

Short form copy #11 (eleventh time)

Any feedback is good. Be as harsh as possible. I want to improve

New things I do: - ask why 3 times at the current state, dream state, roadblock

Read my copy with loud voice

OODA looping

I write one piece of copy every day (MUST)

From today I will write on PAS DIC and HSO

Rule (don't use the same SL, write new ones)

Same Avatar for all of them

DIC #11

PAS #1

HSO #1 (this one is the HSO format)

Avatar



Mike, 16 years old,

Mike is in high school, 2nd year, and he stays at high school for 6 hours per day. He also goes to the gym for

1 hour 3 times per week. He started to watch bodybuilding content

Current State

Mike was skinny his entire life. Now Mike is 170cm and 50kg. Even though he goes to the gym he didn't do any considerable progress, and that is because he doesn't know how to train. Every time he goes to the gym he does what he feels like doing.

Dream State

Mike wants to be aesthetic and strong. He wants to be like the guys he sees on Youtube. He wants to have a V-taper, well-defined abs, 16-inch arms, rock-hard forearms, and traps

Roadblock

The lack of knowledge, he doesn't know what muscle group should be trained. He doesn't know what exercises he should do.

Solution

He needs to inform, he needs to learn about the basics. He needs to find a book or a video to inform him about what exercises he should do at the gym, and in what order he should do them.

Product

An illustrated book. This book contains over 30 exercises. The book also explains how to do the exercises by using illustrations.

SL Idea:

1. From a geek to an absolute muscular freak
2. How I reborn as the phoenix bird
3. The challenge of my life
4. I went to weigh myself and start crying
5. The moment I almost lose all hope
6. The moment all hope was lost
7. Why you should never give up
8. Working harder is always the right choice
9. How god tastes your strength
10. God always rewards his strongest soldiers
11. What to do when everything seems lost
12. The duel with depression
13. The fight with the weight
14. The hardest fight in bodybuilding
15. What makes the muscle so special (it's not what you think)
16. The secret to unlimited strength
17. The misfortune that changed my life
18. How a misfortune can become a blessing
19. Why giving up is never an option
20. Why even when everything seems lost hard work is the answer

SL: How a misfortune can become a blessing

I had finally started to look good: V-taper, 15-inch biceps, big pecs, well-defined abs.

After years of struggle my hard work started to finally pay off. I almost reached my weight goal.

But then misfortune strike, I got sick and I lost 5kg in 1 week.

With all the hard work that I did, all the muscles were gone

And all of this happened because I decided to eat some spicy food because I was craving it.

And for it, I paid a big price

At this moment I only had 2 choices:

Work harder or give up on my entire dream

The choice was in my hands.

Luckily for me, I learned a training method that not only helped me to bounce back but also helped me to look 5X better than before.

Find out the exact method that I used to come back.