

PAS Short Form Copy #1

Avatar being used: James-Weight loss

Objective of copy: Get James to click the link to the sales page.

Product: Fitness coach program that is tailored to each client

Pain: Highlighted in orange²

Amplify: Highlighted in blue

Solution: Highlighted in green

Email

Subject Line: Are you destined to be rejected by women?

You avoid mirrors. You avoid the scales.

When you see pictures of yourself, you clearly see why women are revolted.

You would be too.

Women want a man with certain looks, looks you lack.

The disdain you receive when you try talking to a girl hurts, and the dating market is only becoming more vicious.

But what if things were different. What if, instead of a beer gut, you had:

- a 6-pack of steel causing women to swoon
- Rippling biceps that threaten to bust your shirt sleeves
- A chick magnet chest of iron.

Impossible?

There are two types of men in the world: those who know this future **IS** possible and those who are too timid to attempt it.

Which are you?

Will you join the thousands of men standing up, taking life by the horns? Or will you stay timid and depressed?

If you seriously believe you're the first, then click the link to join the revolution:

JOIN THE REVOLUTION

If not, continue your current life. This is only for the brave.