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SL: The secret to 10x more muscle growth

Hey FIRSTNAME,

Have you ever wondered why all your gym bros are making some serious gains and attract beautiful women,

while you're looking like a complete beginner?

You spend hours at the gym but barely see ANY results.

Don't worry, I've also been there.

When I started my weight lifting journey together with a friend, we made a bet to see who could build the most muscle.

Spoiler: Even though we trained after the EXACT same plan, he completely surpassed me.

I just couldn't understand how he put on so much muscle,

while I still looked like a gym rookie.

But then he taught me his "secret" to maximize muscle growth.

And it was no supplement, some superfood and of course he didn't take roids.

It was something so simple,

Yet it helped me gain over 30 pounds of lean muscle mass in under 4 months.

(Showing 2 transformation pictures)

You see FIRSTNAME,

When you're going to the gym several times per week, yet still look like when you started out,

and you're questioning whether it's even worth the time and effort,

There are a million different things that could've gone wrong:

- Maybe you didn't get enough sleep

- You trained with wrong technique
- Or perhaps you simply trained too much and didn't let your body recover

But there's one thing you can be SURE about...

There are so many fitness beginners trying to figure out how to finally put on some muscle on their own,

Yet never seem to make some progress (been there as well 😊🙌)

It's like they're swimming against a tsunami and can't make any progress.

Eventually, after barely seeing results for months, if not years,

They may even give up altogether...

So how can you build 10 times more muscle to avoid hitting a wall with every workout?

Focus on nutrition!

Nutrition is to muscle growth what fuel is to a car—it's essential for optimal performance and results,

And it's the key to making some serious gains. 💪

I'm not just talking about protein or getting in enough calories,

but having a wide variety of foods, providing you with lots of vitamins, carbs, fats, macronutrients, etc.

Don't believe me?

How do you think Arnold Schwarzenegger became Mr. Olympia 8 times?

While his training plan was highly effective, the right nutrition gave him the edge over all his competitors.

He had a nutrition plan tailored to their high-ambitious goals to get the most out of their intense training plan.

All while everyone around him reached a plateau and don't know why they don't get stronger.

I used to be in the same vicious cycle, (for a loooong time)

desperately trying to get bigger, yet not seeing any results and thinking about throwing the towel. Until I got a mentor...

This is one of the main reasons why I created my Program “Fit With Toko“.

I want to give motivated fitness beginners a personalized nutrition (and training) plan necessary to get the most out of their training.

How much would a personal coaching program cost with a professional nutritionist?

At least \$200-\$400/month.

But how many people can afford to pay hundreds of dollars just for a diet plan? Almost nobody.

That’s what makes “Fit With Toko“ so valuable.

Not only will you get a personal nutrition plan (and if you want also a training plan) tailored to your everyday life,

but also monthly calls with our professional coaches,

and an online community with lots of motivated people like you.

All for just \$100/year WITHOUT subscription fees.

(But only until Feb. 20th).

[Click here to save your spot before we’re running out.](#)

See you in the next one.

Healthcoach Toko

P.S. The first 10 to sign up for my coaching will get \$50 off their first year.

So if you’re ready to put in some work and become the strongest and healthiest version of yourself,

[Click here and let’s make you a machine!](#)

Target avatar:

Kim, she is 38 years old, mother of two handsome little boys and happily married. She **works a normal 9-5** as a nurse. Before and after work she **takes care of her kids, cooks, makes the household etc.** because her husband comes late from work. On weekends she likes to relax, spend time with friends and family. She is an overall happy person but **her overweight is always dragging her down**, but she **doesn't want to admit this**. She is shy and afraid of other people's opinions.

Current pain state:

What are they afraid of?

She is afraid of never being able again to live her old life, full of energy, just not being overweight. She is afraid to talk about her problems with other people and is afraid of going to e.g. the beach because people might look at her disgusted=social fear

They're also afraid of the high expectations in the fitness industry-lots of workouts, strict diets, etc.

What are they angry about? What are their top daily frustrations?

When looking in the mirror, they **get reminded of their bad decisions** over the years. They get easily annoyed when they **don't fit anymore in their clothes** or the wedding ring is just too small. And whenever they see someone who has achieved this dream state they get jealous inside, **wondering how it is possible**.

What are they embarrassed about?

Not being able to live like they used to, being overweight constricts her, she **can't do sports, is tired after just a little work**.

