

IG Post Engagement/Attention Funnel

Fitness IG post → funnel to email funnel

Context: Making IG posts to farm engagement, using higher-ticket free value

Testing Results: Recently made IG post that got 2,347 views and only 1 comment from someone requesting the value

4 Questions from the winner's writing process:

Much more detailed, [in-depth Version](#) -

1. Who am I writing to?

I'm writing to middle-aged women (roughly 30-50+) who are interested in fitness, losing weight, getting in better shape, being healthier etc.

Mostly middle aged women that have families (husband and kids) and are years into a professional career.

- They live in suburban housing communities
- Have busy lives - family responsibilities, work, etc.
- Participate in normie suburban activities: family events, kid's parties,

2. Where are they right now?

They've already noticed some bodily changes/conditions they need to change

- Increased body fat, limited mobility, limited athleticism

They've already taken independent steps to improve their fitness

- They've already tried many diets - some working better than others
- They already understand the basics of limiting calories and exercising more
 - With the oversaturation of the fitness market, they've seen MANY diet hacks
- Now, they only seek out nuanced, advanced forms of value in fitness
 - Can't just be "weight loss guide" or "exercise plan" - needs something NEWER
- They want methods of extra aid to make their fitness journeys

- They generally know what they need to do
- Want to make it faster, smoother, take less effort on their parts

They're frustrated with the burden of performance that dieting has

- They don't like the pressure of having to lose weight
- They don't like the stress and anxiousness that comes with a weight loss journey
- They want to feel comforted and validated for their qualms about fitness

What stage are they in right now for the product?

Stage 5: The market is tired of everything

They don't want the general, common advice given by everyone - "eat less, do more"

- They want nuanced, specific fitness value
 - For very specific goals or timelines
- They follow and engage with top players that target their specific demographic
 - Eg. advice for women in menopause, working out with less effort, resisting bad habits like too much wine, etc.

To stand out, I would need to give them a kind of fitness value that gives them an edge or benefit that they couldn't otherwise get from other basic fitness influencers.

- They need a mechanism that has value with highly-specific fitness goals
- Examples:
 - "Time-based eating with efficient intermittent fasting to SAVE eating habits, *Destroy* cravings and help you lose 15 lbs for every month you use it!!"
 - "Carb-cycling schedule to manipulate your body's energy usage to your advantage for CRAZY weight-loss results - *10x easier* than regular dieting!!"

3. Where do I want them to go?

Based on the methods that the top players are using,

- I need to capture their attention with nuanced and specific fitness value,
 - Having them frequently come back for more
- Funnel their attention using higher ticket free value items
 - Items of free value that they DESPERATELY want
- Lead them to the sales page
 - And then sell them on 1:1 fitness coaching

4. What steps do they need to go through for them to take action?

a. **Initial attention-capturing** -(lower ticket) free value)

- i. Interested and curious seeing the initial free value
 - 1. Interested in its prospects for their fitness
 - 2. Sees high perceived value
 - a. (having the nuanced, specific value)
- ii. excited by the free value
 - 1. Excited by its prospects for their fitness
 - 2. Immd thinks about specifics of ideal state while seeing this new perceived value is given
- iii. Feels the free value resonates with exactly what they need right now
 - 1. Like the value's tailored to them at their current state
 - 2. Feels targeted by the initial free value
 - 3. Feels the client is talking to DIRECTLY to them
 - a. Like a 1:1 conversation where they're being targeted

b. **Higher-Ticket Free Value Funnel** -

- i. She feels intrigued by the high-yield free value
 - 1. Sees it as being connected to her ideal state
- ii. She sees high perceived value
 - 1. Notices the value is tailored to her specific demographic
 - 2. Giving them a nuanced dieting benefit they don't usually see
 - 3. Sees value stack of benefits
- iii. Feels compelled by a personal commitment CTA to click the higher-ticket value item to go down the funnel

Roadblocks:

- Busy with their kids/work/lives - exercise/diets are inconvenient
- Face unforeseen dieting challenges
 - They don't understand why aren't seeing results
 - They lack a deeper knowledge to understand why -
- Not liking dieting foods - can't stick to diets, have bad habits
 - Lack discipline
- Not comfortable talking to people about it - no one to be accountable to

Solution/Mechanism: Personalized 1:1 coaching that gives you a realistic, accurate, and doable diet plan, exercise plan, and personal accountability

Personal Analysis:

I don't see a large conversion rate on my value click funnel.

