

## **-PROMOTION SCRIPTS-**

Anchor everything around this:



**“This is a simple system that tells you exactly what to do if you feel lost in fitness.”**

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## **1. REELS / TIKTOK SCRIPTS (HIGH CONVERSION)**



### **SCRIPT 1 — “CONFUSED BEGINNER HOOK” (BEST PERFORMER)**

#### **Hook (first 2 sec):**

“Most people don’t fail in fitness because they’re lazy...”

#### **Body:**

“They fail because they have no idea what to do.

I used to feel the same — random workouts, no structure.

I started following a simple system that actually tells you exactly what to do — workouts, food, everything.”

#### **CTA:**

“I’ll leave it in my bio if you want to check it out.”

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### **SCRIPT 2 — “RELATABLE PAIN.”**

#### **Hook:**

“If you’ve ever started working out and quit after 2 weeks...”

#### **Body:**

“It’s not your fault — you just didn’t have a plan.

I found something that actually structures everything for you — home workouts, gym, nutrition.”

#### **CTA:**

“Link is in my bio if you want it.”



## SCRIPT 3 — “SOFT PROMOTION.”

### Hook:

“I’ve been testing a new training system recently...”

### Body:

“It’s actually really simple — tells you exactly what to do, and you don’t need to overthink anything.

Covers home workouts, gym, and even food.”

### CTA:

“I’ll drop the link in bio if you want to see it.”

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## 2. INSTAGRAM STORY SEQUENCE (VERY IMPORTANT)

👉 This converts better than posts

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### STORY FLOW (3–4 slides)

#### Story 1:

“Most people don’t fail because they’re lazy...”

#### Story 2:

“They just don’t have a clear plan.”

#### Story 3:

“I’ve been using a simple system that actually structures everything (home + gym + food).”

#### Story 4:

“Link here if you want it 👉”

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👉 Add:

- Link sticker
- “Limited offer €39”



## 3. CAPTION TEMPLATE

You can copy this:

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“Most people don’t fail because they’re lazy.

They fail because they don’t have a plan.

I’ve been using a simple system that structures everything:

- workouts
- nutrition
- consistency

It’s beginner-friendly and actually easy to follow.

If you want to check it out, link is in my bio 📌”

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## 4. COMMENT REPLY (IMPORTANT)

When followers ask:

“What is this?” or “Link?”

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Reply:

“Check the link in my bio — it’s a full beginner system (workouts + nutrition + structure).”

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## 5. DM RESPONSE (HIGH-CONVERTING)

If someone DMs you:

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“Yeah, it’s basically a complete beginner fitness system.

It shows you exactly what to do — workouts, food, everything structured.

Super simple to follow.

Link is in my bio 👍”

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## 6. POSTING STRATEGY

- 1 Reel
- 3–5 Stories
- Optional 1: reminder story the next day

👉 That’s enough to test performance, then you can repeat

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## 7. BONUS: HIGH-CONVERSION HOOKS

You can rotate these:

- “Stop doing random workouts.”
  - “This is why you’re not seeing results.”
  - “You don’t need motivation — you need a plan.”
  - “If you feel lost in the gym, read this.”
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## IMPORTANT RULES

- ✓ Keep it natural
  - ✓ Don’t hard sell
  - ✓ Speak from “experience.”
  - ✓ Keep it short
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✗ Avoid:

- “BUY THIS PROGRAM”
  - Overhyping
  - Sounding like an ad
- 



## WHAT MAKES THIS WORK

This kit works because:

- 👉 It sells the **problem (confusion)**
  - 👉 Not the product (PDFs)
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“Feel free to adapt this to your style — the more natural it feels, the better it converts 👍”

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## FINAL TIP (MOST PEOPLE MISS THIS)

Best influencers will:

- 👉 NOT follow scripts exactly
- 👉 They'll personalize them

That's GOOD.

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