

## Summary of Assignment

Beauty and the Beast Mode (BBMF) is a small, private gym run by a personal trainer. With no budget to compete against large chains, the owner planned to use social media as one of her primary means of promotion.

I was hired to write two Facebook ads.

## Problems Encountered

This is a gym run by a woman and catering exclusively to women. As a male copywriter, I had to put myself in the mindset of what would inspire women.

Facebook also imposes very strict limits on character count for paid ads.

## My Solution(s)

I advised her that it would be costly and ineffective to lure women away from other gyms. Her best bet was trying to attract women who weren't already going to a gym on a regular basis but who wanted a transformation.

Within that broad grouping, we identified a couple of promising subgroups. Most notable of these was women getting married within the next year, women going on vacation in the next few months, and women going to a high school or college reunion in the next few months.

One blessing is that the owner is very photogenic and likes being on camera. She had friends who take many photos of her working out, which she uses to promote the gym. So I had a ready source of very good photos to use for the ads.

## The Result(s)

I brainstormed a bunch of headline ideas. Although the client paid for only 2 ads, the headlines I came up with had no value to me beyond the end of this project so I gave her all 104 headlines.

Her business has grown steadily and she still has a deep supply of promotional material to help fuel future growth.

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