

Fictional Example of a Brand Messaging & Content Strategy for a  
Personal Trainer Targeting Gym Newbies

Brand Messaging Roadmap			
Audience	Normal	Explosion	New Normal
	<b>Wants:</b> To be fit and healthy <b>Symptoms:</b> Think they don't have enough time to train in a way that it would really make a big impact. <b>Feelings:</b> Deflated - like there's no point doing any exercise because it won't have a positive impact; resigned to being a lazy blob. <b>Impact:</b> Impacts their confidence; makes them feel ashamed that they're so unfit / weak / heavier than they'd like to be. They also have low energy which leads to low quality of life.	<b>Trigger:</b> A life event that disrupts the status quo, e.g. divorce, loss of a loved one, loss of a job, child hitting a new milestone that has them up more, turning a certain age, a new year's resolution. <b>Feelings:</b> Sad and frustrated <b>Impact:</b> If they don't act now, they'll go further down hill: get even more unfit, gain even more weight, experience even more health issues, etc.	<b>Triumphs:</b> They have more energy, which gives them back more joy in life. They are proud and happy that they can be a good role model and live a healthier life. <b>Feelings:</b> They feel proud of themselves and like they're in an upward spiral rather than a downward spiral. They also feel accomplished and happy. <b>Impact:</b> People are noticing changes in them - physically and mentally. They're gained respect from others and from themselves. Their partner is proud of them, people around them are inspired by them.
Brand	Normal	Explosion	New Normal
	<b>Connect &amp; validate:</b> There are so many training options and conflicting advice that it can be hard to understand what the best approach is for you, especially if you're time poor and don't have the time to try out lots of different things. <b>Reframe:</b> You don't need to invest a ton of time to get excellent results. You just need to understand and consistently apply a few basic principles.	<b>We solve the problem by:</b> helping them understand those basic principles & a training with progressive overload, basis of energy balance and calorie manipulation and give them a strategic plan that helps them achieve their desired results. <b>How it is different:</b> Guidance and support doesn't end when our session together ends. Instead, I give them a plan they can implement every day that ensures they're always on track to reaching their goals.	<b>So they achieve success:</b> Fitness and aesthetic goals <b>And avoid failure:</b> It means they stop spinning their wheels and doing ineffective workouts and helps them leverage the time they do have for greatest results. <b>Transformation:</b> Improve their health and fitness, which enhances their quality of life.
Core Brand Story / Mission Statement			
Helping new gym goers improve their health and fitness and enhance their quality of life through enjoyable, structured training programs that deliver sustainable results.			

Pillar 1: Busy Professionals			
Objective	Normal	Explosion	New Normal
To regain health and fitness	<b>Wants:</b> To regain their health and fitness but feel like they don't have the time or energy to invest into it due to their busy lives. <b>Pain points:</b> They are feeling the negative impacts of not doing enough exercise (e.g. joint pain, tension, unable to do the hobbies they used to do, feeling physically exhausted at the times), but they don't know where to turn out the time. <b>Feelings:</b> They "know they should" do something to improve their health and fitness but they don't really know where to start and always find excuses.	<b>Triggers:</b> • They can't do something they'd like to or that they used to be able to do, which makes them feel inferior and fed up. They know they need to make a change. • A health scare that's caused by their unhealthy lifestyle • Changes in their personal relationships that shake up the status quo in their lives, e.g. divorce, child moving out, new partner, etc. <b>Impact:</b> The trigger motivates them to finally take action	<b>Triumphs:</b> They have overcome whatever obstacle the trigger threw in their path and have emerged as a better person. They are now someone who enjoys and embodies health and fitness. <b>Enhanced or improved:</b> Their quality of life has drastically improved, as has their reputation since others are inspired and motivated by their transformation. <b>Feelings:</b> Proud, confident, healthy

Pillar 2: Stay at Home Mums			
Objective	Normal	Explosion	New Normal
Improve fitness and aesthetic goals	<b>Wants:</b> To improve their fitness, be a good role model for their kids, and work towards aesthetic goals. <b>Pain points:</b> They don't have much time or effort to dedicate to themselves because all of their focus and energy goes into their kids and family life. They would like to embark on a fitness journey to "do something for themselves", but don't know where to start. <b>Feelings:</b> They are frustrated by their current situation and are motivated to make a change.	<b>Triggers:</b> • They see fellow mums on social media crushing their fitness journey and want the same for themselves. • Their kids are now at school or more independent so they gain back some time to invest in themselves. • They have a birthday, new year, or life event that makes them finally take action. <b>Impact:</b> The trigger motivates them to finally take action	<b>Triumphs:</b> They have overcome whatever obstacle the trigger threw in their path and have emerged as a better person. They are now someone who enjoys and embodies health and fitness. <b>Enhanced or improved:</b> Their quality of life has drastically improved, as has their reputation since others are inspired and motivated by their transformation. <b>Feelings:</b> Proud, confident, healthy

