

SALES COPY FRAMEWORKS FOR RISE RX FITNESS

Together, these frameworks allow Rise RX to:

- Meet prospects at different emotional stages
- Reduce intimidation before the visit
- Replace hype with clarity and confidence
- Maintain consistency across trainers, ads, captions, and sales conversations

Instead of pushing people to “work harder,” these frameworks invite people to feel safe starting... which is exactly what Rise RX does best.

AIDA: Attention – Interest – Desire – Action

What it is:

A classic persuasion framework that grabs attention quickly, builds curiosity, creates emotional desire, and ends with a clear next step.

Why this works for Rise RX:

Rise RX’s audience is often *aware* they need fitness but hesitant to act. AIDA helps:

- Interrupt scrolling with relatable pain (“Still intimidated by the gym?”)
- Educate without overwhelming
- Build desire for a safer, coached environment
- Gently guide viewers toward a low-pressure action (free week, welcome session)

This framework is ideal for **Reels, ads, and first-touch content** where clarity and reassurance matter more than hype.

AIDA Caption Examples

1) “Still intimidated by the gym?”

Most people don’t quit because they’re lazy.

They quit because they don’t know where to start.

At Rise RX, we coach beginners step-by-step — no pressure, no judgment.

You get a plan, a coach, and a gym that actually supports you.

 Try a free week and see what it *feels* like to belong.

2) “Only have 30 minutes to work out?”

Perfect. That’s all most busy Tyler professionals need.

Our programs are built for real schedules, not fitness influencers.
Short, smart workouts. Real results.

🕒 Book your free welcome session today.

3) “Tried gyms before and quit?”

That’s not a you problem.

That’s a structure problem.

We fix the structure — so consistency finally sticks.

👉 Start with a free week at Rise RX.

4) Still feel like the gym “isn’t for you”?

Let’s talk about that. 🙋

Most people think they need to:

- ❌ Be in shape first
- ❌ Know exactly what they’re doing
- ❌ Keep up with everyone else

That’s not how Rise RX works.

We coach beginners.

We scale everything.

We meet you where you are.

And that’s why people actually stick with it here.

👉 Try a free week and see how different this feels.

5) Haven’t worked out in years?

You’re exactly who we built this for.

At Rise RX, you get:

- ✅ A welcome session
- ✅ A real plan (not guesswork)
- ✅ Trainers who guide — not judge

No pressure. No ego. No “figure it out yourself.”

👉 DM START and we’ll walk you through your first week.

6) Still nervous about walking into a gym? 🤔

You're not broken — you're just overwhelmed.

Here's what most gyms get wrong:

- ❌ No clear plan
- ❌ Too much intensity too soon
- ❌ Zero personal guidance

Here's what we do differently:

- ✅ Beginner-first coaching
- ✅ Scaled workouts
- ✅ A real welcome session
- ✅ Trainers who actually care

You don't need to "get in shape" first.

You just need the right environment.

👉 Try a free week at Rise RX.

📱 AIDA — Story Text Overlays (Simple Threads)

Story Thread 1

- "Gym feels intimidating?"
- "That's not a *you* problem."
- "It's a coaching problem."
- "We fix that at Rise RX."

Story Thread 2

- "You don't need motivation"
- "You need clarity"
- "And support"
- "That's what we do here"

🧩 AIDA — Sample Scripts

Script 1 (30–45s)

"Still think you need to get in shape before joining a gym?

That belief stops more people than lack of discipline ever will.

At Rise RX, we expect you to be new, unsure, and figuring it out.

That's literally what coaching is for.

If you want a gym that actually helps you start — come try a free week."

Script 2 (Short-form Ad)

"If the gym feels overwhelming, you're not broken — the system you're using is.

We built Rise RX to guide beginners step by step.

No guessing. No judgment.

Just real coaching.

DM ‘START’ and we’ll show you what your first week looks like.”

? SPIN SELLING: Situation – Problem – Implication – Need Payoff

What it is:

A consultative framework that leads the audience through self-discovery by highlighting their current situation, the problem it creates, what’s at risk, and the value of a better solution.

Why this works for Rise RX:

Rise RX serves thoughtful, skeptical adults who don’t want to be “sold.” SPIN:

- Mirrors how Rise RX trainers already coach in real life
- Makes viewers feel understood, not pressured
- Allows prospects to *connect the dots themselves*
- Positions Rise RX as a guide, not a pitch

This is especially powerful for **DM conversations, long-form Reels, and caption storytelling.**

📌 SPIN – Caption Examples

1) “Have you tried getting back in shape before?”

