

4 Questions:

Who am I talking to?

Men, between the ages of 25-40 who are struggling with their progress in the gym. They've hit a plateau, don't really know how to train and diet. They are going to the gym but they don't see the results they wanted.

Where are They?

This is going to be on Facebook Ads and Instagram feed. They are mindlessly scrolling and I have to get their attention.

Where do I want them to go?

Click on the CTA and go to the sales page where they buy and choose their app subscription.

What are the steps I need to take to get them to take action?

Disrupt, get their attention. Get them interested and make them curious enough to get the click.

Current situation of my reader?

They are struggling with their progress in the gym. Overwhelmed by all the misinformation and confusing content on the internet. They know my client from his instagram and they are familiar with his approach and the services. Another thing they are struggling with is their diet and recovery.

They find it frustrating to struggle with their fitness goals, experiencing physical discomfort or lack of progress. It could be painful for them to deal with self-doubt, injuries, or the feeling of not being able to sustain a healthy lifestyle consistently.

They don't understand the right principles, time management and don't have the right accountability.

The Desire/Pain Statements Winners:

1. I want to build a strong and chiseled physique, but I don't want to train 7 days a week and waste hours doing cardio.
2. I cannot figure out how many exercises, sets and reps I should do for optimal muscle growth. I'm a bit confused.

3. I'm going to the gym 5-6 Days a week, but somehow I see no progress in my physique and strength. All this Hard work isn't getting me anywhere.
4. I am super confused about nutrition. I don't know if I should follow a Keto, Fasting or a Vegan Diet to lose weight.

Hooks that performed:

1. **Only 5% of people succeed to follow their weight loss diet and achieve a chiseled physique. Here's the secret!**
2. **The Perfect Combination of Exercise, Sets, Reps and a Sustainable Diet is what gets you a chiseled and strong physique.**

Yet most people are confused and have no idea how to figure it out.

3. **90% of people who go to the gym 6 days a week have nothing to show for it. Why? Because they are following a program that is not customized to their body composition, goals and lifestyle.**
4. **Your Favorite Fitness Influence Lied to YOU! "KETO" "FASTING" OR "2 HOUR CARDIO SESSIONS" Isn't necessary to reveal your abs.**

Ad Creatives:

Audience size: 20-30 Million

Budget: 20\$ Daily for Each Ad set

Impressions: 500

*FANCY DIETS AND INFLUENCER WORKOUTS ARE **FAILING YOU***

**YOU DON'T NEED KETO, FASTING OR
2 HOUR CARDIO SESSIONS EVERYDAY
TO BUILD A LEAN MUSCULAR PHYSIQUE**



SECURE YOUR *FAIL-PROOF, EASY-TO-FOLLOW AND SUSTAINABLE* PLAN TODAY



TRAIN WITH **NICK TRIGLIA**

NO NEED FOR **KETO, FASTING,**
TRAINING 6 DAYS A WEEK AND
WASTING HOURS DOING CARDIO.

JUST TO REVEAL YOUR ABS AND
GET STRONGER.

GET A FULLY CUSTOM PLAN FOR \$99/Mo.

