

Mission:

- 1 DIC
- 1 PAS
- 1 HOS

The product: <https://builtwithscience.com/muscle-building-programs>

The 4 questions:

Who am I talking to?

I'm talking to people who are looking to transform their bodies further than they've done ever before. They are either skinny fat or fat but the main thing is that they've hit a plateau in their body transformation journey. They know the basic thing like that you should be in a calorie deficit, that you can count calories in order to lose weight, they know that strength training is important, they know that eating is the most important when it comes to losing weight. They have had some success but they have now hit a roadblock where they are no longer losing weight. In fact they are gaining weight slowly and it's striking fear into them. They are afraid that they'll go back to being fat. A lot of them have gone through this process of yo-yo dieting and the weight going up and down. They often binge eat and do excessive cardio just to burn off the excess calories. They know the problem but not the solution.

Since the potential customers are aware of a lot of problems and they are sophisticated on the basic things within weightloss I can't just talk to them like they are beginners.

Where is my reader?

They are scrolling on their phone, they are bored and are just looking for some extra dopamine. They've watched loads of videos regarding fitness and losing weight, they've tried supplements like fat burners, weight loss tea and other bullshit. They've spent loads of money on supplements, perhaps even books but not on personal coaching/ online courses. They are a bit lost because what worked before doesn't work now

What action do I want them to take at the end of this copy?

DIC - I want them to click on a link to a video there they'll learn more about their solution

PAS - I want them to go to the page and buy the course/coaching

HSO - I want to change their belief that being fat is not all their fault when it is. Tell them a story about the guru which they can relate to and see themselves in. I want them to empathize but yet look up to the guru as someone who made it.

What are the steps they need to take in order to take this action?

They must realize or get to know more about the solution.

I must explain how this product is not like everything else they've tried but that it's different.

I must change their beliefs and they're mindset towards weight loss.

By writing about their fear of becoming fat again, about seeing that flabby body in the mirror and about their dream of becoming a new person who can fit in any clothes,

can run without getting tired and who gets respect from other people. BY doing this i can affect them emotionally.

DIC Copy:

SL: WARNING! Don't think about losing weight if you're making this ONE mistake

Did you know that training more can make you GAIN weight ?!

Body:

That's why doing endless training is NOT always the answer to losing weight...

Excessive cardio just leads to binge eating at the end of the day.

I'm sure that you've had that feeling of extreme hunger, where your stomach rattles and your mouth is salivating at the thought of just opening the fridge and eating everything in sight.

This is your body refusing to listen and telling you that it doesn't want to lose weight. You must fight back

CTA:

Find out how you can train less and still lose weight by clicking here...

PAS Copy:

SL: The SINGLE most important thing you should do in order to transform your body for GOOD!

This will be your secret to mindlessly shred off fat

Body:

Did you know that the majority of people who lose weight gain it back?

And if you focus on weight loss then you will be one of them.

The number on the scale is NOT why you're flabby.

It's because you don't have muscle.

Have you ever looked at yourself in the mirror pissed off that no clothes fit you right no matter how expensive, how baggy or how tight they are?!

This is because your body proportions are off and you MUST change them if you want to genuinely transform.

CTA:

Click to find out how you can build muscle and destroy fat at the same time.

PS: This is ONLY for those who are ready to transform their body and become the best version of themselves!!!

HSO Copy:

SL: I stood there, heavier than ever before...

Body:

I was 250 pounds, depressed, tired and wanted to give up.

I had tried plenty of diets and nothing worked. I was stuck...

The quicker I tried lose weight the more weight I gained

Fast forward 2 years and I'm a lean 190 pounds doing coaching to people all around the world.

What changed?

My attitude.

The approach towards my fat loss was completely different.

I was starting to enjoy myself on my fat loss journey.

The number on the scale was plummeting down and I was just having fun.

CTA:

Find out how you can make fat loss easier and yet quicker than ever before.