

Context:

Client is a height optimization brand that helps individuals grow and even gives solutions to individuals to grow after puberty. He plans on selling three guides you can buy together on how to grow taller, however he has not launched this yet. My idea was in the meantime to create a lead magnet funnel and nurture his audience until he launches and then market the paid guides. His main source of attention is X. However, he hasn't tried selling/marketing anything yet and is now ready to monetize his attention, so there is no revenue metric I could provide to you.

Social Media:

(1) 🧑🏻 (@HeightOptimized) / X

[HeightOptimized \(@heightoptimized\) • Instagram photos and videos](#)

[HeightOptimized \(@heightoptimized\) | TikTok](#)

[Height Optimized - YouTube](#)

1 - Who am I writing to? (Avatar included here)

I am writing to men in the age range of 15-25 either in school or occupying a low-level desk job bringing in 0-\$60k a year, likely short in appearance. They are afraid of not getting the respect they feel they deserve for their hard work because of their height. They are furious that they are short and are likely angry at themselves but have likely projected their anger onto their parents (genetics) or other people who make fun of them. They desire to be tall to feel confidence, and self-esteem and to impress people such as their friends, family, women, and people who made fun of their height. However, they feel helpless towards facing this problem because they believe height is genetic and there is nothing they can do about their problem.

2 - Where are they now?

They are on the opt-in page of my funnel. The funnel consists of traffic coming from social media (likely x) from a promotion under one of their x threads, then they are taken to this opt-in page to join a newsletter, then a thank you page that teases the paid product (guides). Emotionally, they are likely intrigued by how they can naturally increase their height after feeling hopeless about their genetics. Physically, they are sitting on their couch or maybe in bed after a long day, researching ways they can grow due to their insecurities. The avatar's awareness level is problem aware and their sophistication level is at level 2 according to the copy of top players like in the "Skyscraper Method" ebook.

3 - What actions do I want them to take at the end of my copy?

I want them to purchase the ebook at the end of my copy

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

They must have their attention captivated by what “biohacks” can increase their height. Then they must experience curiosity about what specifically these biohacks do and how they impact the body. Then their feeling of desire must be increased through promising height gain (dream outcome) while minimizing their “cost” including price, effort, sacrifice, risk, and time delay. Once they have an emotional connection, their believability that the idea will work must be increased along with the avatar’s trust in the guru through social proof, studies, etc.

Roadblock: Height is heavily determined by genetics which the avatar likely doesn’t have on their side. They feel helpless since they believe they can’t optimize their height’s potential

Solution: “Biohacks” Controlling environment through diet, exercise, and sleep along with “microfractures” (if you’ve already hit puberty) using the body’s bone growth process to help individuals grow taller

Personal Analysis:

The copy uses the dream state of growing (up to 4 inches) to get the reader to take action on the lead magnet, sales page, and email. I believe the sales page does a good job of using logic and statistical information from studies to help substantiate claims while increasing credibility with the reader and increasing curiosity since the sales page and lead magnet explain the paradox of growing after puberty which also catches the reader’s attention in the headlines of the copy. The copy clearly points out the reader’s roadblock and provides a clear solution. What I think could improve would be cranking the desire towards the product on the sales page and the third email. However, the mechanism of “microfractures” isn’t very trustworthy which is why I used a study from the National Institute of Health. Also, what I think could be improved is tapping into the pains and desires of the audience more often while making the sales page more concise and with better formatting. I could improve this by tapping into status needs/desires from the avatar and by taking out unnecessary words from the copy so I utilized chatpgt to help make the copy more concise and tap into pains of avatar

I have not tested this copy yet

The funnel goes:

social media > landing page > v thank you page > Sales Page

Emails > > > > > > > ^

Lead Magnet Landing Page:

This Free Microfracture Routine Can Increase Your Height Up to 4 Inches Even AFTER PUBERTY

Inside you'll be able to:

- Tap into highly researched methods such as Wolff's law to strengthen and optimize your bones for growth
 - Unlock an easy-to-implement "mechanical stress" routine that uses your bone's growth process to help you stack on height after puberty
 - Learn the two secret super-foods loaded with vitamins to kickstart your growth at any age
- All for free sent straight to your email 📧

(insert email address)

Send Me My Free Guide

Thank You Page:

Thank You... BUT WAIT!