Most people jump into intense workouts or random programs.

That leads to soreness, frustration, and quitting again.

Imagine starting with a clear plan and a coach who meets you where you are.

That’s exactly how we help beginners succeed at Rise RX.

2) “Do you work a desk job all day?”

Sitting leads to stiffness, low energy, and nagging pain.

Over time, that turns into chronic discomfort or injuries.

Now imagine strength training that improves posture, energy, and confidence.

That’s what our coaching is designed to do.

3) Busy schedule? Long workdays?

Most people in Tyler are juggling careers, family, and zero energy.

The problem?

Random workouts and “just push harder” plans don’t fit real life.

That leads to burnout... or quitting altogether.

Imagine this instead:

- 🚫 A clear plan
- 👤 Real coaching
- 🕒 Efficient workouts

That's how Rise RX helps people stay consistent.

4) Trying to “figure it out” on your own at the gym?

That confusion turns into:

- 😞 Wasted time
- 😞 Plateaus
- 🛑 Eventually quitting

Now imagine having a coach who handles the plan for you.

That's the difference here at Rise RX.

📱 SPIN — Story Text Threads

Story Thread 1

- “Busy schedule?”
- “No plan?”
- “That's why consistency fails”
- “Coaching fixes that”

Story Thread 2

- “Most people don't quit fitness”
- “They quit confusion”
- “Structure changes everything”

🧑‍🤝🧑 SPIN — Sample Scripts

Script 1

“Most of our members came in busy, tired, and unsure where to start.
The real problem wasn't effort — it was lack of clarity.
Without a plan, fitness feels exhausting.
With coaching, it becomes manageable.
That's the gap Rise RX fills.”

Script 2

“If you've tried gyms before and it didn't stick, ask yourself this:
Did you have a plan?”

Or were you guessing?

We remove the guesswork so your energy actually goes toward progress.”

PAS: Problem – Agitate – Solution

What it is:

A fast, emotional framework that clearly identifies a pain point, amplifies the frustration, and presents a direct solution.

Why this works for Rise RX:

Many Rise RX prospects are stuck in a loop of starting and quitting. PAS:

- Validates their frustration without blaming them
- Calls out the emotional cost of staying stuck
- Makes Rise RX feel like relief, not pressure

This framework excels in **short-form video hooks and ads**, especially for people who feel discouraged or burnt out.

PAS — Caption Examples

1) The gym can feel intimidating. 🤖

And we understand why...

You walk in and suddenly:

- 👁️ You don't know what to do
- 🧠 You feel like everyone's watching
- 🕒 You feel behind before you even start

And after a while... you stop going.

Not because you're lazy.

But because no one ever showed you *how to start*.

Here's what we do differently at Rise RX 

- ✅ Beginner-first coaching
- ✅ Clear guidance every session
- ✅ Scaled workouts (you're never “behind”)
- ✅ Trainers who actually walk with you, not yell at you

You don't need confidence *before* the gym.

You build confidence because of the right gym.

👉 If you've been nervous to start, this is your sign.

DM “START” or tap the link in bio to try a free week.

2) Let's talk about the most exhausting part of fitness...

Starting over. Again. 😞

You get motivated.

You go all in.

You miss a week.

And suddenly it feels worse than before.

That cycle isn't a discipline problem.

It's a design problem.

Most routines aren't built for:

🕒 Busy schedules

😴 Low-energy days

📅 Real life

At Rise RX, we don't chase perfect weeks.

We build sustainable routines that actually fit your life:

✅ 30–45 minute workouts

✅ Flexible structure

✅ Coaching that adapts with you

✅ Progress that doesn't disappear after one bad week

Consistency isn't about trying harder.

It's about having a plan you can *stick with*.

👉 If you're tired of restarting, do it differently this time.

DM "CONSISTENT" or check the link in bio.

3) Let's be real... The gym can feel scary.

You walk in...

Everyone looks confident...

You don't know where to start.

That fear keeps people stuck for years.

That's why Rise RX exists:

✓ Beginner-first coaching

✓ Scaled workouts

✓ Judgment-free culture

You don't have to do this alone.

4) You start strong. Then soreness hits.

Then life gets busy.

Then you stop.

Sound familiar?

The problem isn't you.

It's unsustainable programming.

We coach consistency — not punishment.

5) Let's be honest: Starting over is exhausting.

You try again.

You push too hard.

You quit — again.

That's not discipline.

