

Copywriting Practice Project

Note: This is self-directed practice for a fictional brand, built to demonstrate range across landing pages, emails, and ad copy formats.

Fable & Iron

The Brand Brief

Company: Fable & Iron **What they sell:** A hybrid strength-training app + community for people who tried "generic" fitness apps and quit within a month. Their angle: strength training built around your actual life, not a 5am-warrior fantasy.

Target customer: Busy adults 28–45, mostly beginners to intermediate lifters, who've bounced off Peloton/gym memberships/other apps because the programming felt irrelevant or the vibe felt intimidating.

Brand personality: Warm, direct, a little wry. Confident without being aggressive. Thinks "no BS" but never condescending. Avoids toxic-positivity fitness clichés ("no excuses," "beast mode," "summer body").

Core offer: \$29/month app subscription. 7-day free trial. Includes: adaptive strength programs, form-check video uploads, and a community forum called "The Forge."

App Named "Iron Arms App"

Real differentiator: Every program adjusts based on how much time you actually have that week (15 min vs 60 min), not a rigid calendar.

Assignment 1: Homepage Hero Section

Write:

- A headline (under 10 words)
- A subheadline (1–2 sentences)
- A CTA button (2–4 words).

First Hero

Headline: Strength Training under 60 Minutes.

Subheadline: Are you a busy adult throughout the day that wants to improve their strength?

Iron Arms App is a gym training app that can help with your everyday training.

CTA: Get 7 Day Free Trial Now

Second Hero

Headline: Tired of generic fitness apps?

Subheadline: We at Fable & Iron were, that is why we have created Iron Arms app that creates your own workout program.

No BS, answer questions to get your custom program.

CTA: Get Started Now.

Third Hero

Headline: Strength training under 60 Minutes? Since when...

Subheadline: Adjustable programs depending on your time?

We at Fable & Iron may have the answer...

CTA: Explore Strength Training Options.

Assignment 2: Product Description (App Store Listing)

Write a 150–200 word app store description. Needs to convert browsers scrolling through search results into downloads.

Iron Arms App.

Are you sick and tired of using generic fitness apps that don't help with your progress? The Iron Arms app is for busy adults who want to be able to get the most out of their strength workouts.

There is no BS from us or the app, just progress in the gym for you. With the adjustable programs to fit into your life you will never miss a workout again. 95% of people that join the app stay on the app after the 7 day free trial. That could be you.

Find out how you can do strength training in under 60 minutes that fits into your daily routine without changing it. Features in the App.

- Form Check Videos that are looked at by a coach.
 - Meaning that you can improve your form to decrease the likelihood of injuries and actually work the muscles in the exercise.
- Community Forum called "The Forge"
 - Where you can ask the community questions about the app, exercises and more.
- Adaptive strength training programs.
 - Programs that are tailored to your needs, time, and goals in the gym.

Start your 7 day free trial to get access to all of the features that will improve your progress.

Assignment 3: Welcome Email Sequence (3 emails)

Write a 3-email sequence sent after someone signs up for the free trial.

- **Email 1** (Day 0): Welcome + set expectations
- **Email 2** (Day 3): Overcome a common objection (e.g. "I don't have time")
- **Email 3** (Day 6): Trial ending soon, drive conversion to paid

Email 1

Subject: Welcome to Iron Arms

Preheader: Get connected with the app.

Hey %First Name%,

Let's get straight to business.

You can download the app on [Apple Store](#) and [Google Playstore](#). (Underline is link to go to the app to download).

Any questions or concerns can be answered on the app under the help section with FAQ. Anything not answered then contact (insert email) or in The Forge and @question in your comment and a team member will reply as soon as they can.

Thank you,

Fable & Iron

Email 2

Subject: Still not started yet?

Preheader: Reminder of your 7 day free trial.

Hey %First Name%,

You don't have much time left on your free trial, so make full use of the features.

Reminder of the features in Iron Arms that you can use.

- Form Check Videos that are looked at by a coach.
 - Meaning that you can improve your form to decrease the likelihood of injuries and actually working the muscles in the exercise.
- Community Forum called "The Forge"
 - Where you can ask the community questions about the app, exercises and more.

- Adaptive strength training programs.
 - Programs that are tailored to your needs, time, and goals in the gym.

You now have access to all of the features on the app. Go check them out and introduce yourself in The Forge.

Say “7Free” in your opening comment to receive your bonus 1 on 1 consultation from our team of elite coaches.

Any questions or concerns can be answered on the app under the help section with FAQ.

Thank you,

Fable & Iron

Email 3

Subject: Trial ending tomorrow

Preheader: Let's talk Business.

Hey %First Name%,

As your trial is ending with us, we wanted to extend a few offers to you.

1. Monthly Subscription of \$29.
 - Includes Form Check Videos, Community Forum, and Adaptive strength training programs.
2. 6 Months Subscription of \$150.
 - 2 Bonus free 1 on 1 consultations with our elite coaches.
3. 1 Year Subscription of \$290.
 - 6 Bonus free 1 on 1 consultations with our team throughout the year.

Offers 2 and 3 are for a limited time only.

Use this Link (Link to make payment) or go to the app to choose your subscription.

Any questions about the subscriptions can be answered in the Forge or at (Insert Email).

