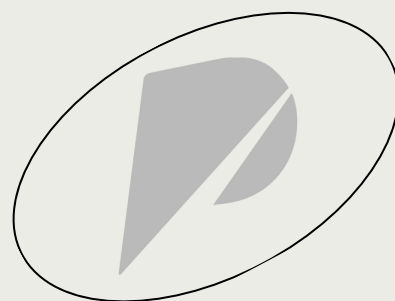


# THE ULTIMATE GUIDE TO CREATING WINNING VIDEO CONTENT

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# The Basics



LEAD WITH A CLIFFHANGER, NOT THE SERVICE/PRODUCT!

EX: "MY [MOM/FRIEND/SISTER/COACH] TAUGHT ME 1 THING ABOUT FITNESS..."

UTILIZE NATIVE TIKTOK/IG ELEMENTS

EX: THE TIKTOK COMMENT QUESTION OVERLAY, NATIVE FONTS, VOICE EFFECTS (LIKE THE TRICKSTER VOICE), AND THE GREEN SCREEN EFFECT

IT DOESN'T NEED TO LOOK PRETTY IT NEEDS TO SOLVE THEIR PROBLEM.

EX: FOCUS ON YOUR MESSAGE OVER THE PRODUCTION

DON'T BE AFRAID TO STAY "IN THE BOX" TO START!  
IT'S WHAT'S PROVEN!

EX: YOU DON'T NEED TO REINVENT THE WHEEL TO BE SUCCESSFUL



# Top Video Hooks

1

"This is the \_\_\_\_\_ hack no one wants you to know"

2

"Signs you should be using \_\_\_\_\_"

3

"The ultimate \_\_\_\_\_ I can't live without"

4

"Struggle to get \_\_\_\_\_?"

5

"Things I suffer from..."

6

"Reasons to love \_\_\_\_\_"

7

"Come join us for \_\_\_\_\_ featuring my favorite \_\_\_\_\_"

8

"I sometimes [shock statement], let me explain"

9

"If you're a \_\_\_\_\_, you know the importance of a good \_\_\_\_\_"

10

"You can't tell me that you've never \_\_\_\_\_"

11

"ATTN: You do not want to miss out on \_\_\_\_\_"

# Words To Include In Your Scripts

**01**

**YOU** - Invite the viewer into the story



**LET'S** - Invite the viewer into the experience

**02**



**03**

**ATTN** - Capture the "attention" of your target market by calling them out directly



**OBSESSED** - Show them why

**04**



# Video Ideas To Try Out

1

"This is the morning routine hack no one wants you to know - transform your workouts!" - Spark curiosity about unique workout or productivity tips that can enhance gym members' routines.

2

"Signs you should be using our [state-of-the-art] equipment" - Highlight the benefits or technological advancements of your gym's equipment to attract tech-savvy fitness enthusiasts.

3

"The ultimate recovery tool I can't live without" - Share personal endorsements from trainers or members about a specific recovery tool or service offered by your gym.

4

"Struggle to get motivated? Here's how we make fitness fun!" - Address common challenges of finding workout motivation by showcasing the enjoyable aspects of your gym's atmosphere or community.

5

"Things I struggled with before joining the gym - you're not from here" - Relate to potential members by discussing common fitness struggles and how your gym helps overcome them.

6

"Reasons to love our [ex: group] classes" - Promote the benefits and enjoyable aspects of participating in [ex: group] fitness classes at your gym.

# Video Ideas To Try Out

7

"Come join us for a charity workout featuring my favorite exercises" - Invite viewers to a special event, emphasizing community engagement and popular workout routines.

8

"I sometimes skip the gym, let me explain why it's okay" - Break down the stigma of not working out every day by promoting a balanced approach to fitness and well-being.

9

"If you're a parent, you know the importance of a good workout routine" - Speak directly to parents, highlighting how your gym accommodates their needs [ie offering childcare] and helps them maintain fitness.

10

"You can't tell me that you've never wanted to try a [NAME] class" - Challenge viewers with a playful nudge to try out a popular class offering, like spin, that they might have been curious about.

11

"ATTN: You do not want to miss out on our new [ex: HIIT] series" - Generate excitement and urgency about a new program or class series, encouraging viewers to sign up or learn more.

12

"Join us for a fitness challenge and see real results in 30 days!" - Kickstart motivation by inviting viewers to participate in a challenge, fostering community and accountability.

# Video Ideas To Try Out

**13** "Before and after: Our members share their transformation stories." - Use real testimonials and transformation stories to inspire viewers and show the effectiveness of your fitness programs.

**14** "5 fun workouts you can do with friends" - Highlight the fun aspect of group workouts, encouraging viewers to bring friends and make fitness a social activity.

**15** "First class free: Why our members can't get enough of [Class Name]" - Offer a teaser of a popular class, showcasing its unique aspects and inviting new members to try it out for free.