She is embarrassed of herself that she made the wrong decisions over the years, each time she looks in the mirror she gets reminded of that.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Man, I really want to get rid of this weight, it bothers me so much, I just can't accept it anymore. I'm losing my strength, I'm so quickly tired and recently my back and knee started to hurt, and much more. But I don't know how to lose weight, everyone on the internet says something different and they say I have to do some extreme diets or hours on the treadmill. I'm ready for a change, but I wish there was an easier way.

Desirable dream state:

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look and feel like?

She would immediately get rid of the annoying belly and all the fat she gained over the years. It would feel **liberating, letting go of all the pain**, all the aches and all the weight she has carried with her.

Most of her everyday **sorrows and frustrations would disappear**. She would be finally able to take care of her kids and the household without pain.

How would they feel about themselves if they were living in their dream state?-What do they secretly desire most?

They secretly want to be proud about themselves and getting some recognition from others, she wants to go from being this overweight person to a worker that got himself out of this= **ESTEEM and SELF-ACTUALIZATION** (the top2 of maslow's hierarchy of needs)

If they were to describe their dreams and desires to a friend over dinner, what would they say?

I really want to lose this weight, I finally want to feel free, letting go of all this and being able to go after my work, do some sports and fitting in my clothes. The overweight is the main problem in my life but once I have it solved, it will be the biggest release of weight (literally). I can barely imagine it but it would be the best thing that could happen to me right now, finally being myself again and wear the clothes I want without the fear of being laughed at or some mean comments and I would have something to be proud of, that I've gotten myself out of this miserable place, out of the pain.

Values and beliefs:

What do they currently believe is true about themselves and the problems they face?

- Losing weight is hard
- Not sure whether she can do it, so she might give up easily if it's too hard yet unrewarding
- She thinks it's partly her fault
- fitness influencers just want money and try to scam her

Who do they blame for their current problems and frustrations?

She believes it's her fault that she is in this situation, but that society and influencers play a big role in that as they've given her false information and made her overwhelmed due to all the expectations and strictness.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

She has not really tried to solve the problem ergo losing weight: Kim has tried eating less and moving more, drinking juice for a day, lemon water, low carb diet, all things influencer told her, but they were all too difficult yet showed no reward

How do they evaluate and decide if a solution is going to work or not?

She will look for another solution than the basic influencer selling her courses told her, she will look and decide for some more simple advice that makes sense, that she can comprehend.

Plus, she will look for the certifications of the "guru" and what and how he has helped people before. Proof and simplicity (the 4 elements of the value equation) are the main aspects

What figures or brands in the space do they respect and why?

She respects people/brands that don't seem to salesy, not pushing her to buy a \$1000 coaching, but offering some easy advice to lose weight-it doesn't have to be fast, but it must be safe that she will reach the outcome

What character traits do they value in themselves and others?

The main one is honesty, she wants an honest solution. Also hard work, she knows that the goal cannot be achieved in one day and she expects people to give her a sustainable solution that requires discipline but WORKS.

What character traits do they despise in themselves and others?

She hates dishonesty, frauds, people making fun of other ones as she knows how it feels being the one laughed at.

Low confidence(themselves)

What actions do I want them to take and what must they experience inside my copy to go from where they are now to taking the action I want them to take?

I want them to go from this email (short form copy) to a free gift (video) with pure value, this email isn't selling anything. Since she will be rather skeptic and doesn't want another scammy solution, I have to present the

solution as something different and give a lot of proof for why the solution is so great/will 100% works

She needs to experience a lot of relatability, identify with the problem and think: "this guy knows my problems better than I do and his solution makes sense, guess I can trust him"

Roadblock:

Kim's roadblock is that she has low-confidence, not sure if she can lose weight and she doesn't know HOW she is supposed to lose weight. She has a disturbed picture from social media that holds her back from losing weight.

Solution:

The solution can be described as learning what REALLY matters when losing weight.

And if they want even more and want to make sure they 100% achieve their goals then the personalized online coaching with a sustainable and long-lasting approach is the solution.

The value equation:

The coaching mainly focuses on maximizing the upper 2 elements, dream outcome, likelihood of success and one of the lower 2: effort and sacrifice:

This will be done by following a personalized routine without much restrictions and where extra sport is optional. Following this approach will maximize the dream outcome and likelihood of success because Kim will be able to stick to this plan for a long time without much sacrifice. However, it will take more time than a diet with many restrictions but therefore she will develop a healthy lifestyle that makes her stay in good shape for the rest of her life.