**Ironmanager** is a online fitness coach that offers personal training and nutritional plans.

## **Avatar**

Mark is 25 years old and works in an office.

He is overweight and he is struggling for years to improve his physique but can't seem to find a solution.

He wants to find a program that fits his skills, needs and schedule.

He wants to lose body fat and gain muscle so that he can be confident in himself.

**Objective** of the copy is to direct the reader to the website

This copy is for an Italian coach so I had to translate the copy. So if something sounds strange it's because of that.

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<image>

If I told you that you can follow a healthy diet without sacrificing your favorite foods you wouldn't believe me right?

Yet there is a specific method and most likely you've already heard of it.

It's not trying the latest diet that requires you to eat very little nor buying "magic" supplements that promise you fast results.

There is a way that will not only make you physically reborn, making you sculpt away the fat as if you were a statue showing your abs.

But it will also make you mentally reborn, because with your new physique with muscles as big and round as hills, your confidence will grow making you feel proud of yourself.

But to transform into a person whose only problem will be responding to the myriad compliments on his physique you need seriousness.

So if you're not 100% sure you want to be in your best shape ever, Then don't continue.

If instead you are a serious person Click the link in bio