

[My pushups](https://vimeo.com/903053184?share=copy): <https://vimeo.com/903053184?share=copy>

Copy questions to answer:

The product is a massage gun, that helps in recovery and getting rid of soreness with pleasurable vibrations applied to the muscles.

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

I am writing to men and women, who often find their muscles sore after intense training sessions. Avatar- John, 25- he works in a shipping corporation as a sales manager. He has just started working out in the gym to stop being scrawny. It is hard for him because his body doesn't recover quickly enough between workouts. That makes his daily life more painful and slowed down, while he still can't see any muscles growing in the mirror.

2 - Where are they now?

They are frustrated about their poor regeneration and hate the pain in their sore muscles.

3 - Where do I want to take them?

I want to take them to the products' website by clicking the link in the CTA. They would buy the product and sign in for the newsletter about regeneration techniques and products. The newsletter would move them up the value ladder.

4 - What steps do I need to take to take them where I want?

I need to show them the future of getting ahead of the game with their boosted regeneration. I want them to see the results they want and imagine how pleasurable it would be to massage their sore, fatigued muscles.

Roadblocks: poor regeneration and sore muscles,

Solution: Self-massaging the fatigued muscles

PAS Copy

1. Pain/ Desire
2. Amplifying
3. Solution

What do I think about my copy?

I reworked the copy a little bit and I think it is quite decent. I think that the Pain-Amplifying sections are a bit mixed. Also, I can't find a way to make my subject line more attention-grabbing. And I know it is about the fitness niche as always. The next practice copy will be about something else i promise.

Do you think it is good enough to put into my portfolio?

Subject line: ~~The only thing you need to MASSIVELY boost your recovery.~~

New subject line: **Are you frustrated about your post-workout soreness?**

Can you recall that feeling?

The one that accompanies your post-workout mornings?

The feeling of burning soreness and overpowering laziness?

The zombie-like slowed moves and absolutely no motivation to do anything?

Shouldn't you be well-rested, energized, and ready to crush the day?

But instead of that, all you want to do is take a day off and go back to sleep.

Your body is overused and doesn't recover quickly enough.

And the worst part...

Despite all these long hours in the gym, you see NO PROGRESS.

If you could only boost your recovery process somehow...

Imagine a perfectly targeted and timed massage. Intense vibrations that relax your fatigued glutes, exhausted chest, and stiff shoulders. The feeling of instant relief in your whole body. The pleasure of your tired muscles getting properly treated... and all the gains that you want to appear immediately.

[Click here to discover your muscles' new best friend.](#)

Because if you work hard, you deserve to get a few relaxing moments of deep tissue massage... just like in a real spa.

