

## STEP 1

Fitness - Bodybuilding - Bodybuilding for fathers - Bodybuilding for fathers over 40

## STEP 2

Fit Father Project - Fitness For Busy Fathers

- **Here's a quick loom video, so you don't have to read pages of research...**

**And it also provides you with the EXACT technique I use to research and create compelling copy for my clients in under 60 minutes.**

**Enjoy Gs!**

 <https://www.loom.com/share/01cca7cb81a4474fb6128e49668e2779>

- **SCROLL TO THE LAST PAGE FOR MORE INFORMATION, HOW I'LL APPLY IT, AND FOR FURTHER QUESTIONS.**

## STEP 3

### Avatar Research

John, I'm a 45-year-old man, and his face is a little weathered from years of working outside in construction. He has deep lines on his forehead and crow's feet around his eyes, but he still has a boyish smile that he's proud of.

I've been working in construction for over 20 years now, and it's taken a toll on my body. I used to be in great shape in my 20s and 30s, but as I've gotten older, I've noticed my gut getting bigger and my energy levels dropping. I have a wife and two kids who I love more than anything, but I feel like I'm letting them down because I can't keep up with them anymore. I want to be a good role model for my kids and show them that it's never too late to take control of your health.

I wake up early in the morning to the sound of my alarm blaring, and I feel like I haven't gotten enough sleep. I drag myself out of bed and try to muster up some energy to get ready for work. I have a cup of coffee to try and wake myself up, but it doesn't seem to do much. I head to work and spend my day lifting heavy equipment and working in the hot sun. By the time I get home, I'm exhausted, and I just want to sit down and relax.

I believe that family is the most important thing in life. I want to be able to provide for them and spend quality time with them without feeling like I'm holding them back. I also value hard work and honesty, and I want to be able to apply those values to my own health and fitness journey.

There are a lot of outside forces that I feel like are influencing my life right now. My job is physically demanding, which makes it hard for me to find the energy to work out after a long day. I also feel like society puts a lot of pressure on men to be in shape and look a certain way, which can be really intimidating. Finally, I feel like my own age is working against me. I know that it's not impossible to get in shape at my age, but sometimes it feels like an uphill battle.

## **Current State**

For men over the age of 40 who are struggling to improve their fitness and lose weight, the pain and frustration can be immense. They may feel like they are constantly battling their own bodies, struggling to keep up with the demands of everyday life. They might feel tired and sluggish all the time, lacking the energy and motivation to make meaningful changes in their lives. They may be frustrated with their lack of progress, feeling like they're stuck in a rut and unable to break free. They might be in pain from joint issues or other health problems, which only adds to their frustration and despair.

There are many things that can annoy men over the age of 40 who are trying to improve their fitness and lose weight. They might be frustrated with their own lack of progress, feeling like they're spinning their wheels and not getting anywhere. They might be annoyed by the constant barrage of advertisements for quick-fix diets and exercise programs that promise the world but deliver little in the way of actual results. They might be frustrated by the lack of support they receive from friends and family members, who might not understand their struggles or be able to relate to their goals.

For many men over the age of 40, the fear of not being able to achieve their fitness and weight loss goals is a very real and palpable thing. They might fear that they'll never be able to shed those extra pounds, no matter how hard they try. They might fear that their health will continue to decline, leaving them unable to enjoy life to the fullest. They might fear that they'll be judged or ridiculed by others for their appearance or lack of progress, which can be a very isolating and demoralizing experience.

At night, when the world is quiet and still, many men over the age of 40 who are struggling to improve their fitness and lose weight find themselves lying awake, worrying about a myriad of things. They might worry about their health and how much time they have left to make meaningful changes in their lives. They might worry about their job or financial security, wondering how they'll be able to provide for their families in the future. They might worry about their relationships, feeling like their lack of progress in one area of their lives is spilling over into other areas and causing problems.

For men over the age of 40 who are struggling to improve their fitness and lose weight, the way other people perceive them can be a source of great anxiety and stress. They might feel like they're being judged or scrutinized by others for their appearance or lack of progress. They might feel like they're not living up to societal expectations for men of their age and demographic. They might feel like they're not being taken seriously by others, who might view them as lazy or unmotivated.

