

BodyBuilding Niche Full copy (short-form and long-form),
Please be as harsh as possible, it really motivates me to improve 💪

Short Form Copy
I used PAS framework

Pain/desire:

Throw away the big belly and become fitter!

Amplify:

There are two types of people, the ones who do something about themselves, and the ones carrying a big fat belly in front of you

I bet everything I have you belong in the second group carrying in front of themselves a heavy bag full of nothing but fat looking like a woodo.

Are You comfortable with mirrors cracking when you Are in their frame?

Or do you belong in the group of people that DECIDE to change their current fat state?

No matter who you are, you can become more muscular, the ONLY thing stopping you is fear.

All it takes is to remove the letter “r” from fat loser and get lose fat, which we will help you do!

What are you waiting for? Complaining about the work out being hard, not possible, or being too lazy to change that? Are you really making EXCUSES? Or do you want to make CHANGES?

Solution:

I am offering you to fix your weakest part,
you JUST have to follow the Path I am offering you,
And you Will burn all the fat you dont need.

Down below is Long form copy (not part of the copy)

Long Form copy:

Mission: Long-Form copy 2 (last one was awful so doing new one xd)

Headline: The Easiest Path to becoming Ripped

Body:

I had a friend, Mark. When I met him he was extremely fat and weak.

Everyone was making fun of him and he was very depressed

He wanted to get in shape, become muscular, like most of you, but didn't know how.

Mark worked hard, 3 hours a day, over 20 hours a week, but his weight loss was not even close to the effort he put in.

He had no clue what he was doing wrong, he already worked hard, so what was the problem?

A month passed by and Mark was still obese, and it seemed like everyone will make fun of him for the rest of his life.

He decided to do some research, focused for hours, days, to find the mistake he was doing, and then he figured it out!

He found out where he was making the big mistake, and decided to remove it.

Finally, after hard work he got to the top of the mountain of success and joy, achieving all he desired and living in the heavenly joy everyone wants

Close:

- We offer you a course used by tens of thousands of people.
- It uses techniques approved by us and our "students"
- You will gain access to course of how to become fit, and community of over 80,000+ people that use the same course as you can.
- It will be like a fun rollercoaster, it's not hard to be in it, you just

have to enjoy the ride

- For only 9,99\$/month, or 6,99\$/month with 1 year membership
- The first 2 hours are free, so you can decide whether you like it or no
- If you will join until 29th of March, you will gain permanent 10% discount
- Now it's your time to decide:
 - a) do you want to work out for bunch of empty nothing
 - b) stay obese/skinny and weak
 - c) Become muscular with a straight-forward, step-by-step guide

Roadblocks, 4 questions

Who Am I talking to?

Most of them (90-95%) are men, Age 13-40, fat/skinny/weak

Where are they now?

They are either ashamed of their weight/being fat or want to be bigger, stronger or healthier

What actions do I want them to take?

Purchase the course, tell their friends about it, so they do it together (more customers)

What do they need to experience to take the action?

Reach the top level of disappointment in their shape.

Possible Roadblocks:

- laziness
- disbelief in themselves
- not doing their work out effectively (lots of work but with no efficiency)