That's bad design.

At Rise RX:

🧠 We simplify

💪 We coach

📅 We build consistency first

If you're tired of restarting...

👉 This is your sign to do it differently.

➡️ PAS — Story Threads

Story Thread 1

- “Gym anxiety is real”
- “It stops more people than laziness”
- “Coaching solves it”

Story Thread 2

- “Burnout isn't progress”
- “Soreness ≠ success”
- “Consistency wins”

🧩 PAS — Sample Scripts

Script 1

“Most people think fitness has to hurt to work.

So they push too hard... get sore... and disappear.

We coach the opposite.

That's how people stay consistent here.”

Script 2

“If the gym makes you anxious, you're not weak.

You just haven't been coached properly yet.
That's what we do differently at Rise RX."

GAP SELLING: Now → Want → Obstacle → Solution (Current State → Desired State → Obstacle → Solution)

What it is:

A transformation-focused framework that highlights the gap between where someone is now and where they want to be — then shows why your solution bridges that gap.

Why this works for Rise RX:

Rise RX isn't selling workouts — it's selling *confidence, consistency, and belonging*. GAP Selling:

- Makes progress feel achievable (not extreme)
- Addresses intimidation as the real obstacle
- Shows how coaching + structure remove friction

This framework is ideal for **testimonials, transformation stories, and longer form content**.

GAP — Caption Examples

1) Most people don't quit fitness because they're lazy.

They quit because they're lost. 🙄

Right now:

- 😞 You feel out of shape
- 🧑🏻♂️ You're unsure where to start
- 😬 Gyms feel intimidating

What you actually want:

- 💪 Strength
- ⚡ Energy
- 😌 Confidence walking into a gym

What's in the way:

- ❌ Too many opinions
- ❌ No clear plan
- ❌ No guidance

The fix:

- ✅ Coaching

- ✓ Structure
- ✓ A place where beginners aren't guessing

That's Rise RX.

We remove the guesswork so you can focus on showing up.

👉 If this sounds like you, start with a free week.

2) Let's be honest. Your problem isn't discipline...

It's design. Here's the real gap we see every day ↓

Right now:

- 🕒 You're busy
- 😴 You're tired
- 📅 Your workouts are inconsistent

What you want:

- ✓ A routine that finally sticks

What's actually stopping you:

- 🚫 Workouts that don't fit real life
- 🚫 Programs built for influencers, not professionals

What works instead:

- 🧠 Smart programming
- 🕒 30–45 minute sessions
- 👊 Coaching that respects your schedule

Rise RX was built for real people with real jobs.

👉 Consistency starts with a plan that fits your life.

3) You don't hate fitness.

You hate feeling out of place. 👁️

Right now:

- 😬 You feel out of shape
- 😟 You're unsure what to do
- 🏋️ Gyms feel intimidating

What you want:

- 💪 Strength
- ⚡ Energy
- 😊 Confidence

The real obstacle:

- ❌ No guidance

- ✗ No coaching
- ✗ A culture that feels judge-y

The difference:

Rise RX isn't a "figure it out yourself" gym.

It's a coached environment where beginners are welcomed — not judged.

👉 Be willing to start where you are. We'll handle the rest.

4) If you keep starting over...

It's not a motivation problem. 🤖

Right now:

🔄 Start → stop → restart

😡 Frustrated

📉 No momentum

What you want:

✓ A routine that actually sticks

What's missing:

✗ Structure

✗ Accountability

✗ Support that fits your life

What changes everything:

🧠 Coaching

📅 A clear plan

🤝 Someone in your corner

That's how progress becomes consistent — not exhausting.

👉 If you're tired of restarting, this is your sign.

5) Right now: You're busy, tired, and inconsistent.

What you want:

Energy. Strength. Confidence.

What's in the way:

Workouts that don't fit your life.

The fix:

Coached sessions built for real schedules.

That's Rise RX.

👉 Start with a free week and see the difference.

📱 GAP — Story Threads

Story Threads

- If you're out of shape and don't know where to start, you don't need motivation — you need structure. That's what we coach at Rise RX.
- Fitness doesn't fail busy people — bad programming does.
- You don't need to “get in shape” to join a gym. You need a gym that knows how to coach beginners.

🧩 GAP — Sample Scripts

Script 1

“Most people aren't far from their goals — they're just missing guidance.
That gap is what coaching fills.
And that's why Rise RX works for beginners.”

Script 2

“You don't need more motivation.
You need a bridge from where you are to where you want to be.
That's what we provide.”

