

1- Who am I writing to? Who is my Avatar?

I am writing to Joe. Joe is a 37 year old fat man who has had previous fallouts with exercising and has never really put great effort towards getting in shape. If he had in the past, it was short lived and he probably fell back into his old bad habits.

2- Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc

Joe is at the start of the funnel and is receiving small bits of value that will eventually lead into a larger purchase down the road. This will lead him into a sales page that will sell the course, and then later on down the line he may find the course valuable enough to buy the full mentorship.

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

I want them to be intrigued with the concepts I talked about enough to want to learn more and click on the link. This will lead them into a value packed sales letter that will really break down all the value they are missing out on and that could change their lives.

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?

What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

Joe needs to experience a hint of curiosity and intrigue just enough to where he envisions a world of knowledge that he doesn't know about which could help him drastically on his fitness journey. I need to start Joe off with baby steps, giving small bits of value here and there for him to internalize and seek more of / more detailed versions of.

HIS BIGGEST ROADBLOCKS:

His mentality is the #1 roadblock. He has the possibility to find time, go to the gym, or even work out from home if he'd like, but the thing that's stopping him is his mentality. That goes for not only what he doesn't know technically-fitness wise, but also for his strong limiting beliefs and lack of bravery. Another thing stopping him is the actual knowledge on how to overcome his current major roadblocks. He simply doesn't know what to do, or what steps to take.

WHAT WILL SOLVE HIS ROADBLOCKS:

The clients course/mentorship is designed to specifically breakdown each individual aspect of a traditional fitness journey into a consumable and easily understandable framework - and on top of that, to change the avatars mindset completely to alter things they did in the past to pave a new way forward.

Analysis:

Positives: I like that the emails I'm writing are more focused and talk about specific ideas that are displayed in the course/mentorship being sold - that of which is mindset before all. I also think I'm getting better at conveying clear ideas with a subsequent funnel to the CTA.

Negatives: I'm not totally sure how specific I should leave the CTA. Do I mention that there's more free value on the other side or do I leave it more ambiguous as I've done below?

Also I need to learn how to make the introductions possibly smoother in how I capture the reader's attention and transition that idea into easily understandable words. I tend to have crazy ideas that are easy for me to understand but aren't translated perfectly in-copy.

PUSH UPS: <https://rumble.com/v44wntc-pushups-for-aikido.html>

PUSH UPS FOR SECOND PIECE OF COPY:

Headline: The key to working out consistently in 2024

64% of New Year's Eve resolutions get abolished within a month.

You are probably in that 64%.

You get **super** motivated to finally build your dream physique!!!

Just to fall off the wagon 3 weeks later.

So then...

How do you break the cycle of short-lived motivation and eventual failure?

Well firstly, it's not by sitting around TALKING about how you'll get in shape.

And it surely isn't by wasting time on YouTube watching motivational fitness videos.

It's by **learning** and **applying**.

The yin-yang of progress.

You could learn every last secret and hack to get your dream body.

But if you don't TAKE ACTION, that information gathers dust in your brain.

Also...

If you simply just exercise nonstop without a clue what you're doing, you'll only make 10% of your potential progress.

Someone must GUIDE you with lessons while you work hard.

This is how you reach 100% of your potential.

Now you have two options:

Continue down the path of certain failure,

OR

[Click here to unlock 100% of your potential.](#)

Headline: The real reason you aren't physically powerful (yet)

When was the last time you felt truly POWERFUL?

When you were OOZING with confidence and leadership.

Today? Last week? 6 months ago?

Never?

You do not feel as powerful as you should.

So I'm about to reveal where power comes from.

No, it's not from cutting someone off on the highway.

And no, it's not from outsmarting someone in the YouTube comments.

True power comes from one source.

Bravery.

Bravery is the spark of all things meaningful.

Going to the gym and crushing your workout takes bravery.

Staying consistent takes bravery.

And having the guts to be critiqued on your faults takes bravery.

So if you are actually serious about getting in shape,

And want to feel brave for once in your life...

[Click here to transform your body TODAY](#)

Where are they? Fat

Where do I need to take them? Click link to sales page

What steps to take them there?

- get them intrigued
- relate to them, empathize with them
- give them the harsh truth
- tease the program



Joe, 37, fat, loser, no integrity, lost, doesn't know what to do, wants a new beginning