**16** "This week's top fitness trend in our gym that you don't want to miss!" - Tap into the trend-driven nature of TikTok by showcasing the latest fitness craze or class innovation at your gym.

**17** "From zero to hero: Beginner's journey to fitness success in our community" - Cater to beginners by showing a supportive community that helps members start their fitness journey, regardless of their initial fitness level.

**18** "Quick fitness tips from our top instructors - Get fit in minutes a day!" - Share valuable, bite-sized fitness tips or hacks from your experienced instructors to engage viewers seeking quick health and wellness advice.

# Video Ideas To Try Out

19

"The secret behind our group fitness success - What sets us apart?" - Highlight what makes your group fitness classes unique, such as special techniques, exclusive equipment, or the atmosphere of your gym.

20

"Tired of the same old workouts? Experience the difference with our unique group sessions!" - Address the common pain point of workout monotony by presenting your classes as an exciting alternative.

21

"Meet your fitness tribe: Join our community event this weekend!" - Promote a sense of belonging by inviting viewers to a special event or open day, encouraging them to meet the community and experience the vibe firsthand.

# Tips And Tricks

Keep the video as short as possible while still getting your main message across

The less text on the screen, the better

A voice-over can be distracting, often videos with just music perform better

Beat-matching to the music is a perfect way to capture attention and increase watch time

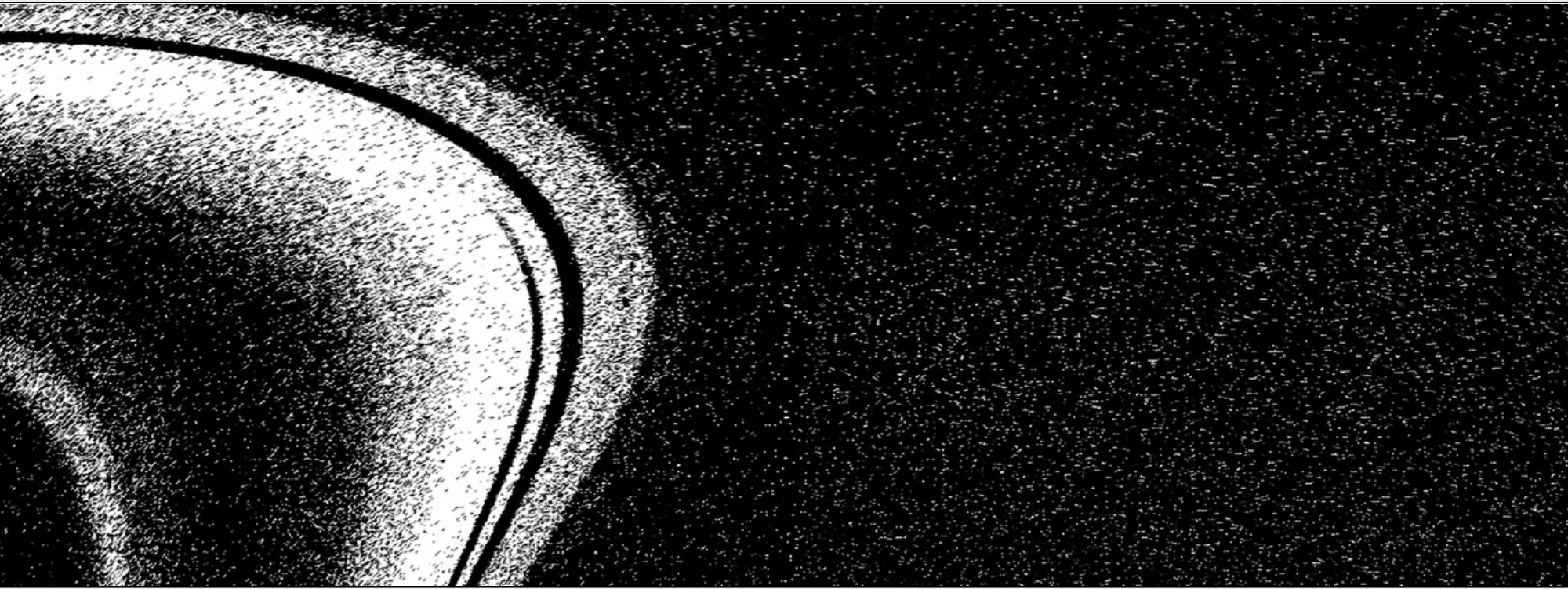
Improve the ROAS of "gifting vids" by calling out WHO the "gift" is for - make it known in the first 3 seconds

The best way to target people with specific interests is to include those words in your videos

Match the voice and visuals in your video to how the service should make someone FEEL when they participate

Show, don't tell in your videos





# READY TO GO TO THE NEXT LEVEL?

BOOK YOUR 1:1 CALL