Many men over the age of 40 who are struggling to improve their fitness and lose weight might feel like they lack status or prestige in their lives. They might feel like they're not successful or accomplished enough, either in their personal or professional lives. They might feel like they're not living up to their own expectations for themselves, which can be a very demoralizing experience.

When describing their pains and frustrations, men over the age of 40 who are struggling to improve their fitness and lose weight might use words like "stuck," "frustrated," "hopeless,"

## **Dream State**

My avatar dreams of a life where he feels confident in his own body, where he can move freely without feeling tired or out of breath. He envisions himself taking on physical challenges and pushing himself to the limit, without fear of injury or failure. In this ideal life, he is free from the burden of excess weight, and he is able to enjoy the activities he loves without feeling held back by his body. He can run, jump, swim, and play with his children or grandchildren without feeling ashamed of his appearance or struggling to keep up.

My avatar dreams of taking on new challenges and trying out new experiences that he never thought possible before. He imagines himself participating in adventure races, hiking through rugged terrain, or climbing mountains. He envisions himself traveling to new places and trying out new cuisines without fear of gaining weight or feeling self-conscious. He pictures himself playing sports with friends and family, and feeling proud of his performance. In this ideal life, he is free to pursue his passions without the limitations of his physical health.

My avatar imagines himself being admired by others for his dedication and commitment to improving his health. He envisions people noticing his progress and complimenting him on his physical transformation. He pictures himself inspiring others to take on their own fitness journeys, and feeling proud to serve as a role model. He imagines his loved ones being proud of him and looking up to him for his strength and perseverance.

My avatar knows that if he makes the change he desires, he will feel an immense sense of pride and accomplishment. He will feel confident in his own skin, and he will be proud of the hard work and effort he put in to reach his goals. He knows that his self-esteem and confidence will improve, and he will feel empowered to take on new challenges and pursue his dreams without fear of failure. In this ideal life, he will feel happy, fulfilled, and at peace with himself and his body.

My avatar uses words like "confident," "strong," "energized," and "proud" to describe his dream outcome. He wants to feel comfortable in his own skin, and proud of the body he has built through hard work and dedication. He dreams of feeling strong and capable, able to take on any physical challenge with ease. He desires to feel energized and motivated to pursue his passions and goals, without being held back by his physical health.

## Roadblock

As a man over 40 trying to get fit and lose weight, I feel like I'm constantly hitting roadblocks on my journey to a healthier lifestyle. It seems like every time I make progress, something else pops up to slow me down.

One of the biggest roadblocks I face is my busy schedule. With work, family obligations, and other responsibilities, finding time to exercise and cook healthy meals can be a real challenge. I often find myself reaching for quick and easy options like fast food or processed snacks, which only sets me back further.

Another mistake I make is setting unrealistic expectations for myself. I think I can make huge changes all at once, but then I get overwhelmed and give up. I need to learn to start small and focus on making gradual, sustainable changes over time.

There are also parts of the process that I don't fully understand, like proper nutrition and exercise techniques. I try to do my research, but there's so much conflicting information out there that it can be hard to know what to trust.

But the one key roadblock that I know I need to fix in order to move forward is my mindset. I often tell myself that I'm too old or too busy to make real changes, and that kind of negative self-talk only holds me back. Once I can shift my mindset and start believing in myself, I know I can overcome the other obstacles and reach my dream outcome of being fit, healthy, and confident.

## **Solution**

### **DIFFERENT SOLUTIONS FOR DIFFERENT PROBLEMS**

#### **Products and Programs:**

**FIT FATHER 30X (FF30X)** - FF30X is a sustainable health & weight loss program designed for busy men 40+.  
Lose weight & finally keep it off.

**OLD SCHOOL MUSCLE (OSM)** - OSM is the muscle-building plan for guys 40+. With OSM, you can build age-defying muscle & strength. Safe on aging joints.