BEFORE – AFTER – BRIDGE

What it is:

A simple storytelling framework that contrasts life before the solution, life after the solution, and how the brand connects the two.

Why this works for Rise RX:

Rise RX transformations are often emotional and behavioral — not just physical. This framework:

- Makes subtle wins feel meaningful
- Helps hesitant viewers visualize themselves succeeding
- Turns everyday members into powerful social proof

Perfect for **member stories, Reels, and organic content** that builds trust.

📌 Before–After–Bridge Captions

Beginner Confidence

“I was nervous to walk into a gym... and I thought that meant I wasn't ready.”

Truth?

That feeling is *exactly* where most people start.

Before:

- 😬 Nervous to walk in
- 😞 Unsure what to do
- 👁️ Afraid of being judged

After:

- 💪 Confident showing up
- 👏 Supported every session
- 📈 Actually enjoying the process

The bridge wasn't motivation.
It was beginner-first coaching.

At Rise RX, you don't have to know what you're doing.
That's literally our job.

👉 If the gym feels intimidating, you're not behind — you're just starting.

Consistency > Motivation

“I didn't fail at fitness... I just never had a real plan.”

Sound familiar?

Before:

- 🔄 Starting strong
- 🕒 Quitting after a few weeks
- 😞 Feeling like the problem

After:

- ✅ Showing up consistently
- 📅 Months of momentum
- 🌟 Confidence that actually sticks

The bridge?

A plan.
Accountability.
Real support.

Not extremes.

Not punishment workouts.

👉 If you're tired of starting over, maybe it's time to do it differently.

Identity Shift

Nervous. Inconsistent. Unsure.

That was the *before*.

Now?

💪 Stronger

🧠 More confident

📅 Showing up every week

The difference wasn't "trying harder."
It was coaching.

At Rise RX, we don't expect perfection.
We build progress you can actually sustain.

👉 Confidence isn't something you wait for — it's something you earn by showing up.

“I’ll Start Next Week” → “I’ve Been Consistent for Months”

If you keep saying “I’ll start next week”... read this.

Because most people don't need more motivation.
They need something that fits real life.

Before:

📅 “Next week”

😓 “When things slow down”

✗ No consistency

After:

📅 Weeks turned into months

🔥 Routine that feels doable

💪 Progress without burnout

The bridge?

A plan built for *real schedules* — not fitness influencers.

👉 If you're waiting for the perfect time, this is your sign to start imperfectly.

➡ Story Threads

- “Before: overwhelmed”
- “After: confident”
- “Bridge: coaching”

Sample Scripts

Script 1

“Before joining, most people feel like they don’t belong.
After a few weeks, they realize they were wrong.
Coaching is the bridge.”

SNAP SELLING: Simple – iNvaluable – Aligned – Priority

What it is:

A decision-clarity framework designed for modern audiences who want fast, simple value without complexity.

Why this works for Rise RX:

Busy professionals and parents don’t want more information — they want clarity. SNAP:

- Removes mental friction
- Reinforces alignment with their lifestyle
- Encourages action without pressure

This framework shines in **CTAs, offer explanations, and landing pages.**

SNAP – Caption Examples

1) Most people don’t quit the gym because they’re lazy.

They quit because they’re confused. 🤔

Let’s simplify this. ⬇️

Here’s how Rise RX actually works:

- ✅ Show up
- ✅ Follow the plan
- ✅ Get coached the whole way

That’s it.

Why it works:

- 🧠 Coaching removes the guesswork
- 😊 You don’t feel lost or behind
- 🔥 You get results without burning out

You don’t need more motivation.

You need the right environment.

👉 Start with a free week at Rise RX and feel the difference.

2) You don't need 6 workouts a week.

You just need consistency over time. 📌

At Rise RX, we keep it simple:

🏋️‍♂️ 3 workouts a week

👏 Trainer guidance every step

🧠 A plan built for real life

No extremes.

No punishment workouts.

No guessing what to do next.

Just structure, support, and progress.

👉 Book your welcome session and let us help you get started the right way.

3) Show up.

Get coached.

Go live your life. 🙌

That's the formula.

No hype.

No pressure.

No pretending fitness has to be complicated.

If you want something that actually fits your schedule and your energy...

👉 Start now. We've got you.

4) Simple workouts.

Real coaching.

Sustainable results.

That's not a trend.

That's a standard.

At Rise RX:

✅ We coach beginners

✅ We scale everything

✅ We build confidence first

Because fitness should add to your life — not take it over.

