

UGC Script: Behavior Change / Accountability Angle

Generic Example:

I've been trying to work out more but I keep skipping days.
I downloaded FitLoop and it helps you track workouts and set reminders.
It has different programs for beginners and advanced users.
I think it could help people stay consistent.

Copywritten Sample:

The most frustrating part of my “fitness journey” was restarting Sunday, going all in for 3 days, and completely giving up by Wednesday.

I'd forget about it, or talk myself out of it because of my “busy day”, or “bad sleep”. And if I messed up one day, it was never just one day, so I'd end up back where I started.

At that point, I was willing to try whatever, and I ended up downloading FitLoop. Yeah, yeah, another app I'll just stop using.

It gave me a realistic starting point, and the program actually seemed pretty manageable, so I went with it.

Weirdly though, FitLoop started calling me out when I'd try to pull the old “I'll just work out tomorrow!”. Like if I skipped a workout, it would change my next session, so I had to deal with it.

It turned my missed days into a part of my fitness journey, and I stopped feeling like I failed every time I missed a day.

I went from never sticking with it, to actually showing up 4x a week.

- Anchored in familiar stop-start fitness patterns
- Reframes inconsistency as part of progress
- Uses skepticism to increase authenticity
- Focuses on sustainable behavior change over hype; positions product as system that interacts with behavior patterns, not just tool for discipline
- Ends on identity reinforcement