

1. The Perception Problem (And Why It Matters)

“Our pictures look so good that people think we’re a gym for pretty people.”

This is the most important line in the entire transcript.

They’ve accidentally created:

- 🔥 Aspirational visuals
- ❌ Intimidating emotional entry point

High-performing gyms win on:

- “People like me”
- “I won’t feel stupid”
- “I won’t be judged”
- “They understand my stage of life”

Right now, Rise RX is potentially over-aspirational and under-relatable.

That is a branding/*content problem*, not a culture problem.

2. Ideal Avatars (Pulled Directly From the Call)

These aren’t guesses — they came straight from Michelle’s language and confirmations.

Avatar 1: Busy Tyler Professionals (Primary)

- Age: 35–55
- Desk-bound, burned out
- Gained weight post-COVID
- Knows they *should* work out
- Intimidated by gyms
- Wants guidance, not punishment

Emotional blocker:

“I don’t know where to start, and I don’t want to look dumb.”

Avatar 2: New Moms / Parents

- Schedule-constrained
- Body confidence is fragile
- Needs reassurance, not intensity
- Wants *permission* to start slow

Emotional blocker:

“I don’t recognize my body anymore.”

Avatar 3: Tyler Transplants (High Leverage)

- Moving from out of state (Colorado came up repeatedly)
- Used to higher prices
- Actively searching for:
 - Community
 - Routine
 - Identity
- Open to premium if trust is established

Emotional blocker:

“I don’t know where I fit yet.”

3. Revenue Model Reality Check

Membership tiers:

- RX1: \$69
- RX2: \$129
- RX3: \$149
- Personal training = major revenue driver
- Many people join specifically for training

Critical insight:

Everyone touches a trainer via the welcome session.

That means:

- Trainers are brand ambassadors
- Trainers should be on camera
- Trainers should be educators, not just coaches

This is a massive content unlock they haven’t fully used yet.

4. What the Content Strategy Must Accomplish (Non-Negotiables)

Any Rise RX content strategy must do four things simultaneously:

1. Lower intimidation

Show:

- First-timers
- Modified movements
- “I haven’t worked out in 10–15 years” stories

2. Build trust *before* the visit

Teach:

- Warm-ups
- Mobility
- At-home prep
- What to expect on day one

3. Create “people like me” social proof

Highlight:

- New members (30–90 days in)
- Parents
- Desk workers
- Not models

4. Feed the ad + DM flywheel

Content must:

- Be shareable
- Be save-worthy
- Be retargetable
- Drive follows, not just clicks

Static ads alone can’t do this.

5. Why Strategic Video Is the Missing Multiplier

Strategic Videos can solve every problem mentioned in the call:

- Makes the brand human
- Shows faces, voices, empathy
- Allows “call-out” messaging (“Busy Tyler professionals...”)
- Creates retargeting audiences
- Fuels DM conversations
- Reduces churn
- Improves referrals
- Makes ads cheaper over time

This isn’t theory — it’s exactly what was discussed in the transcript.