Thank you,

Fable & Iron

Assignment 4: Paid Social Ad Copy (Meta/Instagram)

Write 3 ad variations for the same offer (free trial), each testing a different angle:

- Angle A: Pain point / relatable frustration
- Angle B: Social proof / results
- Angle C: Curiosity / pattern interrupt

Each needs: primary text (under 125 words), headline (under 40 characters), and CTA.

Angle A

Primary: Don't know how to get all the exercises in during a small gym session - either having to stay longer or miss out on exercises. The adjustable time based gym programs in the Iron Arms App means that you can do all the exercises you want in your allocated time. Download now for a 7 day free trial.

Headline: Workout programs that suit your routine.

CTA: Sign Up

Angle B

Primary: When gym goers started to use the Iron Arms App 95% of them continued to use the app after the 7 day free trial. You could be in that 95%. Ian is one of the 95% who told The Forge "this app has helped me structure my workouts in the time I have in a week." Become like Ian. Join the 95% and start your 7 day free trial.

Headline: Join the 95% Today.

CTA: Get Offer

Angle C

Primary: Strength training under 60 minutes seems impossible to you? Are you trying to cram in a lot of exercises into your workouts that leave you stressed? At Fable & Iron we understand and have a solution for you. Start your 7 day free trial today and see our adjustable workout programs that suit your time in your schedule.

Headline: Training under 60 minutes, since when?

CTA: Sign Up

Assignment 5: Landing Page for a Challenge ("The 21-Day Reset")

Write a mini landing page for a limited-time program: headline, 3 supporting bullet benefits (not features), a short "how it works" (3 steps), one FAQ objection handled, and a CTA.

Headline: The 21-Day Reset to get you back on track.

What we want you to get out of the Challenge

- Focusing on getting you back to training throughout the week.
- Start with short easy workouts that get you to build the habit of going back to the gym.
- Every week have one of our professional coaches talk to you about your progress in the challenge.

3 Steps:

1. Download the app. (Link Here).
2. Sign Up to the challenge.
3. Start the 21 Day Reset Challenge.

Features in the app that you can use during the Challenge.

- Form Check Videos - Form allows the most growth in your exercises which is crucial for any progress and to actually make sure that you aren't going to injure yourself while hitting the muscles properly. We want to ensure that you are doing the exercises correctly during the challenge.
- Community Page 'The Forge' - So that you can get the most out of the professional coaches and connect with other gym goers. There is a page on The Forge around the challenge for you to discuss your own personal reflection of the challenge.

FAQ:

Question - How much is this challenge?

Answer - This challenge is completely free. You'll only pay if you choose to continue after the challenge ends.

Question - Can I use the workouts from this challenge in my normal gym routine?

Answer - Absolutely. We hope that you can include aspects and exercises from this challenge into your routine.

CTA: Get Started Now

Assignment 6: Win-Back Email

Someone's free trial ended and they didn't convert. Write one email trying to bring them back with a limited-time discount.

Subject: Your trial has ended.

Preheader: One last offer.

Hey %First Name%,

We have noticed that you have finished your free trial.

We understand that life is busy.

We at Fable & Iron would like to continue the progress with you - here is 50% off your next month if you rejoin using the following link.

- [Rejoin Now \(Link\)](#)

This discount is active for the next 48 hours *only*.

We hope to see your progress on The Forge.

Thank you,

Fable & Iron

Assignment 7: Instagram Caption Set (3 captions)

Write 3 short-form captions for a fitness Instagram account:

1. A caption for a client testimonial post
2. A caption for an educational/tip post
3. A caption for a "relatable/funny" post

1. "After sitting down all day, sometimes working out is exactly what I need" Fred works 50 hours a week and still finds enough time for the gym. If he can, you can too. Sign up for the Iron Arms App today.

2. Tip for doing tricep pulldown. Lock your elbows into your body. The less you move them the more you get out of the rep. Follow along for more gym tips.

3. POV: you are a headless chicken rushing about the gym trying to fit every exercise in - versus someone using the Iron Arms app, calm and getting it done right. Get the App now.

Assignment 8: 30-Second Video Ad Script

Write a script for a UGC-style video ad (think: someone talking to camera). Include rough shot/beat notes alongside the spoken lines.

Hook - 0:00 - 0:05

“Starting the gym is scary, uncomfortable but life changing.”

(Talking to Camera, low angle to show genuine conversation to viewer)

Problem - 0:05 - 0:10

“The problem isn’t your intentions, the problem is that you have no idea what to do”

(During this line bring the phone up. Start low bottom and then bring the phone to selfie level. Shows a change in mindset.)

Solution - 0:10 - 0:20

“Then I found a fix. I used to be like you, but I used these structured workout programs ranging from 1 day a week to 5 days a week. You choose from these programs that suit you.”

(Continue selfie level pose. Use hands to indicate “1 to 5 days a week”)

Proof - 0:20 - 0:25

“Here is me using these workout programs to take my physique to the next level.”

(Edits in photos of before and after)

CTA - 0:25 - 0:30

“If I can, you can. Sign up for a 7 day free trial to access these structured workout programs.”

(Bring Camera back to face level with you)

Assignment 9 (Stretch Goal): Taglines

Write 5 tagline options for Fable & Iron. Push yourself to make them genuinely different from each other, not five versions of the same idea.

Tagline 1: Strength training built for you, not to change you

Tagline 2: Forging not only your body, but also your mind

Tagline 3: No BS, get started

Tagline 4: Show up as you are. Leave stronger than you came.

Tagline 5: Ditch the all-or-nothing apps. Train for the life you have.