Here is the market research and a landing page copy:
https://docs.google.com/document/d/12_SnMpcPpAj2xJ56w6E6gx_jDtLSDUpLXFIQ2CXyrbw/edit?usp=sharing

---

This document contains a PAS email that is supposed to get the raiders to purchase a low ticket item, or at least that they go on the website after reading this email.

1 - Who am I writing to? Who is my avatar?
My avatar is Max, he is 19 years old, he is working out in the gym regularly, he managed to put some muscle on however he is not 100% satisfied with his physique he started to take protein powder but he didn't make much more progress. He thinks that he lacks knowledge or that his genetics are the problem he tried some different protein powders and did not succeed, he thinks that he is aware of his problem
2 - Where are they now? What are they thinking, feeling? Where are they inside my funnel? Etc
They got the free ebook. Maybe they have purchased something from the website although I don't think so. They are not high on the value ladder but we are now dealing with warm traffic. They had good experience with the brand so far, since they received a free ebook.
3 - What actions do I want them to take at the end of my copy? Where do I want them to go?
I want them to click the CTA at the end of the email.
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?
1. They must see and realize the problem (roadblock) that they are currently facing.
2. They must see what will happen if they don't fix that problem and now is the point when they have to see the pain as scary and be like: I don't want this to happen (fear/afraid)
3. they see the solution as an easy answer to the problem
What are the steps that I need to guide them through to take them from where they are now to where I want them to go?
- I address a problem/pain that they are already struggling with
- I make it clear to them what will happen if they don't fix it now (amplify)
- I reveal the solution
- CTA

Subject line: Gym alone isn't enough!

Going to the gym alone won't get you a good muscular body!

See, following your workout plan and having a kind of a healthy diet will not let you to your dream physique, because your body needs
VITAMINS BEFORE PROTEIN!
Like crawling before walking.

So, supplements are the way to go, right?
Well… yes and no.

Many supplements from local grocery stores contain more chemicals than actual vitamins and minerals in them.

Plus, many studies have shown that taking those supplements over a long period can cause long-term damages such as:
- organ damage
- toxicity
- addiction and dependency

All of these things can happen to you sooner or later if you use non-recommended supplements.
But your body needs supplements and bare food won't cover them.
So how do you know which supplements are the best? There are just too many!

To save you months and months of research and testing, we have made the perfect mix of all vitamins, minerals, amino acids… your body needs.
So that you can focus on your workouts and we on your supplements!

Click here to buy only the necessary supplements your body actually needs.