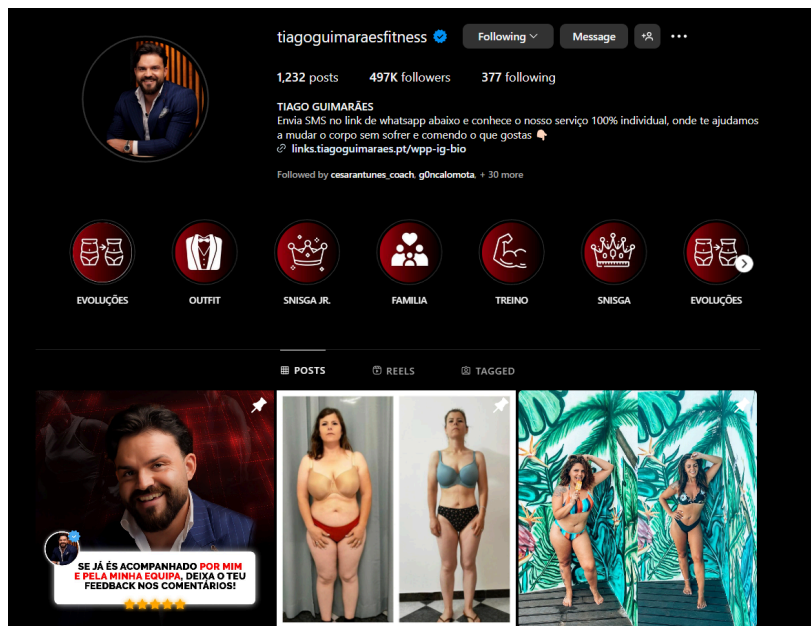


# Tao Of Marketing: Online Fitness Coaching

Business objective - Get people interested in his online fitness coaching.

**Context:** This is the biggest online fitness coach in my country (Portugal). Close to half a million followers on IG. Been in the Industry for more than a decade.



<https://www.instagram.com/tiagoguimaraesfitness/>

## Winner's Writing Process

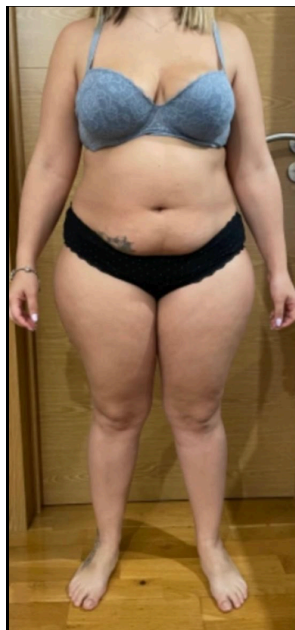
### 1. Who am I talking to?

- Men and Women. 70% of their testimonials are from women.
- Age between 20-60. They help every kind of person. However, their best testimonials are from adults from 25-45. It's going to be unlikely for a person with 60+ years to change their body.
- These people have been living most of their lives disgusted with the way they look in the mirror.

### 2. Where are they at now?

- Level 2. Problem aware. Although the market is evolving and there are some people that are solution aware and are just looking for the best way to achieve this solution, this influencer talks with people from stage 2 in most cases. He increases their desire and pain and shows/teases the solution.

- b. Market is Stage 5 of Market Sophistication. These people are completely tired of every claim. The fitness industry is saturated. This fitness influencer doesn't do a niche down play as they take care of every type of person with different goals, they don't sell an identity play nor an experience. Although it must be a great experience to work with his team, this is a rollback to Stage 3. They simplify the mechanism. In his IG stories he talks a lot about how simple it is, how it has nothing to do with crazy pills, treatments, surgeries, etc.
- c. They are scrolling through social media, as most lazy, fat and sloppy people they treat are.
- d. Current State:
  - i. Lack of confidence and self confidence
  - ii. Tired of being fat (95% of people are overweight, other 5% want to put on muscle)
  - iii. Lazy
  - iv. Living the world unhappy
  - v. Fat
  - vi. Overall tired of being in this position
  - vii. Not no so much respected by other people



viii.



ix.



x.

e. Dream State:

- i. Liking what they see in the mirror
- ii. Increase in self confidence
- iii. Being more active
- iv. Having other people like them more. Being accepted by society.  
Being seen as a strong and healthy individual
- v. Main goal is to like themselves again
- vi. "For me, the best! I'm a different person right now! 10kg in 3 months ❤️"
- vii. "It was necessary to find your team to get to my goals. I am coming where I always wanted and all thanks to your help. They are a fantastic team, always by our side when it is necessary, and beyond this, they teach a lot! Congratulations and thank you! 🙌💪🎯"
- viii. Good luck, Tiago.

I'm not at the moment, but I already was, with your help I lost 23 kg, completely changed my life in every aspect, and the best part of all, even after leaving the follow-up I didn't regain the lost weight and I've made a lot of progress, thank you and the entire fantastic team, hugs

- ix. "-15kg and more self-esteem"
- x. "I have been following you since June last year and was it the best choice?? Yes. And if it were today I would do it again. I started this stage with 85 kg and reached 72 kg but now it's time to go up but in mass and definition... follow-up 100🌟"
- f. Current desire:
  - i. They dream of getting crazy transformations like they see in testimonials. Very high level of desire and pain. 7-8.
- g. Belief in idea:
  - i. They must believe it regarding the number of shown testimonials. So I'd say 5-6.
  - ii. He also explains, as everyone does, how they don't need to go through crazy sacrifices like being hungry all the time in order to lose weight.
- h. Belief in person
  - i. Not that low because this is the top dog in my country. 4-5. This guy is also very fit and has a good posture, confidently talking.
- i. Cost
  - i. Pretty high. They know it's not that easy to have such transformation. They try to lower the perceived cost but they know. But this can be covered pretty well. As they do, they increase the pain and desire of the person so much that it makes the person forget a bit about the cost.

### 3. What do I want them to do?

- a. Stop the scroll
- b. Watch video
- c. Respond the respective automated message
- d. Talk with sales guy and get on online program

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

- a. Stop the scroll
  - i. Show transformation. Show a picture of them clearly unhappy initially (current state) and another of their dream state. Confident, smiling and visually better, more attractive, healthy.

- ii. Videos of him cracking their pains. Increasing their pain of the current situation and desire for a dream situation. Speaking their language. His videos deeply understand the client's current state, how they talk to themselves in their head, how they don't like their current body, they don't like living inside that body. Then crack the desire and explain how much they would benefit in the long term. Picturing the dream outcome. "What would you look like in 2 months if you stuck with the change, having pleasure on what you eat, without suffering, how would you feel"
  - iii. Videos about low calorie recipes. These are very trendy and it will catch on with anyone around the world. These videos are the ones with the most views.
- b. Watch video
  - i. Get in touch with the reader. Speak their language, know their desires, their pains, what conversations they are talking with themselves.
  - ii. Picture the dream outcome. Their desire of being healthy, having a loving family, living for their family. "Many say that they would die for their family. But how many would they live for?".
  - iii.
- c. Respond the respective automated message
  - i. This guy works a lot with automated messages. He has only 1 link in his bio. No website, no additional courses. Just a website link where people are redirected to whatsapp where they can talk with the sales team.
  - ii. With the IG automated messages, he will either send the recipe or pitch the person to the whatsapp link.
  - iii. This is the point where the person takes action. They are already sold.
- d. Talk with sales guy and get on online program
  - i. Increase trust in ideas and people and make them tune into the program. Get results and boom infinite testimonials.