

Landing Page Mission

The product I chose from the swipe file is a guide to learning how to fight, taught from an illegal cage fighter.

Avatar:

Who

- Men
- Ages 16-35
- Any location, occupation, and income level.

Current State

- They don't know how to fight.
- Afraid of bigger or stronger guys beating them up.
- Being able to fight will make them feel powerful and confident.
- Avoids others when out at night.

Dream State

- Does not need to avoid others at night.
- They do not let others disrespect them, backed by their fighting skills.
- They stand confident near others.
- Not scared to get into fights, and even wins them.

Values and Beliefs

- They tried hitting the gym, but gave up.
- Tried martial arts in the past, but did not teach street fighting skills.
- Blames themselves for being small and incapable of fighting.

What Do They Need to Experience?

- That they too can learn how to fight, no matter what their prior knowledge/experience is.
- They can even learn how to fight overnight if they wish.

Disrupt is highlighted in Yellow

Intrigue is highlighted in Blue

Authority is highlighted in Purple

CTA is highlighted in Green

**Subject Line: How YOU can make your opponents (of any caliber) grovel on the ground
BEGGING for mercy...**

**Learn the advanced “Street” secrets developed by illegal cage fighter Tom Proctor to
DEMOLISH his opponents in any realm...**

1. Learn to apprehend opponents with ease overnight.
2. Access to advanced fighting tactics they don't teach you in traditional martial arts.
3. Face bigger & badder opponents– and WIN!

Sign Up Now, and get 30 days for Free!

Tom Proctor is an undisputed cage-fighting legend, who swept the illegal fighting rings as a middle-aged underdog taking down opponents 40 pounds heavier and 2 decades younger.

Tom guarantees 100% satisfaction in his martial arts training, or else every penny spent will be sent back IMMEDIATELY.