Thanks for subscribing to the newsletter. Your free guide is on its way to your inbox

Inside you'll find simple and direct methods to kickstart your height gain journey that you can implement today no matter your age.

BUT

If you're still reading this, then chances are you want to maximize your height gain as soon as possible.

However, you're likely tired of the simple mainstream advice you've received... "Eat vegetables" "Sleep 8 hours a night"

While this advice is correct, it probably leaves you lost with what to do. "What *specifically* do I eat" "How can I make sure I will grow during my sleep"

And I understand all this can leave you in a whirl which is why I'm compiling pages worth of scientific evidence into three separate guides to handhold you through the steps to putting on up to 4 inches of height in as soon as a year.

Of course, I'd be a liar to guarantee such claims since genetics, your current age, and even your mindset still interplay.

But what I will guarantee is that you will be able to optimize your lifestyle for your physical health, mental health, and ultimately for your growth.

Inside these guides you'll gain access to everyday supplements you had no idea spiked your growth hormone levels by over 100%.

An even more in-depth microfracture guide in case you have already hit puberty including how to safely induce microfractures

How you can harness your sleep, diet, and exercise to add up to 4 inches to your height.

However, these guides are still in the making as I'm making sure they are as effective as possible in helping you gain as much height in as little time risk-free.

But if you want a sneak peek of what I'm working up click below.

(button that takes them to sales page)

In the meantime, enjoy your free guide and stay tuned to your email, as I will officially announce the release of these guides directly to you

Emails:

Email 1 (Lead Magnet):

SL: Here's Your Free Guide

Hey, and welcome to Height Optimized. Like I promised, here's your free guide using mechanical stress to help you grow after puberty (insert link)

Here I will be revealing several height-related secrets and busting common myths to help you grow as tall as possible.

I will personally handhold you through all the scientific mumbo jumbo to show you what you need to do to add up to 4 inches to your height.

In the meantime, enjoy your free guide and keep your eye out on your inbox.

Email 2 (Reply Email):

SL: "Why Am I Not Growing?"

Now that you've looked through the microfracture guide, I'd like to know specifically where you're at

Reply to this email with the number one reason why you believe you aren't growing or at your desired height.

I'll be sure to look through all of these and give you the best reply to jump-start your height gain journey, no matter where you are

Email 3 (Next Step Email, replies to previous email will likely be about genetics, if not then I'll change the topic):

SL: The Real Reason You Aren't Growing

After reading several replies, I've practically got the same answer. The reason you believe you can't grow any taller is because of...

Genetics

Now this isn't wrong since scientists estimate around 60-80% of height is determined by various genetics in our DNA.

This is a pretty high number especially if you're on this email because it shows your genetics aren't rooting for you.

Being short is painful. It sucks socially, impacting your mental health and self esteem.

However, what if I told you that you could leverage that remaining 20-40% to help you grow up to another 4 inches?

You see that other 20-40% includes your environment.

Habits like sleep, exercise, sun exposure, and diet, all play a crucial role in developing your growth, especially as a child.

Even though you're not a child anymore, you can still tap into these environmental cues to help optimize your height for growth.

Tapping into superfoods such as the two previously mentioned in the free guide.

Exercises that prepare your body for growth including after you've hit puberty

However, if you're still reading this then it's highly likely you're serious about your height gain journey.

You won't settle for the singular exercise and food plan I've given you for free or the gurus who gatekeep their advice and are here just to make some views or sales off of you.

This is why I've created three guides that show you exactly, no gatekept advice on how you can grow up to 4 inches in as little as a year.

Inside these guides, you'll unlock access to:

Proven methods to naturally surge your IGF-1 and Growth Hormone levels by up to **771%**

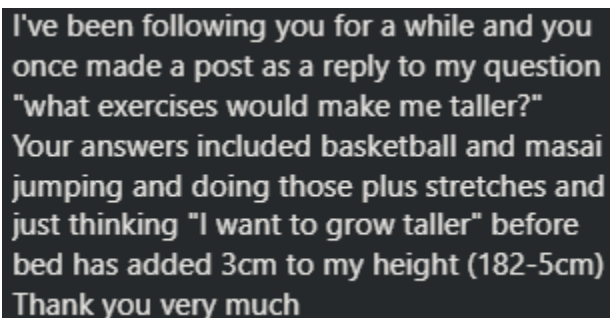
A more in-depth microfracture guide to help you add up to 4 inches to your height in case you've already hit puberty

And so much more you can find here

heightoptimized.carrd.co/#salespage

However, it's down to you to see these results.