Campaigns and Micro Conversions Based on Your Customer Journey					
Campaign Focus	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5
	Unaware to Problem Aware	Problem Aware to Solution Aware	Solution Aware to Product Aware	Product Aware to Conversion	Conversion to Nurture
Micro Conversion Goal	To go from unaware or symptom aware to problem aware, your audience needs to understand that their perceived problem is a symptom of a greater (solvable) problem and they need to recognise what that problem is.	To go from problem aware to solution aware, your audience needs to understand the solution landscape and why the "old way" wasn't working for them	This is where you specifically overcome objections, and uniquely position your solution to tackle the root cause of their problem and deliver personal and professional benefits	To go from product aware to the point of conversion, your prospect needs to fully trust your solution and be held accountable to the commitment they made to themselves to pursue their transformation	Help them become a successful, transformed customer by delivering on your promise and guiding them until they've completed their transformation
Content Asset	• Hub Topic 1 • Hub Topic 2 • Hub Topic 3	• Hub Topic 4 • Hub Topic 5 • Hub Topic 6 • Hub Topic 7	• Hub Topic 8 • Website home page • Website about page • Website product or services page	• Website pricing page • Case study on company website • Transformations on Instagram	• Weekly newsletter • Series of tutorials based on app • PDF nutrition guide • Podcast

Company Website	
Content Asset	Home Page Product / Services Pages About Page Case Studies/ Topics TBD FAQs Pricing Page Guarantee / Risk Reversal Landing Pages Product or Service Delivery e.g. Download Newsletter Sign-Up

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Hub Topic 1	
Content Asset Title	How to get the most out of your training in under 30 min per week
Content Asset Type	Podcast CW 32 Blog Article CW 35
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Prioritise weight training over cardio Spoke 2: Focus on compound exercises Spoke 3: Track weights for progressive overload Spoke 4: Match your nutrition to your training goal Spoke 5: Focus on quality sleep, not just quantity Spoke 6: Choose a training style you enjoy and can stick to
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 2	
Content Asset Title	Intro to weight training for newbies
Content Asset Type	Podcast CW 34 Blog Article CW 37
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Understand the importance of tempo Spoke 2: Don't rep ranges for muscle building Spoke 3: Top 4 assessment patterns: Push, Pull, Hinge, and Squat Spoke 4: How to read your program
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 3	
Content Asset Title	Client transformation story - Alyssa
Content Asset Type	Podcast CW 36 Blog Article CW 39
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Alyssa's challenge & motivation Spoke 2: Training and nutrition protocol Spoke 3: Her transformation is Spoke 4: 1 year on where is she now? Spoke 5: Testimonial / in her words
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 4	
Content Asset Title	I never gave up on my weight training journey
Content Asset Type	Podcast CW 38 Blog Article CW 41
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: You prioritise cardio over weights Spoke 2: You don't apply progressive overload Spoke 3: You're not eating to match your goals Spoke 4: What to do if you miss a session Spoke 5: Best way to warm up and cool down Spoke 6: It's not on overtraining
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 5	
Content Asset Title	How to navigate a professional weight training program
Content Asset Type	Podcast CW 40 Blog Article CW 43
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Blog exercise weights Spoke 2: Following technique and rest periods Spoke 3: Different ways to progressive overload Spoke 4: Prior and cons of powerlifting Spoke 5: Prior and cons of cross fit Spoke 6: Prior and cons of team fitness Spoke 7: Prior and cons of group fitness Spoke 8: Prior and cons of team sports
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 6	
Content Asset Title	Prior and cons of different training approaches for your goals
Content Asset Type	Podcast CW 42 Blog Article CW 45
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Prior and cons of powerlifting Spoke 2: Prior and cons of cross fit Spoke 3: Prior and cons of team fitness Spoke 4: Prior and cons of group fitness Spoke 5: Prior and cons of team sports Spoke 6: Prior and cons of team fitness Spoke 7: Prior and cons of group fitness Spoke 8: Prior and cons of team sports
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 7	
Content Asset Title	3 ways to take control of your health and fitness today
Content Asset Type	Podcast CW 44 Blog Article CW 47
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: Focus on getting good quality sleep Spoke 2: Incorporate a variety of nutrient dense foods Spoke 3: Follow a structured weight training program Spoke 4: You've been struggling with your weight loss journey Spoke 5: You've been struggling with your weight loss journey Spoke 6: You've been struggling with your weight loss journey Spoke 7: You've been struggling with your weight loss journey Spoke 8: You've been struggling with your weight loss journey
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 8	
Content Asset Title	Top 5 benefits of weight training for body and mind
Content Asset Type	Podcast CW 46 Blog Article CW 49
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: You've been struggling with your weight loss journey Spoke 2: You've been struggling with your weight loss journey Spoke 3: You've been struggling with your weight loss journey Spoke 4: You've been struggling with your weight loss journey Spoke 5: You've been struggling with your weight loss journey Spoke 6: You've been struggling with your weight loss journey Spoke 7: You've been struggling with your weight loss journey Spoke 8: You've been struggling with your weight loss journey
Spokes Distribution Channel(s) & Schedule	Instagram for audience 2 Facebook for audience 1 TikTok and IG reels for all audiences

Hub Topic 9	
Content Asset Title	5 reasons your fat loss has plateaued
Content Asset Type	Podcast CW 48 Blog Article CW 51
Distribution Channel	Company blog Apple & Spotify podcasts Video podcast published to YouTube & website
Publication Date	TBD
Sub-Topics/ Spokes	Spoke 1: You've been struggling with your weight loss journey Spoke 2: You've been struggling with your weight loss journey Spoke 3: You've been struggling with your weight loss journey Spoke 4: You've been struggling with your weight loss journey Spoke 5: You've been struggling with your weight loss journey Spoke 6: You've been struggling with your weight loss journey Spoke 7: You've been struggling with your weight loss journey Spoke 8: You've been struggling with your weight loss journey
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