20+ Years of Experience
IFBB PRO & FORMER MR.USA

GENERATION
IRON
FITNESS NETWORK



Men'sHealth **FLEX**
Magazine



*FANCY DIETS AND INFLUENCER WORKOUTS ARE **FAILING YOU***

NO KETO, NO FASTING, NO BS

*JUST A **SIMPLE, EASY-TO-FOLLOW PROGRAM** THAT GETS YOU RESULTS*



*SECURE YOUR **FAIL-PROOF, EASY-TO-FOLLOW AND SUSTAINABLE PLAN** TODAY*



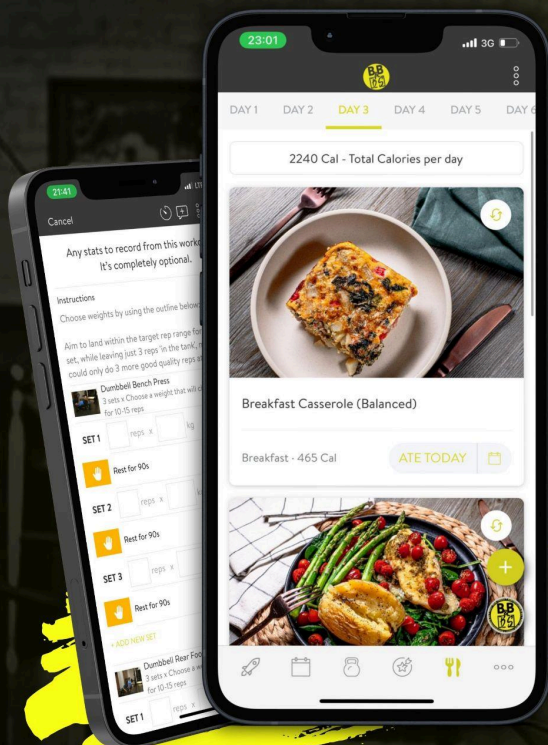
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MUSCULAR
DEVELOPMENT



**BODYBUILDING
& BS**



YOUR BODY COMPOSITION IS UNIQUE

*That's why Generic Fitness
Plans **Do Not Work For You***

***Get a Custom Diet and Workout
Plan Tailored for Your Goals
by IFBB Pro Nick Trigili***

20+ Years of Experience & Over 1000 Clients Transformed



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Magazine

MUSCULAR
DEVELOPMENT

TRAIN WITH **NICK TRIGILI**

- ✗ **NO KETO OR FASTING DIET**
- ✗ **NO NEED TO TRAIN 6 DAYS A WEEK**
- ✗ **NO NEED TO DO 2 HOURS OF CARDIO**

**JUST A CUSTOM TRAINING AND DIET PLAN
THAT WILL GET YOUR REAL RESULTS**

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**GENERATION
IRON**
FITNESS NETWORK

MUSCLE

Men'sHealth

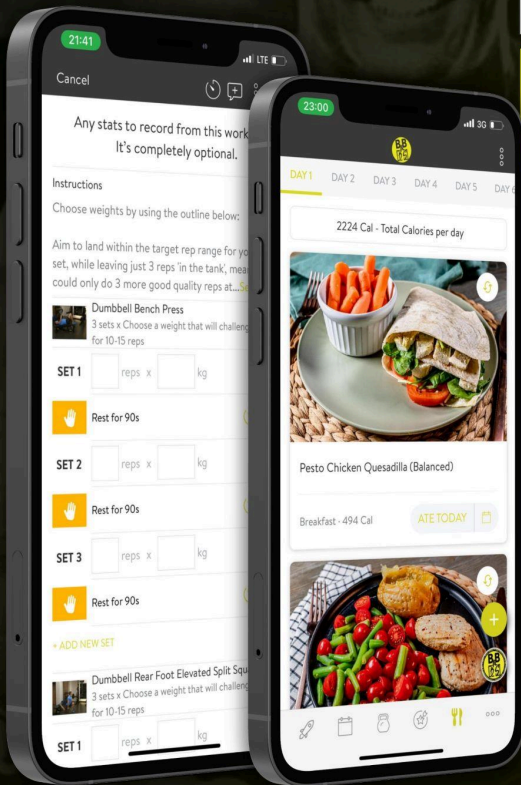
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**MUSCULAR
DEVELOPMENT**



**BODYBUILDING
& BS**

TRAIN WITH **NICK TRIGILI**



- ✓ **CUSTOM MADE PLANS BY A PRO**
- ✓ **EASY TO FOLLOW**
- ✓ **ADAPTIVE TRAINING SYSTEMS**
- ✓ **100+ EASY TO MAKE RECIPES**
- ✓ **ACCESS TO PRIVATE COMMUNITY**

ALL IN ONE EXCLUSIVE APP

IFBB PRO & FORMER MR.USA

20 YEARS OF EXPERIENCE

**GENERATION
IRON**
FITNESS NETWORK

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**MUSCULAR
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ELIMINATE THE BS AND GUESSWORK

GET A LEAN MUSCULAR PHYSIQUE WITHOUT **GOING TO GYM 6 DAYS A WEEK AND ENDLESS HOURS OF CARDIO!**

YOU JUST NEED A **SIMPLE EASY TO FOLLOW PROGRAM** THAT GETS YOU RESULTS!

