

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Gym / kickboxing

Business Objective: get more members to join our gym

Funnel: social media ads

WINNER'S WRITING PROCESS

1. Who am I talking to? A. scrollers via fb or social media platforms.

2. Where are they now?

- A. Currently scrolling on their phones
- B. Not in the shape they currently want to be in
- C. Don't currently have a gym membership
- D. Don't currently know how to kickbox

3. What do I want them to do?

- A. Stop scrolling
- B. Click the ad and check out the website
- C. Sign up

4. 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. See that they can get to where they want through the membership

- B. Trust that purchasing the membership will help them achieve their goals
- C. Believe that the promotion is worth it

DRAFT

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