

Landing Page Mission

Questions, Roadblocks, and Personal Analysis

1) Who am I writing to?

- Teenage and adult males who seek to start or improve their progress in the gym
- They are looking for expert advice as they might not trust themselves
- If they're experienced, they want to know how they can further improve themselves
- They want content for cheap, maybe they can't afford it or they don't want to overpay for crap quality

2) Where are they now?

- They are at the landing page in a Lead Funnel. They have already found us through Social Media and now we have to convert them into a subscriber of the newsletter.
- They're new to the gym, in which case:
 - They know their problem (I am overweight / unfit and I don't know what I should trust or follow)
 - If they are overweight, they may have pain points about being overweight, not looking good, or being afraid to get into relationships because they feel they aren't ready
 - They are just starting so can be influenced easily by listing out benefits
 - They likely do not know the solution
 - They do not know about the product which in this case will be a series of videos
 - This makes me think their awareness level is low. They are problem-aware but not solution aware.
 - They would also have a low sophistication level, as they are new and don't know anything about the market.

3) What actions do I want them to take at the end of my copy?

Click on the button that redirects them to the newsletter which would contain the course itself which will be a series of videos.

4) What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

- The reader should be able to imagine a short movie in their head about their current pains, what they want to look like, and how I can take them there and get motivated to click the link.
- I want the reader to resonate with what they're seeing, while also feeling upset with themselves that they aren't as strong as they can be, leading them to click on the link due to built up intrigue.

The reader's roadblocks and solutions

Roadblock	Solution
£1350 is too expensive	- Offer a limited-time discount or a flexible payment plan to make it more affordable. - Provide a sample video to showcase the value of the content.
People might be skeptical about the effectiveness of the videos and the expertise of the creators.	- Share testimonials from individuals who have benefited from the videos. - Offer a money-back guarantee to alleviate concerns about the product's quality.
There is a wealth of free fitness content available online, making it challenging to convince individuals to pay for a product.	- Highlight the unique value proposition of your content, such as personalized advice and expertise from professionals. - Emphasize the convenience and time-saving aspects of having a

	structured, expert-guided program.
Some potential customers might feel that they don't have enough time to commit to a comprehensive program.	- Emphasize the program's efficiency, showcasing how it is designed for individuals with busy schedules. - Provide a preview of the videos to demonstrate that the content is concise and focused.

My personal analysis

The copy is direct, focusing on their pain points while mixing in what the customers desire. I've covered all the roadblocks I've listed and in the copy, I've spoken about how they can be fixed. I have also incorporated the Value equation by talking about the likeliness of getting the body you want and the time delay.

However, there are issues. First, by saying the course is £1,350, customers may not believe the sharp drop to just £50, leading them to think it's a scam. Also, I doubt there would be a story playing in their minds as I haven't put as much focus into that point as I have into the other point about making the copy resonate with them.

Copy

NEVER BEEN TO THE GYM BEFORE? HERE'S HOW YOU CAN BE THE STRONGEST VERSION OF YOURSELF WITH JUST ONE HOUR A DAY

Are you:

- Overweight and Overwhelmed and unsure where to start your fitness journey?
- Poor and unable to afford most fitness courses?
- A busy person who doesn't have much free time to dedicate to fitness?
- Unsure about picking a paid course over free content?
- Confused about what exercises you should do to yield MAXIMUM gains?

Do you even know what you need to do to hit your maximum potential in the gym?

It's not Luck. It's not Skill. It's not some magic pill, formula, or random exercise that'll turn you into the man you want to be.

In this course, I will answer all of those questions with detailed guides on what to do to smash your target as quickly as possible.

Whether you're a beginner aiming to build strength or a professional seeking to hit those Body Fat Percentages you've been dreaming of, I've carefully and expertly curated a series of videos to help you obliterate your goals.

If your ambition is to dominate the gym or be the strongest in your social circle, we have videos for that.

If you want the body to give you the confidence needed to speak to girls without them laughing at you, we have videos for that

If you're searching for that secret ingredient you've spent THOUSANDS on without success, we've got that secret.

Whatever your goal is, whatever you're looking for whether you know it or not, we have a video for it to boost the chances of you getting the body you desire.

But why choose this course over the thousands of options out there? Why invest in this course instead of relying on free content scattered across the web?

Inside this course, you'll find:

- The answers to all of the questions above and any others you may have through your journey
- Over 200 videos covering every topic you could ever need, from beginner exercises to unlocking your full potential, mastering nutrition, and beyond.
- PLUS, exclusive advice from leading experts such as Jon Lofthouse, Joe Brightman, Josh Bridgman, and numerous other gym masters, providing that crucial step you need to become SHREDDED.
- The single, secret method to turn your passion for fitness into an income, divided into four parts from Average Joe to Professional, a secret fitness pros keep from beginners.
- Gym "hacks" designed to push your body beyond its limits, leading to unprecedented growth.
- What NEVER to do, eat or train with, if you want to maintain the incredible progress you'll achieve with this course.
- The quickest and easiest methods for students of all ages, body types, and capabilities to transform into MONSTERS, supported by real-life examples.

Currently, over **3,000** individuals are enjoying bodies that could put yours to shame, and they are armed with a clear path to CRUSH any competition, including you.

You might argue that you can't afford the course. That's no longer a concern.

While this course contains content valued at £1,350, we've drastically dropped the price. Whether you're a broke student or currently unemployed, you can now afford this course so easily it's practically a steal.

We've reduced the price by over 95%. You'll receive the same content, professional advice, and tips, all for just £50.

I will say it again. For £50, you will gain a body strong enough to outlift everyone in the gym. You will be a chick magnet and unlock power and potential you didn't know you had.

But don't just take my word for it. Witness the transformations our students have achieved and how their lives have been changed.

[Before and After pictures of students]

[Testimonials]

You've stumbled upon a once-in-a-lifetime opportunity. You now have three options:

- 1) Disregard this and persist along your current path in the gym. Best of luck, but it will likely cost you more money, time, and effort than necessary.
- 2) You are a beginner, you decide to ignore this and continue to stay WEAK whilst your friends, gym mates, and many others you know all surpass you. If you are in this option, know you can never hope to be in the top 50%, let alone the top 1%.
- 3) You decide that it's worth the chance. You've already seen evidence that the course works and that we have a proven track record. Much faster than you could have ever done without us, you become the beast you're afraid of now, the person others envy for their body.

Choose wisely and don't let this opportunity pass you by. You have one chance. This course may not be £50 the next time you access this page.

What do you want to look like this time next year? With me, my professors, and this course as your ally, your dream outcome is closer than you think.

I've made my decision. I want to be powerful.

Click the link below to get access to a free newsletter which arrives in your inbox twice a week containing tips, tricks and FREE content from the very same course!

[*I've made my decision. I want to receive biweekly fitness advice.*](#)

p.s: You never know if someone you know is using the very same course or newsletter to make sure you're never the strongest in your group.