**FF30X + FIT MOTHER 30X** - With this “Fit Family Bundle,” you get both our powerful men’s + women’s programs to help you & your partner get healthy.

**ALL-ACCESS MEMBERSHIP** - You get every fat-loss & muscle building program we offer (FF30X, OSM, & FM30X) plus over \$1000 in powerful bonuses.

**DELICIOUS SUPERFUEL PROTEIN** - SuperFuel is the premium protein powder & organic Supergreens for busy guys 40+. All-day energy with less than 1g sugar.

**TEST BOOSTER RX** - The doctor-formulated 100% natural testosterone booster designed to increase your energy, strength, and vigor.

**BURN RX - METABOLISM BOOSTER** - The 100% natural metabolism booster for men 40+. Boosts energy, helps burn fat, and controls hunger & cravings.

## **Funnels:**

Youtube

Facebook

Email - Frist Email in Welcome Sequence:

### **SL: [DOWNLOAD] Your Free Meal Plan & Workout**

Hello, my friend!

This is Dr. Anthony Balduzzi, founder of the Fit Father Project (FFP).

I want to thank you for requesting a copy of my 1-Day Meal Plan + Workout for Dads 40+.

Here's the special link again to get your free plan:

<https://www.fitfatherproject.com/download-free-1dmp-24mw>

At the bottom of that webpage, I linked a hard copy PDF of the meal plan for you. You can print it out and use the recipes this week.

Because you're new to the Fit Father Project, I have a few more welcome gifts for you that will help you lose weight, be consistent with healthy eating, and see results this week.

Here's exactly what I'll be sending you...  
3-Day VIP Fit Father Training Series (\$200 Value)

I'll send it straight to your email for free. Here's what you'll discover:

How to be MORE CONSISTENT with healthy eating (simple way)

How to FIND THE TIME to eat healthy & exercise (for busy dads)

The secrets to losing weight in your 40s, 50s, & 60s



#1 best exercise for guys 40+ (for metabolism + easy on joints)

You will receive your Day #1 training video from me tomorrow straight to your email.

In tomorrow's Day #1 training, we'll dive straight into NUTRITION and how to make healthy eating more simple, consistent, and enjoyable. This is 80% of the weight loss battle!

Also, I want to share this personal story with you too...

I started the Fit Father Project because growing up, I watched my own Dad work himself to the bone and neglect his health. He eventually died at just 42 years old... I was 9 at the time.

It broke my heart seeing the pain my Dad went through. It also taught me how critically important health is for us Dads. Health is literally the foundation of everything we love... our ability to be around for our families, create memories and have the energy to enjoy life.

Today, tens of millions of Dads are struggling with health just like my Dad. This is why I've dedicated my life to helping busy Dads 40+ get healthy with the Fit Father Project.

To date, I've have helped over 50,000 Dads in over 100 countries lose weight, build muscle, and get off prescription meds through my online Fit Father Programs & resources.

I'm grateful to be connected with you, and I hope to be very helpful to you and your family through this free email series.

I'll see you in Day #1 VIP training tomorrow.

Dr. Anthony Balduzzi

Founder, The Fit Father Project

[programs@fitfatherproject.com](mailto:programs@fitfatherproject.com)

The guys here at the Fit Father Project call me "Dr. A"

P.S. If you'd like to get a head start on things, here are some helpful links to check out:

The FFP YouTube Channel (500+ Great videos)

The Fit Father Podcast (Inspiring Stories & Tips)

12 Powerful "Fit Father" Transformation Stories (Pics + Video)

### **Why are people buying?**

A tone of social proof on their website, social media as well as comment sections, and other websites.

They think of every step the avatar goes through from the moment they walk into the brand.

Their Youtube channel has consistent videos, and they reply to the comments, so they build a good relationship with the audience.

A good welcome sequence where they provide value and don't try to sell you anything at the beginning.

They have different lead magnets (2 books) for either losing weight or gaining muscle which is both FREE.