Clearly the avatar is not as interested in the value item I am offering them.

I've performed the winner's writing process on my target market. [Here](#) is the link to the full, in-depth document.

- I thought I had a decent understanding of who exactly the target market was
- I also observed how top players gave free value to their audience to garner attention
 - This is the post I [modeled](#) my free value funnel after from a top player

It's possible that because that post was on instagram and mine was over email that the women were less trustworthy.

- It's possible that they see the woman in the video actually making the meals and get credibility

I wouldn't initially think this is the case, as I thought I understood what kind of value they wanted.

It's possible I just need to choose a different piece of value to give them.

I'm also thinking that there is something drastically different from this top player's method of delivery and mine.

- I did my best to model my COBs and structure after hers
- I don't see what's making mine so much different that I wouldn't be able to see the same conversions.

Value Ladder:

I give them free value fitness tips through value emails.

Then I offer free higher ticket (more in depth) fitness help products (guides, weekly plans, etc.) and make them click to access them to funnel their attention to the sales page.

Then, they are offered fitness coaching for a monthly fee.

Value Equation Information:

Dream state outcome * Perceived likelihood of achievement

Need Wait Time * Work/Effort to get to value

Dream state: Being more physically attractive, getting the social benefits, feeling healthier

Perceived Likelihood of Success: Right now, they have seen no reason to believe why my client's online fitness coaching is any different than the average online influencer's solution.

They might semi-trust him, but they don't have a high perceived likelihood of success.

Needed Wait time: If they follow the program, they could see results in as little as a month

Work/Effort: All they have to do is follow the meal plan given to them and do the exercises.

My client creates their meal plans and gives them exercises to do on a schedule.

Dream Outcome:

- Her becoming slimmer and better looking
- Receiving the social benefits of doing so
- Feeling healthier and having more energy

Level of awareness and sophistication: Level 7

They've seen EVERYTHING with regard to fitness - they know the solution

- They've been flooded with a million kinds of fitness-related content
- They know they need to eat healthier, eat less, and exercise more
- They are looking for *extra* (more advanced) help to make the process faster, easier, and require less of them

What they are thinking: They are cognisant of the fact they need to lose weight and be healthier. They look for strategies and ways to see quick weight loss to make the process easier and have a guaranteed chance of success.

They think things like "what's the fastest way for me to lose weight?" and "which method of weight loss is *ensured* to work so I don't waste my time?"

Where they are in the funnel: They come to the email list I send out to get value (advice on exercise, dieting, etc.). Most of them have not clicked over to the sales page, they only open the value emails and that's it.

Funnel Process:

- They see free fitness tips on his instagram
- They sign up to the email list from the instagram
- They see free fitness tips (more in depth) in value emails
- They click to get a higher ticket free value item from the email
 - The free higher ticket item has links to the sales page on it
 - They are also on a website that has leads to the sales page
- They go to the sales page (through the COBs) and buy

Where they are emotionally: They feel uncomfortable with their current physiques. The majority of them are not crazily overweight to the point where they are terrifying to look at. Most of them are very pudgy though, and feel insecure about how they don't have a slimmer, toned stomach.

They also experience stress and frustration with the process of trying to diet, not seeing results, and yo-yo dieting (seeing some results, not sticking to it, gaining it back). They go through this cycle of angst with dieting relatively often.

Value Email:

Hey there!

I want to give you something *very* special today ...

The most useful, yet *underused* superfood you could eat in Perimenopause

Fiber!!

Do you know how Fiber gives *Superpowers* to women like you?

For your *Weight Loss* ... It keeps you full longer!

For your *Blood Sugar* ... It lowers inflammation and slows body fat!

For your *Better Health* ... It lowers the risk of colon and breast cancer!

For your *Gut Health* ... It contributes to a healthier microbiome!

Make no mistake ...

I'm sure you know a strong food group doesn't replace a good diet

However, with a superfood like Fiber, you'll see a *huge* difference in your fitness

Are you eating your 30-40g of Fiber every day?

Check out my [Top Fiber-packed Meals](#) for women in perimenopause!

Subject Line: Fiber is a Perimenopause Superfood!!

Preview line: Fiber is the most underused, yet powerful food for middle aged women in fitness ...

