

**Who is your avatar?** - Dan, 24, works long hours in an office job. He has an average build and finds himself interested in supplements but doesn't feel comfortable with using them as he has very little knowledge of them.

**What is their dream outcome?** - His dream outcome is to have that toned, bulky body where he can always hit PB's everyday and can recover quickly from each workout . He would be respected by his family and friends by getting better results in the gym and not just hitting the same results every session. He would find himself more focused for every day having the comfort that he is fueling himself correctly to maintain and further improve his physique. He would feel proud and confident getting PBs regularly and improving reps and weight consistently. He would gain more attention and confidence towards women due to his muscular and well built physique. He would also feel comfortable and excited to take supplements, knowing they'll benefit him.

**What pains do they experience in their current state? And how do they feel about it?** - He hates how he barely progresses in the gym and feels as if he isn't getting enough nutrients, energy and protein in due to his prolonged recovery time and very few chances to eat nutritious meals that hit his daily protein intake and gives him enough energy. And has noticed his numbers (weight and reps) going down more than often and feel like he will never get a muscular, toned physique. He feels sees and hears his peers using supplements but doesn't know too much about them.

**Day To Day Life** - Wakes up late, goes to work, comes home feeling exhausted, goes to the gym in a bad mood, doesn't progress in numbers (reps and weight) . He hates this cycle and wants to break out of it in order to build more muscle. He tends to think these thoughts many times throughout each day.

**What roadblocks do they face?** - With so many mixed views on "X supplement is good for you" and "X supplement is bad for you" type of content out there, he feels uneasy and wants to have some proper clarity on supplements as a whole.

**What is the solution? - Should be 1 thing** - A way for him to easily absorb and understand the benefits of supplements so that he can use them to hit his protein intakes everyday to ensure he recovers quickly and gains muscle at a rapid rate.

**The Product** - Gym supplements (pre workout, protein powder etc).

**Where is my reader?** - Searching online about supplements and the benefits and negatives of it as well as if it's safe.

**Where do I want them to go?** - To opt in to the newsletter to be given the 5 myths of supplements to ensure he feels far more comfortable purchasing supplements and then to buy the supplements.

**What do they need to see, feel and experience to get them there?** - They need to see the opt in section at the bottom of the website and opt in to understand more about supplements and be told the great benefits of supplements in muscle gain etc while touching lightly on mild side effects to ensure that he feels that he's not being sold a fairytale

Email 1 (The email they receive once they've signed up the newsletter)

**Subject Line: Grab your eBook here!**

I congratulate you on your decision, you have just signed up to the best, most powerful newsletter within the supplement industry.

Here I will personally be sending you tips, facts and crucial knowledge which will help you reach your desired physical aptitude, plus some bonus mindset hacks and wisdom

*Look out for the next email where you can find out the biggest mistake most gym-bros make when using pre-workout.*

We'd love for you to reply to this email with why you decided to download this supplement ebook and what current struggles you're having relating to supplements so we can assist you in your journey to getting lean and toned.

**[Here's the free "5 myths about fitness supplements that are preventing you from getting a lean, toned physique" Ebook.](#)**

thanks,

The team.

Email 2 (Free value email with a soft sell at the end)

**Subject Line: How to properly use pre-workout for infinitive energy**

*"That pre-workout doesn't hit like it used to, I'm getting a new one".*

This is by far the biggest mistake gym-goers make.

Which causes them to not only engulf their money in flames but also stunts their ability to achieve a lean and toned physique.

Where the cycle of unknown frustration continues to haunt these gym-goers,

and they never truly get to experience that "adrenaline rush" feeling again.

However it's not the pre-workout itself that is the cause of this, rather...

Caffeine.

Because when caffeine is regularly introduced to the body, your body can build up a tolerance to its effects.

Resulting in the pre-workout “Not hitting the same as it used to”.

Well the best way to overcome this barrier is to cycle off caffeine for 2-3 weeks to help the body get rid of that tolerance.

*“But does this mean I have to go without pre-workout for 2-3 weeks?”*

Nope!

There is an alternative called *Stim-free Pre-workout that doesn't contain any stimulants like caffeine.*

*AND* still improves your strength, endurance, power output, and overall athletic performance.

So if you feel like the pre-workout isn't “hitting the same”...

Then click [here](#) to learn how to boost your energy through the roof once again

Email 3 (pure value email that highlights the reader's roadblocks and what needs to happen to get them to their dream state)

**Subject Line: How to shatter stunted progress in the gym**

Exhausting efforts,

Constant pressure to improve,

And the fear of hitting a plateau is something all gym-goers stress about.

Maybe when you feel weaker on an exercise you could usually perform powerfully on.

Only to worry if you've hit your limit or if you're training all wrong.

And **NO** it's not your training,

Neither is it anything to do with the way you feel when you enter the gym.

This is purely down to your diet.

More specifically, you need more protein.

And no I won't ramble on about the boring stuff about protein,

But I'll tell you why **you** need more of it.

Do these scenarios sound familiar?

- Finding yourself still not fully recovered from a previous training session but training anyway.
- Always finding yourself hungry, so you chow down snacks and sweets like no tomorrow?
- The weights feel like a 3500 kg truck to where you can barely train at all.

Then these are all signs you are not having enough protein in your diet.

But in case you feel as if you don't have enough time to get enough protein, then see how you can always reach your daily protein intake to ensure you smash every workout with full power [here!](#)

Email 4 (DIC focused on driving newly educated and excited readers to go to the sales page)

**Subject Line: Why coffee is killing your gym sessions...**

*"But don't I need caffeine to get pumped for my workout session?"*

No, because what I'm about to tell you will change your caffeinated and tiresome gym sessions forever

Where you can not only get superhuman energy,

But you can also enhance your exercise performance within training to even make the barbell quake at your presence.

And with this special 'jukebox boost' tool in hand...

There's **NOTHING** that can stop you from achieving a bulky, toned physique that everyone stops to stare at when you lift those heavy weights with zero effort.

**[So find out the secret adrenaline hack that let's you smash your workout for hours without crashing at the end](#)**

(The link above would take them to a pre-workout supplement page).

Email 5 (PAS email to help people over the edge now that they have been to the sales page)

**Subject Line: Another cheat meal it is! 🤔**

Time and time again you fail to get enough protein in your diet, making it feel as if your muscles are shrivelling up.

And with **bland** chicken and rice seeming like the only way to get protein in and to feel “healthy”.

You can't help but order the regular takeaway or cheat meal to ease the pain.

But did it ever get so bad that it made you feel weak and flimsy in the gym, unable to get close to the PB you desired?

Only to be filled with embarrassment when you failed the weight you used to do for reps.

So instead of trying to stick to strict bland meals for your diet, there's a far better alternative.

A remedy that cures weakness and supplies the body with the ammunition to hit PB's on the **regular**.

And with just 1 scoop a day...

Is all you need to rocket your protein and strength levels through the roof.

So if you feel as if you're only getting weaker and that you'll never reach a chiselled, toned physique,

[\*Then click here to fuel yourself with pure strength and recover to ensure you always smash your workouts\*](#)