Cage Fighter by John carlton:

Head line:

In the midst of a **BATTLE**; be calm, collected and a <u>force to be reckoned</u> with

Sub heading:

The technique that defies **all odds**, defeat any opponent with ease using THIS <u>secret street fighting system</u>

This ferocious yet simple technique was invented by a battle tested man who fought in the battles of unruly pit fights

With no referees

And no rules

The new martial art that emerged is simple, intuitive and ferocious to defend against

It even rears it's head at art martial masters

Bullet points:

This technique defies all metrics for odds, gender, weight and experience

- In just 2 nights one can MASTER the secret to being a ferocious contender
- Gain absolute confidence in your ability to handle danger
- Walk away with your opponent foaming at the mouth
- Gain an unfathomable confidence knowing the ability to handle a combatant

Testimonials:

This battle technique has been passed through serious clandestine operatives within the Spetznav, FBI, CIA and various black bag operatives the general public will never know about

The reliability of **THE** prowess is proven by It's users.

Colour scheme:

Fiery Red, matt black and cool white give a feeling of Bold, intrigue and seriousness