AND MOST IMPORTANTLY THEY UNDERSTAND THEIR AVATAR AND ARE ONLY SELLING PRODUCTS THAT ARE NEEDED TO THE AVATAR,

TAKING THE "EFFORT AND SACRIFICE" TO 0 SO THEY'RE MORE PRONE TO BUY SINCE IT COVERS ALL THEIR PROBLEMS.

## STEP 4

Most of what I learned is in the loom video, but how I'm going to apply it is basically re-creating my offer for my outreach and thinking of problems by prospects will have before, during, and after using my product/copy.

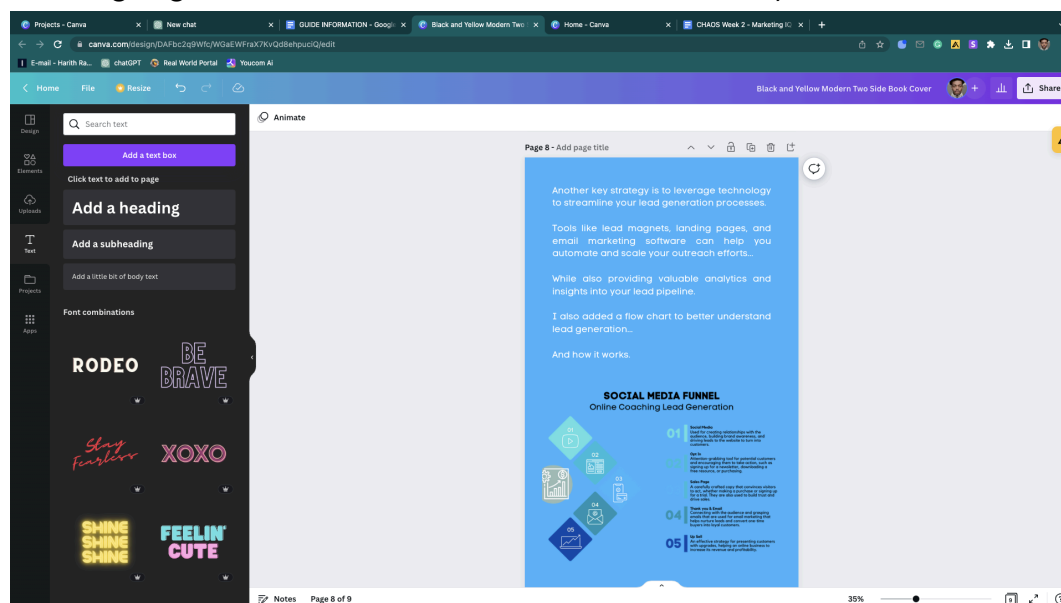
I'll attempt to make it easier and more convenient for them, so I can also bag a lot of social proof to later use to get more clients.

I'm also going to use it in the relationship niche, which is my niche in explaining to my prospects how to create their programs and offers, so they're exclusive from everyone else,

And also, tell them and show them the power of social proof and link it with the problems and pains that they have and fit it into expanding their specific sub-niche.

This will prove vital and different because I noticed most people inside the relationship niche don't have testimonials, and they don't think of what the avatar needs...

They try and just sell a course, so when I show up, give them value(currently creating a guide - [harithrakim.com](http://harithrakim.com) for FREE value), and here's a sneak peek...



It will portray exclusivity and marketing understanding because Andrew did say...

“Most business owners want something new/are willing to try something new...As long as it's relevant to their desires.”

They'll be like, “wow, this is new,” I'll also have social proof from another niche to back it up from a successful online coaching business.

This helped me a lot since I was lost in creating the guide I wanted to give out to online coaches who landed on my website, but now I know what to do, especially in my niche.

After doing some avatar research, I'll link it to their dream state and help them grow their businesses to six and sex figure level while bagging up some good relationships along the way and testimonials.

Pretty self-explanatory, but if you need any further clarification...

Then feel free to tag me inside the #Improve marketing IQ chat

with my Real World tag @Harith | Master of Seduction

Thank you for your time, and good luck to all of you, Gs💪!

I also hope the research part of my loom video using chatGPT is useful for you guys since I usually see about 5-10 people saying it takes them a lot of fo time to either research...

Or write copy.