If you're ready to accelerate your height growth journey then click the link above, I think you'll personally like what's on there



I've been following you for a while and you once made a post as a reply to my question "what exercises would make me taller?" Your answers included basketball and masai jumping and doing those plus stretches and just thinking "I want to grow taller" before bed has added 3cm to my height (182-5cm) Thank you very much

P.S.: I'm doing a limited time discount where if you buy all three guides together then you'll get \$10 off your whole purchase. Offer ends soon

Keep on growing,
Height Optimized

Sales Page:

These Simple “Biohacks” Can Add Up to 4 Inches to Your Height, Even AFTER Puberty

Is This For Me?

Let's face it...You're here because you're unsatisfied with your height.

You've likely felt yourself lurking in the background in social settings or a sinking feeling of insecurity, convincing you that your height is holding you back in life.

Here's the harsh reality: height matters.

Research shows that taller individuals benefit from the halo effect - a bias towards authority and competence based on physical characteristics, giving those tall, strong people some sort of natural confidence and charisma.

It also matters when it comes to dating. You've probably heard or even been hit with “Sorry, I'm not interested in short guys,” In fact, a study shows that 15% of women are willing to date a man 5'8 or shorter. Ouch.

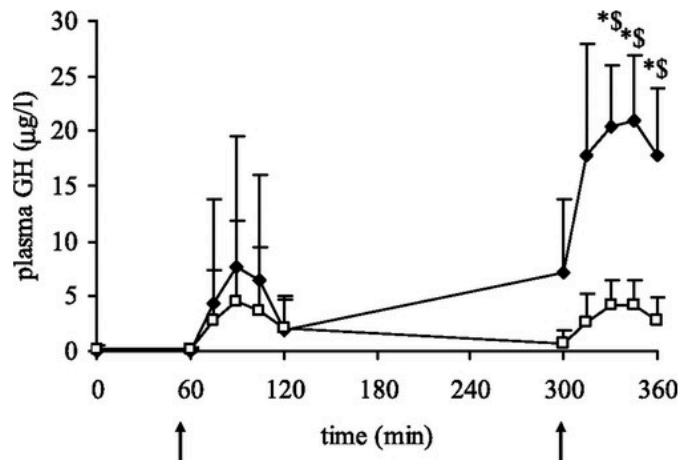
This might leave you feeling hopeless since 60-80% of height is determined by genetics.

But here's the game-changer:

Height isn't **solely** determined by genetics. your environment-including habits like sleep, diet, and exercise **heavily** affect your growth potential

- Doctors recommend around 8-10 hours of sleep per night. Not meeting this recommendation can cause sleep deprivation which will stunt your growth hormone production.
- Exercise is just as important. In fact, a study from the Journal of Applied Physiology agrees that **sprinting** can increase growth hormone by 200%, some sources say even **771%** which is more effective than INJECTING growth hormone

These are all methods you can leverage to increase your height which are extremely effective in optimizing your growth during puberty.



(Graph demonstrating growth hormone levels according to sprinting)

Bro if im not tripping the first time i used resistance bands for sleep gave me 2 cm height, and i measure regularly!!!

Mar 30, 2024, 7:23 PM

I've been following you for a while and you once made a post as a reply to my question "what exercises would make me taller?" Your answers included basketball and masai jumping and doing those plus stretches and just thinking "I want to grow taller" before bed has added 3cm to my height (182-5cm) Thank you very much

(social proof)

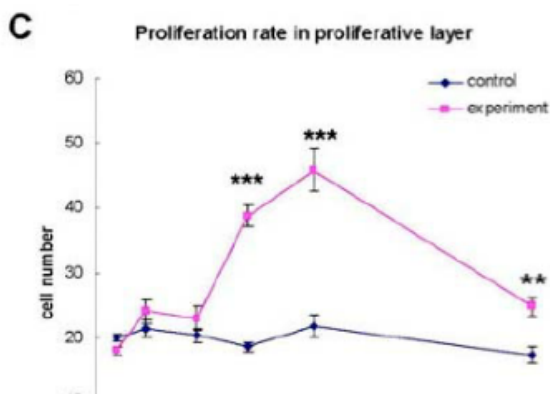
But What if I've Already Hit Puberty?

