

Avatar:

Mac, 48, is having difficulty progressing with his squats in lifting heavy weights. He trains 1x a week because he fears getting pain if he increases the frequency in which he trains. However, he wants to progress in his squat load so that he can squat heavier.

Current State:

Mac is currently fearful of increasing the frequency of his training days per week because of his age. Also, at the same time, he is angry that he isn't getting stronger in his squats and that he isn't progressing anymore. He seeks to be able to get over these emotions and do what's necessary in order to stay healthy and get stronger at the same time but is unaware of how to do these things.

Dream State:

Mac is squatting much heavier after 16 weeks of training in the program that will be recommended by SZAT. He is able to also stay healthy and avoid any kind of joint pain despite lifting heavier weights. He has become much stronger in his squats at his age and is able to avoid the unnecessary pain that he feels that he can do things effectively.

Roadblock:

Mac's unaware of what to do and how to train in order to get the results he want, while at the same time avoiding the injuries that comes with squatting heavy weights. He has a lack of knowledge on how to do things the right way that he needs specific guidance on how to overcome this obstacle of his.

Solution:

Mac is given specific guidelines on what to do in order to get the results that he wants while avoiding any unnecessary injuries. These guidelines consists of increasing the frequency of which he trains that is suited for his age because 1x a week is not enough to get stronger as a regular weightlifter. Also the quality of each reps should be "tempo squats" in which he will go slow going down then explode up to control the weight perfectly and gravity will force you to be stronger as well. Finally, lift heavy to be able to lift heavier, he can't lift light and will be given these procedures in the squat-specific program.

Purpose of Copy:

He has no email list so I decided to make an Instagram Post to work on my IG skills again. This ad/post is to be able to create attention for his program "squat-specific program". For those interested in getting stronger in squatting heavier weights.

IG Post/ AD



Seeking to ultimately squat over 3x of your body weight with total control of the tempo?

At last, you're able to lift over 600 pounds and even defy gravity by going down slowly and rising up as fast as possible with perfect technique!

To achieve this at any age, you have to put in the NECESSARY reps that train your body to become a powerful being that can carry massive humans like John Cena.

It's difficult to get results by operating on a low frequent basis, due to a lack of progressive overloading of the muscles.

But, we understand the concerns of people over 40...

Many older people are afraid to train 2-3 times a week because they worry about getting hurt. But, with the right approach, they can avoid injury and become strong weightlifters!

So avoid unnecessary pain and become a herculean character that imposes his mighty prowess in the weight room at any given age right now.

To find out more, visit this page: <https://szatstrength.programs.app/>