

4 Questions:

Who am I talking to:

- James, an average high school student, 17 years old
- No gf
- Very skinny (unhealthily)
- Believes he can't grow any muscle (blaming his genetics)
- Struggles with self-esteem, is embarrassed of himself and his physique (likely gets tormented for it)

Where are they now?

- Very little motivation & ambition
- Generally lazy
- Ashamed of what they see in the mirror
- Largely blame their genetics & outside sources for their skinniness
- Has very little confidence & self esteem
- Has difficulties talking to women
- Has difficulties in social situations
- Lacks the consistency to gain any results in training.
- Does not 100% believe he can achieve his 'dream physique'

Where do I want them to go?

- I want them to purchase and use this product to help them achieve a better overall physique and increased strength

What steps do they need to take?

- 1) They need to have their attention grabbed (be presented with the opportunity of building their dream physique)
- 2) They need to be shown this opportunity is attainable and not BS (by backing up claims teasing mechanisms of how they will achieve their physique goals)
- 3) They need to see how painful their life will be if they just stay in the same position, not taking this opportunity (pains)
- 4) They need to see exactly how good their life could get if they took advantage of this opportunity (desires)

- 5) They need to believe George is a credible source of info and someone to listen to (by backing everything up with logic & evidence)
- 6) They need to fully understand the true nature of their problem. (It's not genetics that is stopping them, instead it's consistently training, eating and sleeping well.)
- 7) They need to understand the true nature of their solution (and how George's product makes it 10x easier to take advantage of)
- 8) They need to see a call to action (3 way close to outline how there is no better option than to buy this program)

Roadblock:

- Being able to stay consistent
- Their ability to train (Knowledge and consistency in training)
- Belief in themselves to achieve their goals (blames outside factors)

Solution:

- Consistently train well for weeks until the goal is reached

Product:

- Provides a guide on the best way to train and how to do it.
- Teaches them how to trick their brain into wanting to train by tracking every rep and exercise and creating visual cues to see progress.

Personal analysis:**Copy weaknesses:**

- I think I have told them too much at the start of the mechanism teasing and so they would not feel the need to read on as I have just given them everything.
- I think certain parts, like the explanation of the trick, are too long and wordy, they need to be more concise. (I think I have solved this problem)
- Generally I think it is too long for the amount of 'reading on bribes' in there so my readership will drop.
- I think the discovery story is quite weak.

How I think I should improve it:

- Reword the mechanism teasing at the start to not give too much away.
- Reword the mechanism explanation so it is shorter and more concise.
- Either shorten the copy as much as possible or add more 'read on bribes'
- Rework the discovery story by getting more info from my client.

100 push ups: <https://vimeo.com/907027742/5eda255f34?share=copy>

How to 'trick' your brain into **WANTING** to train everyday so you can finally grow muscle and stop feeling ashamed of your physique within 8 weeks.

HERE'S SOMETHING YOU DON'T KNOW...

The reason you haven't seen any results in the gym is **NOT** what you think...

It's not your **genetics**.

It's not your **metabolism**.

It's not that your training is terrible.

It's because...

YOUR BRAIN DOES NOT WANT YOU TO STAY CONSISTENT.

That's right...

Your brain is actually working **AGAINST** you.

This is **WHY** it's so hard to stay consistent in the gym.

And this took me **6 YEARS** of hard training and **1000 HOURS** of research to figure out.

Your brain does 2 things that make it nearly impossible to stay consistent:

Your brain's natural systems are always trying to conserve energy and craving instant satisfaction.

The night I discovered this, **everything changed!**

I found there is a way to 'trick' your brain into bypassing these natural systems...

By 'gamifying' your training and using a very specific tracking method you can finally end the inconsistency of your training.

(more on this later...)

Because let's be honest.

Inconsistency is the **only real reason** you haven't grown any muscle.

