

Copy practice (4), bodybuilding sub-niche

(copy will be below, here are the questions, solutions, roadblocks etc)

This is really long, or that's what i think, so I just want to thank you if you are going to review it, it really helps me, Thank you

4 Questions:

Who am I talking to:

99/100 are men, but there are also few women, fat, most of them are from USA, lazy they sit on the couch and eat a lot, they desire to be normal but fear the sacrifice of good food or they lack belief in themselves. They are probably from the age of 20-50 (I think on average 30, it seems they are a lot of times fat and wish they are not). They are usually single, not many friends and a lot of times they make fun of them.

Where are they now, What are they thinking, etc.:

They are either (differs from everyone) depressed, sad, disappointed, or they already are ok with being fat but having that "meh" emotion that they don't want to do anything because of them feeling useless, if you know what i mean (like when you talk to someone and they just dont even want to speak and just say like they are out of breath "eeh?" and dont want to talk about anything). They may also be full of rage, I knew a guy that was like this just immediately raging when someone said he is fat (but i can understand that a bit, even tho i am not fat).

They also are probably in the state: "it could be better, I want to get in shape, but It takes so long." To be exact, they desire it, but not enough to do anything about it.

A lot of times they are just watching TV while sitting on the couch.

What do I want them to do:

I want them to start to do exercise. I want it to become their HOBBY, not even a hobby, daily ROUTINE! I want them to tell their fat friends or the friends unhappy with their shape of how this can help them. If possible I want them to shapeshift into the most ripped guy on the planet, so he can be the symbol of what my "product" can do, and be the thing that when someone says the name of the first thing popping up in their mind is: "I want a six-pack" for example, so they know what the brand is for.

What steps do they have to take to take the action I want them to:

1. They need to get sucked in the mystery of becoming fit, being only thing they can think about, this might happen by just repeatedly seeing the tweets and saying to themselves: I gotta do something about my weight! (of course this can happen maybe like the first time they read the post, but rarely if ever, and I think that this is more general process, it was the way i got in TRW)
2. Then I have to just infuse them with some sort of taste of their future while making them curious about how to do what they want to.
3. After that, I need to just start filling their heads with motivation, trust, friendliness, curiosity and make them literally eat the information like its candy
4. Then I need to provide a good looking offer, that feels like it doesn't even seem like profit more like giveaway (example: 80% discount! - ~~49,99\$~~ -> ~~9,99\$~~, btw by doing this i mean turning the normal ten dollar price into a ultimate 10 dollar price)

Roadblocks:

- laziness (most of obese people are lazy, i don't think there are many hardworking obese people, maybe like 2%, but i am not insulting, I am trying to just say generally, so if anyone with "bigger belly" reads this, it is not personal)

- disbelief in themselves/doubt of themselves (this is common, from what I see even in my nearby location, there is always at least one guy that is obese that when someone asks him if he wants to work out he just replies: "I would not be able to do it")
- no care about their shape (I can imagine someone obese saying that they don't care, so if I want them to start to care about their shape, I will have to bump into them at some point either positively or negatively to motivate them towards their possible future desire)
- fear of giving up the tasty food/drinks (I'm sure every guy with overweight just likes food because of the taste, or is always hungry, but no matter what they are not going to give up food and drinks, so I should use this as a thing to make it clear, they can still eat like gods)

Solutions:

- tell them that it is easy, no extreme effort needed
- say that everyone can do it, no matter what (but also so it sounds like they are more than normal "everyone", more like that they are special)
- no need of giving up the shiny food or drinks, etc.
- show them how much they can improve if they truly take the shot to becoming better

Short form copy (I chose HSO framework, because I think that the power of story that relies to you can just make you more happy because you think that you are the actual main character, now obviously even DIC and PAS framework are for sure overpowered, but this one is truly speaking to me, but I can be wrong, I also used in the headline a "promise" and not spoiler of the story, so I don't know, but I am trying to figure out what works the best for me, so I try to make it a good copy while trying to find my most powerful way of writing)

Hook/Headline:

Transform Fat to Muscle, Eat Like Royalty!

Story/body:

You might be familiar with my journey—the burden of constant rejection and solitude.

Days unfolded as a relentless cycle of labor, mockery, and the heavy burden of weekends steeped in loneliness.

Yet, I embraced defiance over despair. Despite the taunts, I ventured into the gym, resolute in forging my path to respect.

Their ridicule? It fueled my determination, propelling me towards my ambitions.

Then, I discovered a guy of my kind. Together, we battled towards muscularity like champions.

Through unwavering dedication, we attained a physique few dare to imagine, and we still ate like kings!

Laziness? Concern about the cost of the actions? Is that enough to stop you?

Your struggles? They're not limitations; they're the catalysts for unlocking your true potential.

Offer/Close:

Let me be your mentor. Join our course -> a haven for those who've tread this path. Click here to begin your journey towards being your better yourself:

[link]

Short form copy: (i don't really know if this is even a framework, i tried combining the body like a HSO + something, i would say an amplification of the emotions from the story, btw after this one goes long form copy)

Headline:

Ready to Transform Your Body? The key is in your reach!

Body:

With over 2.5 billion adults struggling with weight issues worldwide, chances are, you're one of them. But guess what? There's a way out of this curse.

It's possible that you've found yourself carrying a few extra pounds, and that's okay. But do you really want to keep heading down this path?

Let me tell you about a close friend of mine, someone I've known for years, who once shared your struggles. He made a decision to change his life and transform his physique into something remarkable.

He set his sights on becoming the epitome of fitness – lean, muscular, and incredibly strong. And once he committed to his goal, there was no turning back.

I'll never forget his words: "Your mindset is your greatest asset, even more powerful than any dumbbell in the gym." And as I embarked on my own fitness journey, I realized just how true that is.

You possess all the potential within you. All it takes is a shift in mindset, and you'll find yourself closer to your goals than ever before.

Close:

You might be concerned about the cost, or that it takes too long, But does it? If your shape matters to you truly, you will not even hesitate about doing what you have to! This link will provide you all you need, for the success on your work-out journey!

long form copy:**Headline:**

Take a step towards losing weight!

Body:

You probably, just like me and **many** others, experience having a bigger belly. And it really sucks, but there is also the good side of it.

The "curse" we share is our strength, the problem we share is the thing trying to push us forward to fix it and overcome it.

It is easy to say, but even easier to do, it is only one thought that can throw you ahead of the

others!

My brother-in-law used to be also more obese than the others, It was making him FURIOUS!

He hated every part of it, but although he didn't know it, that was his strength, the hate towards having weight issues was the thing that fueled his rise to becoming better.

He chose to change it, you can too. He was doing everything he could, but not to lose fat, to replace it with muscle!

His journey was truly becoming a one-way goal. Everybody knew that he was no longer a normal man, he was more, he was the guy everybody wants to be.

He was just a living dream, maybe even more, just like you can be! It is not only a dumbbell that makes one strong, it is the choice he makes, you have the opportunity to make a choice yourself, just make the right one.

Everyone I ever knew of that got in shape had one thing common with the others, they set their mind into it, that was all they thought about.

Maybe the thought of doing lots of work might be your concern, or it might be the cost, but now think if it bigger than the desire towards being stronger and better

Close:

It is a dream to have a six-pack and you know what it takes, let that thought of "I will be muscular" live. YOU are the HERO of your story, and it is only your choice of how good your story will be. If you know what you have to do, then this is just perfect for you:

[link]