

Who am I talking to?

I'm talking to both men and women (aged 19+) who're interested in building muscle mass and maximising hypertrophy.

These people are likely to be fitness enthusiasts, bodybuilders, or anyone interested in achieving significant muscle growth.

Where are they now? What are they thinking? Where are they inside my funnel? Etc

These people are more experienced lifters thinking about different approaches to optimise their training for maximum muscle growth.

What actions do I want them to take at the end of my copy? Where do I want them to go?

At the end of my copy, I want them to have raised their desire and certainty levels above the threshold, causing them to take action and purchase the new premium training programme.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

To persuade them to take the desired action, my copy must increase their desire and certainty about their hypertrophy goals. This could include discussing the science of muscle growth, sharing social proof, and revealing how well the programme fits their personal goals.

SL: Surely You've Tried These New Exercises..? 😬

SL: Have You Heard? 😬

Hi {\$name},

If you're looking to focus on those areas you really want to develop - like your glutes, shoulders, quads, lats or any other part...

I've got something amazing for you.

Phase 2 of my Pure Bodybuilding is here and better!

And inside of Phase 2, you'll enjoy...

- The Hypertrophy Handbook which covers 6 non-negotiable hypertrophy principles and the science behind them for muscle growth.
- The Pure Bodybuilding Nutrition Booklet for muscle gain, body recomposition, or fat loss.
- A choice between a 10-week push/pull/legs split, a 10-week full-body split, and a 10-week upper/lower split.

- A secure system for tracking the weight you lift and the reps you hit for each exercise to ensure that you're actually progressing from week to week.
- Over 200 private video tutorials to learn about the most effective way to train (with explanations for every body part, scientific tricks behind the intensity techniques we use, full warm-ups, sets, reps, rest periods, coaching cues, instructions for measuring your progress, and plenty more!)

If you're ready to improve on those "weak" muscle groups...

[Tap here to get access to Phase 2 of my Pure Bodybuilding program now.](#)