GET A FULLY CUSTOM PLAN FOR \$99/M

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Statements Test:

**I want a Workout program
that PROGRESSIVELY helps me
get stronger every week, get
my muscles to grow faster
and help me break those
plateaus.**

**I am struggling to follow a
consistent workout program
that syncs perfectly with my
goals and busy lifestyle.**

I'm going to the gym 5-6 Days a week, but somehow I see no progress in my physique and strength. All this Hard work isn't getting me anywhere.

I am super confused about nutrition. I don't know if I should follow a Keto, Fasting or a Vegan Diet to lose weight.

**I want to achieve a mind
blowing Physique
transformation in 2024 that
leaves all my friends wondering
how the f*ck I did it.**

My cravings are holding me back from sticking to my diet and losing weight, I want a diet that can prevent this and help me stick to it long term.

**I'm sick of these Generic
Workout and diet programs.
They just don't work for me
and don't help me lose the
weight and build some muscle.**

**I cannot figure out how many
exercises, sets and reps I
should do for optimal muscle
growth. I'm a bit confused.**

**I want to build a strong and
chiseled physique, but I don't
want to train 7 days a week
and waste hours doing cardio.**

**Summer 2024 when I'm
standing on the beach, I don't
want to feel embarrassed
about taking pictures because
I got rid of my love handles
and excess body weight.**

Tested hooks:

If you are struggling to fit gym hours into your busy schedule, You need a program that helps you work smarter, not harder.

You don't need to train 6 days a week and do hours of cardio to build a strong and aesthetic physique.

**Do you have too many sets, reps
and exercises to memorize just to
track your gym progress?**

**We packed all that into a simple,
no-nonsense app designed by IFBB
Pro Nick Trigili.**

90% of people who go to the gym 6 days a week have nothing to show for it.

Why? Because they are following a program that is not customized to their body composition, goals and lifestyle.

**Is your mirror just not impressed
with your daily gym visits?**

Here's why:

**You DO NOT have a clear proven
program that's tailored to your
goals and Unique body
composition.**

**Your Favorite Fitness Influence
Lied to YOU!**

**“KETO” “FASTING” OR “2 HOUR
CARDIO SESSIONS” Isn’t
necessary to reveal your abs.**

**The Perfect Combination of
Exercise, Sets, Reps and a
Sustainable Diet is what gets
you a chiseled and strong
physique.**

**Yet most people are confused
and have no idea how to figure
it out.**

**Which of these could be the
“Golden Ticket” to weight loss
and an aesthetic physique?**

**KETO, INTERMITTENT FASTING,
VEGAN? NONE!**

**Breaking News:
A New Study by North Carolina
State University Urges People
to think twice before going on
a Diet.**

95% of Diets fail. Why?

Because they are not built to LAST.

**Here is the Single Reason Why
You can't seem to put on any
muscle in the gym.**

**You are following a generic
plan that doesn't fit your
unique body composition.**

**Only 5% of people
succeed to follow their
weight loss diet and
achieve a chiseled
physique. Here's the
secret!**

No matter what your favorite influencer might tell you. . . You don't need Keto, intermittent fasting or some "Magical" Diet to reveal your abs.

Here's what you really need.

**Your Favorite Fitness Influence Lied
to YOU! "KETO" "FASTING" OR "2
HOUR CARDIO SESSIONS" Isn't
necessary to reveal your abs.**

**Here's the truth nobody is telling
you.**