If you had been consistent for long enough in the past you would be taking up **entire door frames by now.**

It doesn't matter how good your training or dieting is...

If you can't stay consistent to a plan for long enough you will never see results.

Consistency is the **ONLY** problem.

So if you stick with me for just a few minutes today, we are going to SOLVE THIS PROBLEM, FOREVER.

You will finally stop feeling **ASHAMED** of your physique...

And For the **first time**, actually be able to build muscle.

Because I am going to show you exactly how you can **'override'** your brain's natural systems using a **SIMPLE MENTAL 'TRICK'**

But before I do that, let me ask you a question...

WHAT WOULD IT FEEL LIKE TO HAVE A RIPPED PHYSIQUE?

You would **DEFINITELY NOT** be ashamed at what is staring back at you in the mirror.

Imagine being the guy who takes up **ENTIRE DOOR FRAMES.**

What would it feel like to have the **ABILITY** of an athlete?

Imagine the looks you would get from girls.

Imagine the respect you would get.

Imagine how everyone in the gym will treat you.

How much better would your life be?

And...

I can guarantee **NONE** of these will ever haunt you again:

- **NO MORE FEELING ASHAMED.**
- **NO MORE SOCIAL ANXIETY.**
- **NO MORE STRESS ABOUT DIET AND EXERCISE.**
- **NO MORE LACK OF MOTIVATION**

Instead...

You'll have a kind of **confidence** money can't buy.

You'll have more '**luck**' with women.

You'll be **respected**.

You can have all of these if you just get consistent.

So...

Are you willing to spend the next few minutes learning how to finally solve this consistency problem so you can achieve a physique that you are truly proud of?

Please think about this carefully...

Because these mental 'tricks' I am about to teach you are so strong...

It would be an **ABSOLUTE WASTE** to give them to people who won't use them to completely transform their physiques.

So if you are someone who just likes the idea of being big and muscular but doesn't **REALLY WANT IT...**

Do us both a favour and click off this page now.

If you really do want to solve this problem and transform your physique...

Let's get down to it.

FIRST LET ME INTRODUCE MYSELF SO YOU KNOW WHY YOU SHOULD LISTEN TO ME.

My name is George Porritt.

I've spent the last **6 years** developing my knowledge and physique, spending **OVER 4000 HOURS TRAINING**.

For the first 4 years I was inconsistent.

Making some progress and then **losing** it ALL.

I had **NO** motivation to train.

I was forcing myself to do something I didn't want to do.

Seeing NO BIG changes despite how hard I trained.

I knew my training was not the issue because I had seen results in the past.

I just could not make them stick.

Eventually, this got so frustrating...

One night, I decided I would solve this problem forever.

So that night I started researching everything I could about human consistency.

I wanted to know why I could not stay consistent.

And the discoveries I found that night changed everything...

What I discovered that night meant I wouldn't miss a session for the next 2 years.

I made so much progress...

I added 20kg of muscle and finally had a physique I could be proud of.

But...

This was only possible because my brain actually wanted me to train everyday.

And over these 2 years I spent **1000 hours** researching and perfecting what I discovered into one program that solves this problem completely.

So are you ready to learn how to unlock your true potential by using these mental 'tricks'...

Well here they are!

You need to understand how exactly your brain is working against you so you can understand how to cure it.

NUMBER 1:

Your brain **ONLY** wants to **conserve energy**.

Our brains are designed to **focus on survival**.

Today, survival is very easy, but our brains **DON'T KNOW** this.

So when you decide to do something hard... **Like going to the gym**.

This change in your normal habits is a **MASSIVE** shock to the brain.

Your brain sees change as a **threat to survival** so it triggers fear.

This fear is what stops some people from even stepping foot in the gym.

Even the **thought of change** or doing something hard is enough to release fear.

Your brain is stopping you before you even start!

But once you get over the FIRST BARRIER your brain puts up...

Your brain creates an **EVEN STRONGER** one...