👉 If that sounds like what you've been missing...
welcome home.

5) No complicated routines.

No pressure.

No judgment.

Just:

- ✓ Coaching
- ✓ Structure
- ✓ Progress

If you want fitness that actually fits your life...

🎯 Rise RX is your place.

🧑‍🤝🧑 SNAP Scripts

Script 1

“We keep fitness simple here.

Because simple is what lasts.”

Script 2

“If you want fitness to fit your life — not fight it — this is your place.”

PPPP: Picture – Promise – Prove – Push

What it is:

A visual persuasion framework that helps the audience imagine a better future, makes a promise, provides proof, and invites action.

Why this works for Rise RX:

Many Rise RX prospects can't *picture* themselves in a gym yet. PPPP:

- Helps them emotionally visualize success
- Builds trust through real-world proof
- Encourages a confident but gentle next step

This framework is ideal for **video storytelling, ads, and brand-building content.**

📌 PPPP — Caption Examples

1) Ever walked into a gym and instantly felt out of place? 🤔

Yeah... most people have.

Here's the thing no one tells you 📌

It's not that you're “out of shape.”

It's that most gyms aren't built for beginners.

At Rise RX, this is what we do differently:

- 🧠 We meet you where you are
- 💛 You're guided — not judged
- 📌 You're never left wondering what to do

And the proof?

Most of our members started exactly where you are right now.

Not confident.

Not consistent.

Just ready to try again.

✨ You don't need courage. You need the right environment.

👉 Try a free week and feel the difference for yourself.

2) What if you finished workouts feeling energized...

not wrecked for the rest of the day? 😞

Contrary to gym culture:

- 🚫 Harder isn't better
- 🚫 Sore doesn't mean successful

At Rise RX, we train smarter:

- 💪 Intentional programming
- 🧠 Coaching that actually makes sense
- 📅 A plan you can stick to

That's why our members don't just start...

They stay consistent.

Because the plan works *with* your life — not against it.

⚡ Come see why Rise RX feels different.

3) Let's talk about gym anxiety.

Because it's real — and more common than you think.

Picture this instead 🙌

- 🧑 Walking into a gym knowing exactly what to do
- 💛 Being greeted by someone who's got your back
- 🧠 Feeling guided, not watched

That's the Rise RX experience.

We don't throw you into the deep end.

We coach you — step by step.

And the proof?

Our members don't just show up once.

They keep coming back.

🌟 Confidence comes *after* support — not before.

👉 Try a free week. No pressure. Just guidance.

4) You know what's exhausting?

Wanting to work out... but not knowing what to do.

The workouts.

The machines.

The programming.

The “Am I doing this right?” thoughts. 🤔

Here's the truth:

You don't need more motivation.

You need clarity.

At Rise RX:

🧠 Coaching makes it simple

📝 You're never guessing

🌱 Beginners don't just survive here — they thrive

That's not hype.

That's what happens when people finally have a plan.

👉 DM “START” and we'll help you take the first step.

🔗 PPPP Scripts

Script 1

“Imagine fitness feeling calm instead of stressful.

That's what Rise RX coaching does.”

Final Note: Why These Frameworks Matter

These frameworks aren't just about writing better captions or creating better ads.

They're about meeting people where they are emotionally, and guiding them forward with clarity and confidence.

By using a variety of proven sales and storytelling frameworks, Rise RX can:

- Reach ideal prospects at different stages of readiness
Some people need reassurance. Others need clarity. Others need proof. These frameworks allow Rise RX to speak to all of them — without sounding salesy or repetitive.
- Reduce intimidation and build trust before the visit
When prospects see themselves reflected in your content, walking through the door no longer feels scary. It feels familiar.
- Support retention and long-term consistency
Clear messaging reinforces why members joined in the first place — helping them stay aligned, motivated, and confident in their decision.
- Drive referrals through shareable, relatable content
When members see content that sounds like *their story*, they share it. That's how community-driven growth compounds.
- Create one system that works everywhere
These frameworks are flexible by design. The same core message can be:
 - Filmed as a short-form video
 - Written as an Instagram caption
 - Expanded into a blog or email
 - Printed on a flyer or handout
 - Used in onboarding, follow-ups, and DM conversations

Instead of reinventing the wheel every time, Rise RX now has a repeatable messaging system that scales across platforms, formats, and team members, while staying true to the heart of the brand. It's about communicating better, so the right people feel confident starting, staying, and sharing the Rise RX experience.