

This is a practice rework of a 'weight loss and build muscle program' ad on facebook [\(Review rework #2\)](#)

Who am I talking to?

- To men
- from the ages of 25-35
- Work a basic 9-5
- Average income level
- Target audience is men who live sedentary lifestyles in metropolitan cities.

Painful current state

- They are afraid that women will never be interested in them.
- They are angry at their boss who has trapped them in a sedentary lifestyle and their daily routine which does not allow them to get a workout in.
- They are frustrated that women ignore them and their peers do not seem to have enough respect for them.
- They are embarrassed about their fat body and belly along with being unfit overall.
- Dealing with their problems will make them happy and proud of themselves and their physique.
- Upon solving these problems people around them would be amazed and begin to respect them more.
- "I wish I had the same muscles as Chad, women love his muscles."

Desirable dream state

- They wish that their peers would respect their physical stature and they would be able to attract more women.
- They want to impress their friends, peers and women.
- In their dream state they would be proud of themselves and their physique.
- They secretly desire that more people would look up to them, respect them and women would show interest in them.
- "Man, imagine having those muscles and having women around you."

How aware is my target market?

Their awareness level is High. They are aware about their problems and may have tried to tackle it

How sophisticated is my market?

The market is very sophisticated. They know what they have to do, they may have tried joining a gym or taking other fitness programs, but due to time constraints they may have failed to achieve their desired result. Apart from that they might have also attempted a calorie deficit diet.

Copy for the facebook ad->

WEIGHT LOSS alone WON'T make you FIT!

While you sit there with your fat belly, someone about the same age as you gets all the recognition from his peers and women that you don't get.

Wanna know why?

Because you never took any committed action.

Here's a program to help you cut weight and gain MUSCLE in just 6 WEEKS for men who are committed to work towards their goals.

Doesn't matter if you are 20 or 40...get that superstar physique NOW!

OR

You can just keep making excuses.

Rework #1->

WEIGHT LOSS alone WON'T make you FIT!

While you sit there with your *fat belly*, someone with the same opportunities as you gets all the recognition and respect from his peers that you don't get.

Wanna know why?

Because most training programs are not tailored towards you.

Here's a program to **cut weight and actually gain MUSCLE** for men who are *committed* to work towards their goals.

Doesn't matter if you are 20 or 40...get that superstar physique NOW!

OR

Just keep making excuses.

Rework #2->

WEIGHT LOSS alone WON'T make you FIT!

While you sit there with your fat belly, someone with the same opportunities as you gets all the recognition and respect from his peers that you don't get.

Wanna know why?

Because you try to get fit the wrong way.

Following programs which are not tailored to you.

Which guarantees you spending weeks without seeing any tangible result.

If you **actually want results** you need to **listen to professionals** who can get results, **regardless of your genetics or age** in just 6 weeks.

[Join now](#)

OR

Just keep running in circles.

{Suggest me ways I can improve this copy}