

Avatar:

Rick, 44, used to be shredded but gained some weight around his waist and face giving him a chubby look, fully grown beard alongside his chubby face

Rick used to be a gym rat training 5-6 times a week, doing his regular bro split. Till one day he was doing shoulder presses and in his last rep the weight got too heavy and damaged his rotator cuff tear, which caused him to fear going back to the gym. Could workout for about 3-4 months and once he was fully recovered he didn't go back to the gym due to the fear of tearing it again

Rick works at home as he owns an online business, mostly consulting customers and coaching them for muscle growth and nutrition plans.



Objective: Convince him to get the free beginner guide to calisthenics

Copy #1

Were you a gym lover till you got that nasty injury ?

Struggling to overcome the fear of injuring yourself or aggravating that cyst in your wrist and shoulder pains and stiffness when you do push ups or any exercises

The gym is not for everyone, clearly so...

Why don't you try doing body weight or weighted calisthenics

There is a lower risk of getting injured and you could still build muscles, strength and look lean in your 40s or 60s.

With bodyweight exercises and the right form or guidance you can train pain free and revive your youthful energy and strength

You wouldn't have to worry about gym times, you can do it in the comfort of your own home, backyard or even at the park during your morning walks with the dogs.

[Click here to get your free beginner guide to calisthenics](#)

P.S

We only have **10 copies left!** so hurry before they run out or you will continue being fearful re-injuring yourself and feeling weak and useless.

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