

Avatar Description: 23-year-old Zack is a skinny young adult who just recently got into weights. He is struggling with the basics and doesn't know what to do at all. He spends his day on TikTok, Youtube, and other social media platforms looking at workout tutorials. He spends all the time he can on fitness. However, even after viewing a ton of videos, he is still as lost as ever. He keeps switching and trying out new things when not even a week has passed. He is growing impatient and is in desperate need of a coach to show him the ropes.

#### Pains:

- He has trouble staying consistent with routines
- He constantly keeps wasting time on theory rather than action (too much TikTok, not enough work)
- He doesn't know a single clue about fitness except for "bro science"
- He doesn't realize just how long the journey will take (rushing)
- Overall newbie/beginner on fitness in general

#### Desires/Pleasures

- He wishes to be the best-looking guy out there
- He wants to be strong with the aesthetic physique
- He wants to have a program that he could actually rely on and not those "6-minute workout for 6-pack abs" videos
- He wants to have someone teach him the ropes that will be there on his best and worst days (another gym bro basically)

#### Roadblocks

- He doesn't know where to look for actual advice or guidance. He consumes and follows, simply it
- He cannot spend that much money, after all, he's only 23
- He is skeptical about spending money online he doesn't see guaranteed results/progress

#### The Product/Service being offered to Zack:

A 1:1 Coaching program with someone who's not only gotten incredible results in the gym but has accurate and realistic advice on fitness.

Subject Line: How One Man Turned Me From Nerd to Absolute Gigachad

I remember it clear as day...

No matter where I went I've always felt powerless.

Skinny, weak, low confidence, and couldn't attract even the ugliest of women.

I've given up as a whole. I spent tons of hours torturing my body, following programs, and getting every bit of advice I could get. Yet I achieved nothing...

Until **HE** appeared.

With his help, I was finally able to achieve unlike I had ever seen before.

After every session, I was bigger, stronger, and looked more like an absolute unit.

Eventually, I changed so much that not even my own **mother** recognized me.

I would've never gotten anywhere if it wasn't for him.

**Meet the man himself, and become the absolute pinnacle of man.**