Even if you have already hit puberty, there is an untapped method leveraging *mechanical strain* by creating *microfractures* in your bones with simple exercises, using your body's natural bone growth process to increase your height.

A study published in the journal *Frontiers in Bioscience* demonstrated that mechanical strain enhances bone growth in adult rats. Here's what they found:

- Increased Cell Proliferation: Mechanical strain increased the number and rate of proliferating mesenchymal cells, crucial for bone growth.
- Enhanced Growth Pathways: The expression of the transcription factor SOX9 and the Col2a1 gene (responsible for type II collagen) was significantly upregulated, leading to condylar growth.
- Thicker Growth Layers: Both the chondroblast and chondrocyte layers showed significant increases in thickness, indicating enhanced bone formation.
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Let me dumb it down. Inducing microfractures promotes cell proliferation and growth pathways crucial for bone growth. This means you can still grow after puberty using your body's natural bone growth process



(graph showing cell growth rate in rats)

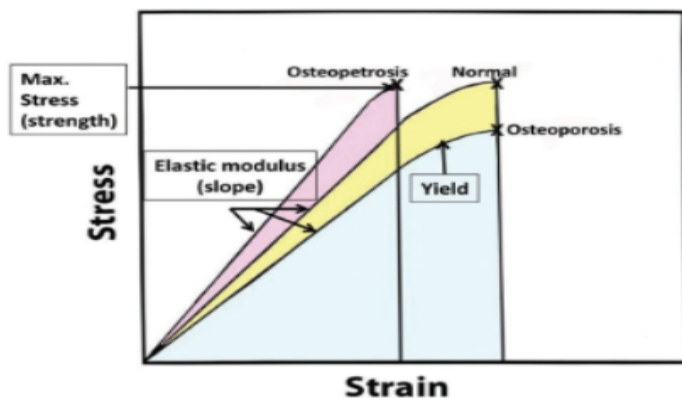
But Isn't Purposely Damaging My Bones Dangerous?

Although this may sound dangerous, inducing microfractures are 100% safe, riskless, and easy.

They involve a controlled, minor mechanical stress that encourages natural bone healing and growth through methods such as High-Intensity Interval Training.

In the picture (below), entering the yellow strain zone will allow for safe, permanent alterations in bone shape through plastic deformation.

However, incorrectly using microfractures can cause cartilage growth to halt.



So What Do I Do?

Inside this ebook, you'll unlock a guided process with step-by-step instructions on how to induce microfractures effectively and risk-free at home to induce growth as soon as possible.

Plus you will gain methods to naturally skyrocket your growth hormones and how to live a healthy lifestyle optimized for height gain.

"Height Optimized" is not your typical "eat right and sleep well" advice from fitness gurus on YouTube. It reveals scientifically backed strategies for surging your hormones and maintaining a healthy lifestyle so you can live to your full potential.

But I'd be lying if I promised drastic height gains overnight or even at all. However, these biohacks can add up to **4 inches** in less than a year depending on your body and age

In This Ebook, You'll Unlock Insights On:

****Boosting IGF-1 and HGH Levels:**** Proven methods to naturally **surge** these key growth hormones by over *****120%*****, using key supplements like creatine.

****Understanding Bone Growth:**** Gain insights into the body's bone growth process and how to leverage it using **microfractures** to increase your height up to 4 inches AFTER PUBERTY.

****Optimizing Your Environment:****

Learn exercises and diet hacks to repair your body's environment to CREATE another growth spurt if your body allows

****Harnessing the Power of Sleep:****

Discover the importance of quality sleep in stimulating growth hormone production and how you can harness it to maximize your body's growth potential.

With That Being Said...

Instead of living trapped inside your head with low confidence, let your dreams come to light.

Towering over everybody leaving them shocked with your transformation. Girls looking up and down at you while your natural confidence and charisma shine

Effortlessly integrating yourself as *the boss* in any social situation without any intrusive thoughts worrying about what others may think of you. No one dares to crack another height-related joke at you.

See your life mentally, physically, and emotionally improve as you take transformative actions toward your health.

Instead of blaming your parents or your ancestors for crappy genetics, click below and secure yourself a copy of "height optimized" to crush your height-related problems and restore your confidence in your body.