 - iii. No way to train for strength
- d. Dream State
 - i. I'm starting on week 4 and my wife has started making comments about the "guns"!!,
 - ii. My strength in my whole body completely sky rocketed very quickly.
 - iii. Regardless of your skill level, you can dive in and work your way up
- e. Market Awareness/Sophistication
 - i. Level 2→ problem Aware
 - 1. Addressing the problem like 8-15+reps for muscle and offering a solution 3-8 reps for muscle
 - ii. Level 2 sophistication
 - 1. His audience is mostly beginners, address and its specific on what to accomplish like instead of "exercise for a strong core" he says "6 moves to get a solid core"
- f. Stop and read informative content
- g. Click the link or receive a link to buy our book

3.What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Stop and read informative content
 - i. Visual imagery
 - ii. Demonstrating the right wrong statement of how many reps
 - iii. Big bold letters of "reps"
 - iv. Demonstrating the current state and the dream state
 - v. Sees informational content that is helpful with zero cost
- b. Click the link or receive a link to buy our book
 - i. You're new to calisthenics. You want to build muscle. Doing 8-15+ reps per set? Wrong move.
 - 1. Shows the current state that the reader are facing, addressing the problem
 - ii. Here's the deal. Building muscle is simple. Not easy, but simple.Do fewer reps with more intensity. More stress on your muscles means more growth when they rest.High reps? They won't build strength like low reps. They don't push your muscles hard enough.
 - 1. Tells you the solution to your problem while actively explaining why its the solution

- iii. Want real muscle growth? Do 3-8 reps per set. Comment PLAYBOOK to unlock new fun. (discounted right now)
 - 1. It finishes off by adding a call to action + an opportunity to gain more information alike

DRAFT

3 Powerful Exercise to build Maximum strength at Home



3 Powerful Exercises to Build Maximum Strength at Home

Body Text:

No gym? No problem! Want to grow stronger? Discover 3 powerful exercises to build maximum strength at home.

Push-ups are one of the most versatile exercises—you can do them anywhere and switch it up with variations like decline push-ups and diamond push-ups for added challenge. Pull-ups are perfect for building a strong back, and you can increase difficulty by adding weight. Squats are a simple yet powerful exercise for building big, strong legs, with options like pistol squats or weighted variations to maximize strength gains.

“After 22 weeks of practice, I progressed from Level 1 to 2 in just 2 weeks and from Level 4 to 5 in 7 weeks. The progression system is excellent, and the results speak for themselves. Good stuff—easily worth the money, and I’d love to see a follow-up in the future.”

- R. Mutt

The more reps, the stronger you'll be. Comment “Play” to start your transformation with our Calisthenics Ebook

Outline work

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