

(Copy pasted below)

Who Am I talking to?

- Adults from 30-55 years old.
- People who like small business more than franchises
- Fitness enthusiasts
- Out of shape people
- People intimidated by normal gyms
- People who enjoy group fitness classes

Where are they?

- Facebook, Instagram, Email
- May have some knowledge of exercise

What Outcome do I want?

- Sign-ups for Small Group Training
- Increased membership signups
- Increased Online traffic

What do they need to experience?

- They need to believe that SGT is exactly what they need in order to see the results they want.
- They need to believe that Leatherback Gym is the best place to achieve their goals.
- Strong inspiration
- They need to feel that this will give them the body they want.
- They need to think this gym is different than others and is more personal/welcoming

Avatar

Hannah, a 33 years old caucasian woman with dark blonde hair that she wears in a ponytail tied behind her head.

She used to have an athletic, healthy body from her years playing college softball. But a few too many wine coolers, having kids, and late night UberEats orders over the years have added a few extra pounds to her body.

She goes to the gym maybe once a week, only to walk on treadmills or use the spin bike.

She doesn't feel comfortable there because she thinks everyone is staring at her.

She has a bikini she used to wear all the time to the beach, but the flab on her arms and stomach have made her bury it in the back of her closet.

She sees other fit women posting on social media, showing off their abs or bodies in bikinis, and wants to know what it's like to be able to have that kind of confidence.

Her go to outfit is an oversized black shirt that hides her physique and some burgundy leggings.

One night she's scrolling on facebook before bed, having just finished her DoorDash McDonalds combo meal and comes across an ad on Facebook :

ATTENTION JUNO BEACH RESIDENTS

Are you ready to have the jaw dropping, Instagram-post worthy body you've always wanted without starvation diets, risky surgeries, or boring workouts?

Imagine yourself at the beach this summer, the warm sun shining on your skin, cool water flowing through your hair.

Glowing with confidence and enjoying the benefits of owning a strong, attractive, and healthy body.

All because you realized that when you :

- ✓ Train with small groups of people who are just like you
- ✓ Are led by friendly and encouraging coaches who feel more like family than staff
- ✓ And do it all at a place that's been voted Best Fitness Center in Palm Beach

Failure is impossible.

So if you're tired of large, "franchise" gyms and the leering stares, unwelcoming atmosphere, and huge crowds that come with them...

Take the first step to your dream body - Sign up below for your Small Group Training session!

(Link goes here)

Give up trying to do it all by yourself. Time for REAL results.

