

Avatar:

- Man in his 20s
- wants to improve his fitness and to build more muscle
- struggles to build muscle
- has low self-confidence and is not respected by others because of that
- wants to find an easy/quick solution to build muscle faster

This HSO is aimed at taking the reader to the product's (which is a protein bar) sales page.

SL: I wanted to give up...

It all started during my teenage years, when I began training at the gym regularly.

Every day I was giving my soul in order to achieve that jacked physique many aspire to attain.

But even after months of effort, results would barely show, which left me frustrated and uncertain of which steps I should take next.

At that point, my confidence hit rock bottom, and the bullying I was facing in school due to my slim look made everything even worse.

I wanted to **give up**...

I wanted to give up my dream of becoming a version of myself I could be proud of.

Fast forward a couple of months, I'm unrecognizable.

I'm in the best shape of my life, my confidence got a massive boost and I have a lot of friends I can trust and spend my time with. Plus, I got together with *that* beautiful girl everyone in my college dreams of.

This incredible turnaround wouldn't have been possible without a **tool** I came across during my darkest time. It was the missing piece of the puzzle I needed to shape my dream into reality.

Discover how I transformed my body from 0 to 100 and how you can do it too.