

Andrew Griffin

## Mock Long Form Advertorial Copy Piece

**Product: Fitness and Weight Loss Program for men (18-25) looking to get in shape and/or lose weight**

### Get off that Couch and Get Into Shape

Get off that couch and get into shape. It's time to lose weight. Aren't you tired of being out of breath, out of shape, and not being able to fit into the clothes you want? In America, 54 million of our men are overweight, and another 35 million of us are obese. We are on a mission to drastically reduce that number. Not through some bs 500 dollar course, or via some crappy 7 minute abs. We will transform the lives of millions of men through hard physical training. Unfortunately, that may not be the answer you want to hear, but it's the answer you need.

Albeit overlooked by our soft generation, training is one of the most beautiful parts of our lives, especially as men. Training can literally transform the lives of men who are depressed, unproductive and suffering with low self esteem into some of the most prominent and successful individuals. Studies show that some of the benefits of exercise include the following:

- Decreasing the feelings of depression and anxiety and uplift mood by releasing hormones of serotonin and norepinephrine;
- Optimize your body for fat loss and weight management;
- Increase and maintain bone density;
- Increase lung capacity and overall cardiovascular performance;

- Increase deep sleep;
- Decrease sleep onset time;
- Eliminate brain fog; and
- Increase in testosterone

I can go down the line here but you get the point. Remember your favorite superheroes of modern cinema, and actors who played them. Whether it's due to their grit of character, or just cool costumes, us boys wanted to emulate them. What did they **all** have in common? A physique forged from hellfire. That reason alone is proof of why you should have an awesome bod! Who doesn't want to look like Superman, Batman, or Spiderman? (Deadpool is my personal favorite but I digress..)

As men, we have a responsibility to family, friends, and ourselves to be in the best shape possible. It doesn't matter if you're a professional athlete, carry boots to work, or you sit in a chair for 8 hours a day; a body in elite shape is a prerequisite for any man who wants to be the best version of himself.

Homo Sapiens emerged on earth some 300,000 years ago. Their physicality was imperative to the way they fought and survived. We must call back to that essence in an age that doesn't require such a life. Training is and always has been essential.

We've worked hard to provide this excellence to the men of America. Our team has spent upwards of 100 man hours of research to devise the perfect plan to help our men achieve a perfect physical life. This isn't just **another fitness** plan. This is a **life** plan, filled with the perfect exercises, foods, and even daily routines to 10x your life. In our plan, you **will** can find:

- The best exercises suited **for** your goals based off of our patented fitness quiz;
- Nutrition based cookbook optimized for maximum performance;
- Daily habits and mental method utilization to enhance your mindset;
- Recovery and Sleep information backed by top scientists in the country.

and much more

And the best part is...

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