

## *Client 1 Personal Trainer*

### ***Social Media Funnel***

- My client is already muscular, strong and looks healthy so his appearance helps build trust with his audience
- He's very respectful, people like him. (Don't know if this is an important topic, but I think it is) He comes from a very poor country and managed to build his life in Portugal.
- His brand's clothing is simple and I want to help him have another clothing ideas so that we can attract more people to buy them
- We could try and make videos with famous or known people for his instagram page. Like working out together and using the *CURIOSITY* tactic Professor Andrew taught us
- I believe posting videos working out with fat/skinny people helping them become the best versions of themselves would really boost people's trust in him
- Showing famous athletes's workout splits and diet plans and actually trying them, doing a video and posting them
- Posting a picture of him and his family or of him before and now after working hard in the gym several years
- Posting body transformations of people he helped before
- Post something showing that he knows what people are feeling in the beginning when they start going to the gym. All the doubt, the process.. etc
- Create a website for his brand and link it on his social media profile
- Improving his instagram highlights
- Posting pictures of his physique

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## ***Client 2 (Nail Salon/ Manicure)***

### ***Social Media Funnel***

- She is starting her business in her house so posting a video on how she started and how she felt in the beginning would be a good idea
- The fact that she is in university, studying and doing it part time really makes it difficult and showing that to people could make them have an idea of her
- Once I start helping her grow her business, posting before and after pictures of her workspace, equipment, client reviews will improve her trust
- Creating a website so she could improve the popularity of her brand and make it easier to book sessions, post reviews, payment procedures
- Get along with other famous women who do manicure and try to appear on their social media
- Having more famous people go to her place and have their nails done because their review would have a big impact on her business's popularity
- Post before and after of her work sessions with a client