

# **Who am I talking to and where are they now?**

I'm talking to Adam.

He's a 16 years old guy who has just realized how helpless he is in a world where violence kings.

He realized that if something were to happen, he wouldn't be physically capable of protecting himself and the ones around him.

And more than everything he realized how cruel people out there can be and how dangerous they can be.

That's why he took the decision to be someone who will never be scared of another man ever again.

And that's why he thought about learning how to fight.

But watching a few tutorials on the internet he realized it just isn't as easy as he thought.

And now he feel stuck, and feel like he cannot be the man he promised himself.

He also believe that he doesn't have years to spend training in martial arts because he could encounter the danger at any given moment.

So he needs a fast solution

# **What action do they need to take?**

To click the link and go to the sales page.

# **What do they need to experience in order to take action?**

I take their attention.

I paint a scenario where they are helpless in a fight

I amplify again that pain

I hint at a solution

CTA

### **SL: Would you win a fight?**

What would you do if you couldn't protect the people you care about, [first name]?

Imagine this.

It's 10:47 PM

You're walking down an empty street with your girlfriend and you're holding her hand.

While you're walking together, a stranger randomly bumps into your girlfriend making her fall to the ground.

Then he turns around and starts screaming at her, telling her that she's a dumbass and that she should look where she's walking.

He keeps on screaming, and as he does so, your girlfriend still sitting on the ground, turns her head towards you seeking help.

As you look her in the eyes you notice she's on the verge of crying.

And at that moment you realize you need to stop that guy.

But as you were about to say a single word a stream of thoughts hit your mind.

"But what if he gets aggressive?"

"He seems strong, can I actually beat him?"

"What if I get my ass kicked and I lose her respect?"

What if I get seriously injured?"

"I have never fought. Will I be able to stop him?"

And as all these thoughts go through your mind, your GF is just looking at you in deep disbelief.

Your heart's pounding, and as your girlfriend looks at you, you realize you're *not the guy* who can protect her.

After a while, the other guy realizes how pathetic you are, and starts feeling bad for the woman that's almost crying in front of him.

So he decides to turn around and go away.

A few seconds pass, and as you try to say a word to your GF, she gets up, IGNORES you, and walks away without giving you a chance.

And there you are, just standing in the middle of the street alone, just you, and that bitter feeling of how pathetic you are.

Now back to reality.

We both know you'd NEVER want to live such an experience, right?

In fact, I'm pretty sure you'd want to be the kind of man who's ready when something like this happens.

The kind of man who can put fear in the other guy's eyes with a single look, and if things go south, knows exactly how to handle it.

But here's the truth—this will only happen if you're truly prepared to face a fight, both physically and mentally.

Otherwise, the moment you sense someone might be stronger than you, your survival instinct will kick in and you'll freeze.

It's not your fault, it's just the way your brain works.

BUT there's a way out of this

You just need to be so confident in your skills that no one feels like a threat anymore.

And sure, you could train in martial arts for decades... but we both know you don't have that kind of time.

And honestly, 99.9% of martial arts? Pretty much useless in real street fights.

So here's the fastest way to become fight-ready IN DAYS, not years [Link to sales page.]