

New calisthenics Email Copy Review TRW #2

Who are we talking to?

- Men and women (Mostly men)
- Age 16-30
- Students, young professionals, or fitness enthusiasts seeking flexible workout routines that fit their busy schedules.
- Active lifestyle, interested in functional fitness, outdoor activities, and sports.
- Beginners mostly.

Where are they now?

- Scrolling on social media and seeing others doing cool things with their body weight.
- Trying to work out by themselves.
- Working out doing daily activities.
- Looking for someone who can help them to get stronger and help them to do calisthenics.

Current state:

- They wish to be able to do 90-degree Planche.
- They want to get fitter and stronger
- Too skinny and weak.
- Dreaming about being able to impress others with their abilities.
- Trying to work out themselves but without success.
- They tried other ebooks and courses, but it was too difficult and confusing.
"I'm overwhelmed and I have trouble finding the information I need."
- Thinking that calisthenics is a very complex thing to do.
"Wait so your telling me that i don't need to plan everything down to the nanosecond in order to get a pretty good body?"
- Some of them had a bad experience with a similar product. (Didn't get the desired outcome)
- Have an idea of an ideal dream body that will get noticed.
- They want workouts that are simple yet effective.
- Others think that they are not fit and uncool if they do not get in shape. (People don't respect or admire them too much)
- Normal workouts are boring (Gym)
- Struggle to build muscles.
- They feel insecure about their looks.
- Don't like their skinny legs and arms.

- They see their friends jacked and able to do cool calisthenics stuff.
- They have a desire to be strong and show that off.
- Watch people like Chris Heria.

Solution Aware.

Stage 5.

Trust is Low

Believe is Low

Pain is High.

Dream State:

- Able to do some cool calisthenics tricks.
- Got more muscular and more fit.
- Got a stronger self-confidence.
- Feel more powerful and capable.
- People are noticing their new abilities.
- Able to impress others with their skills.
- They have an easy-to-follow guide.
- Workouts are now way more interesting and fun.
- Able to build muscles, and people notice it.
- They can do the same things they see online.
- They don't feel insecure and unpopular anymore.
- They can do something difficult and show it to others.
- Have a stronger self-belief and know they can do difficult stuff.

What do I need them to do?

- Click on my email.
- Get interested.
- Build up trust and belief in the product.
- Believe that they can achieve results like others.

Email:

- DIC

Email Copy

SL: Getting fit shouldn't be a long and tedious process.

Hey [Name],

Gaining muscles and strength shouldn't take countless hours.

It also shouldn't be a boring weight-lifting workouts that we all know and despise.

Getting strong and fit should be enjoyable and teach impressive/functional skills.

Why settle for just a six-pack when you could also develop superhero-like agility?

Unfortunately, going to the Gym will not teach you how to do a **90-degree planche** or **fingerstand**.

But with an improved calisthenics program, we can help you to get fit and learn new moves.

Imagine other's reactions when they see your six-pack, and then you will hit them with a 90-degree planche.

Here's what others have to say about us:

Review	Review	Review
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Now's your chance to prove to the world—and yourself—that you're serious about transforming your body.

[Click here](#) to access the ultimate calisthenics program and start your transformation.

Act now and get 15% off (save \$48)—this offer ends Sunday!

I hope to hear your success story next.

Best,

Avi