

So many lies out there in the fitness industry. So my client wants to be seen as a big brother and someone who can be down to earth as he was once in their position. Young people want to excel in their sport to prove themselves.

Not tested

People will be driven from my client's instapage (where he gives nutrition/workout tips, testimonials, and just general advice) to his linktree to go onto the landing page.

The product:

A community with courses on it to improve with:

Speed

Strength

Preventing and dealing with injuries

Mentality/resilient

Understanding nutrition and health

Just become a better athlete and perform better on the field

Personal notes

Purpose drives traffic to his community platform.

Wants to get 20-30 people into the community quick

Want to offer a free course inside the community

Offering xyz but be fast, limited spots so be fast

Explain why the community is good and why you should join

Tons of testimonials as they continue to scroll down

To build trust

CTA drive them to this community page

Pushups

<https://vimeo.com/917953671/11d843381d?share=copy>

- Who are you talking to

Teenagers from 14 up to 24.

People who want to start their fitness journey or boost it

People who want to get stronger and perform better in their sport.

They want to become stronger to boost their sport performance

- Where are they now, emotionally, mentally, physically

So much stuff online, and want to achieve that dream body which influencers look like (who are mostly on steds) so they are confused on who to follow.

Perhaps they followed these influencers and realised they have become slow and cant perform well in their sport

They have just come from my client instagram page where he gives workout advice, shows results on himself/clients, and general health news

- What actions/objectives I want to achieve with them

Want them to give their email so can send the link to join the free community

- What steps do they need to follow to achieve it

They need to trust my client and understand that he was once in their shoes.

And amplify their pain/desires

Once enough trust is built, needs to switch their beliefs and tell them the most influencers are just full of s**t and to actually get strong to overpower their opponents in any sport, must give their email to join the community

Roadblock:

They want to become stronger to be able to dominate opponents in their sport(like football) and they think by going to the gym and following what body builders do will get them there.

When in reality they will make themselves slow and fat and if they play for a team will get dropped.

Become the slowest in the friend group

Solution/product:

Developing the skills my clients offer will get you to your dream state

Speed

Agility

Power

Mentality

Nutrition

Just turn them into a overall good athlete

Awareness:

Targeting young people, so their awareness of how to effectively become stronger is low.

They just follow what ever their friends say or whatever's on social media

Personal analysis:

I have re read many times but i don't know if the actual copy flows well enough

When I tell them the solution is to be strong(flexibility, strength..) I feel like everyone knows this so why should I opt in?

Title 1

If you are trying to gain supernatural strength to excel in your sport then you need to stop listening to these bullshit influencers who don't know what they talking about

Title 2

Want to increase your power to body people to the floor like a ragdoll?

Amazing secret discovered on how a teenager(5 foot 8, 60 kg) is able to overpower men (who are 6 foot 2, weighing over 100 kg)

Discover the secret in gaining superhuman strength while being quick as lightning...

Body

Do you ever feel like you are too weak and get pushed off the ball a bit too easily? You disappear from the pitch because you cannot hold the ball for more than 2 seconds, before you get man-handled by the other team.

It's not because of your genetics. And it's not because you are not big and tall enough.

You will soon see how you will be able to compete with older and stronger teams, in as little as 22 days.

And you may be thinking "i just need to train like a bodybuilder and go gym"

But let's get one thing straight

BODYBUILDERS DON'T KNOW SHIT ABOUT BUILDING STRENGTH

They just pump steroids into their blood daily and flex their shrivelled up 2-incher in front of the camera

Even if you aren't going to be taking illegal supplements with your training, if you train the exact way they train, you will end up getting fat and slow.

You will get dropped from the team and your average mates will do laps around you while you are panting for breath.

The only thing you'll be good for is flexing your biceps in the mirror before you get into the shower...

About me/discovery story

I play for [name of team]

I was tired of feeling weak and dominated by others on the pitch

So when the football season ended, I hit the gym.

And after hours and hours of sweat and tears from grinding daily, I put on tremendous size and didn't feel like a small fish anymore.

Big arms, big chest.

People were actually intimidated by me

One day my mates called me for a friendly footy game.

It was against people I never heard of, and apparently had some semi-professional lad playing for them.

I didn't really care

I was excited to put all my strength into practise

I was so wrong

No matter how much strength I mustered up, I would always lose the battle for the ball and was sometimes left on the floor.

HOW?!

How is this guy, who is half my size and weight, have so much strength?

That's when my full world fell apart

I got barged so hard I suffered a knee injury.

I was fuming with anger.

Not because i got injured but because i let myself get dominated. The same way I did before I put on all this size.

I was determined to come back stronger than ever.

I wanted to learn more about physiology, how the body actually works.

Because something isn't adding up. I was the bigger man, but still couldn't hold them off

While i was educating myself i came into contact with 2 legendary mentors:

One was a strength/rehab coach for a MLS team and the other was a doctor of physical therapy and an Olympic athlete

Fast forward to today

I have lost a ton of weight. I have never felt this healthy ever.

I am always on the starting 11 for my football club, the [name of academy]

It's like I took off a 20kg vest that was strapped on to me.

But the craziest thing was...

I am 5x as stronger as i was before

Because becoming the strongest version of yourself isn't about how much you can lift. Or how big your muscles are

This is what the media continuously forces out.

There are so many lies and misinformation out there about gaining strength.

If you truly want to over power your opponents in **any** sport, you must develop these 4 key areas:

- Flexibility
- speed
- Agility
- Explosive power

If you focus entirely on these 4 areas, **I promise you**, no one will be able to overwhelm you. You will be the one controlling the game and become the game changer for your team.

CTA

You can try to work on these yourself, and maybe after 10 years you'll find the perfect workout routine

Or you can join my **free** community to:

- Develop explosive power and lightning speed
- Become as nimble as a cheetah
- Make a tasty meal plan designed to give you endless energy and power
- Never get injured again and become as strong as steel

Just give me your email so i can send the link to join, and transform yourself into a beast.

P.S Only allowing a certain amount of people to join so I can really focus on helping them. So send me your email now and lets get started

[Testimonials]