NUMBER 2:

Your brain is always craving instant satisfaction.

Your brain is always looking for an **easy dopamine spike**...

dopamine is the hormone your brain releases when you feel happy.

Certain things give you a dopamine spike **instantly**...

Like eating ice cream or chocolate.

But training, especially intense training, **is not** one of them.

To your brain, intense training is an unnecessary use of energy because there is no instant reward.

Training does release dopamine but the spikes are not as big and don't kick in until **2 - 4 hours after**.

Your brain prefers **cheap** and **easy** sources of dopamine...

This is why it is so hard to stay consistent with intense training...

It costs **too much** energy and there is no instant reward.

The reward comes after weeks and weeks of sacrifice...

And your brain prefers to work in the **short term**.

So **NOW** that you know how your brain works against you.

How exactly do you 'trick' your brain into wanting to train everyday?

Step #1: Track everything...

By tracking every single rep and weight lifted on every exercise...

You will know exactly where your strength limits are.

You need this to be able to complete step #2

Step #2: Create visual cues...

Use the data from your tracking to visualise you getting closer and closer to your goals.

Everytime you get another rep in or add weight and stay in the rep ranges...

You are one step closer to your goals.

Step #3: Turn it into a game...

By simply trying to beat your numbers every time you are in the gym...

You will create a game for yourself that pushes you to your max every time you train and makes it fun at the same time.

This way you will never lose the motivation to train.

So how do you actually apply this mental 'trick'?

This is exactly why I created...

THE ULTIMATE POWERBUILDING PROGRAM

This program teaches you exactly how to apply the 'trick' I have just taught you, so you will never struggle with consistency again.

And...

It also provides you with the exact guide to train as efficiently as possible.

Using 3 training aspects:

- 1) **Dynamic rep ranges**
- 2) **Tracking your lifts**
- 3) **Training to complete failure.**

We use these 3 and the brain 'trick' I have just taught you...

Because everytime you get **another rep in** or **increase the weight** and remain in the rep range, that is **TRUE PROGRESS**.

You will have **NO** problem staying consistent in the gym.

You will **WANT** to get up every day and go to the gym.

You'll hit your goals much sooner and actually have a physique that **takes up entire door frames...**

THIS IS MY BEST PROGRAM SO FAR.

I used every bit of hard earned knowledge I have to create this program

And it has already got so many people to pack on muscle like never before...

Here are just a few...

<Testimonials (images)>

GET ACCESS NOW

The way I see it, you have 3 options...

OPTION 1:

Ignore everything you have learned today.

You can do absolutely nothing and keep wondering why you can't stay consistent.

This way you will definitely NOT put on and keep any muscle and you will stay WEAK for the rest of your life.

OPTION 2:

Risk everything by going alone.

You could take everything you've learned today and try to solve consistency on your own.

but this will likely take you years.

You might eventually achieve your goals after a few years, but this will take **much longer** and be **much more stressful**.

OPTION 3:

Let me and my proven program solve consistency for you, FOREVER.

Take one tiny action today...

And this could have one of the greatest impacts on your life.

All you need to do is click the GET IT NOW button.

And you can see changes as soon as the next 7 days.

FINALLY STOP BEING INCONSISTENT AND START BUILDING MUSCLE AND AN AESTHETIC PHYSIQUE TODAY!

If you decide to try the **ULTIMATE POWERBUILDING PROGRAM** today you will start to notice changes **THIS WEEK**.

And... after 2 months you will be an **entirely new person**.

By then you won't have to worry about consistency at all, training will just be a habit.

Get instant access now!

And... best of all...

If you get it now, jumpstarting your journey to a bigger and stronger physique...

You will get the program 40% off.

Instead of paying £24.99 today you can get the entire program for just £14.99.

That is less than 1 month's average PureGym membership.

It is also 100x cheaper than the total I spent developing this program.

GET ACCESS NOW!