

Free Value #1

-seller: Drew, young, fit, strong, high knowledge about the fitness industry
-product: PowerStrong vol 1, This Program is a 12 Week Beginner style program designed to increase your Strength, Lean Muscle Mass, and Athleticism. The program will consist of Heavy compound movements with Top sets followed by back off sets. The accessories will be built to make you grow lean muscle mass that will aid in your strength, power, and athleticism. Once you complete this program it will be a seamless transition into PowerStrong Vol.2 where Power and Speed movements will be paired with the heavy compound lifts.

-target avatar: beginners and newbies in the gym that need guidance when it comes to their training. this training program aims for an improvement in strength, lean muscle mass and athleticism. Specific guidance that will teach you step by step everything you need to know.

-roadblock: many beginners struggle with finding the right workout, they don't know how many sets/reps to do, what exercises to do, how to execute them correctly without injuring themselves, videos on youtube can be a little bit confusing when you are just starting out this journey.

dream state: the audience wish to achieve their dream body, muscular, strong, lean, feel great and gain confidence. They want the right advice that will teach them how to execute exercises, how to structure their workout, they want everyone to compliment them and be shocked by their new look. They want to gain muscle and stop looking like a broom.

my FV: he has a running email list, I am aiming to create a short form copy email in the PAS format, so that people that already know about him and his products get a reminder/get an amplifier to take the action.

PAS email:

SL: From Beginner to Powerhouse

You promised yourself this is THE YEAR.

This is supposed to be the year you change and look like Hercules.. arms looking like bombs and sculpted abs.

It's March and you didn't even start working out..

We are 3 months away from summer and soon your friends will start going to the swimming pool.

Nothing feels worse than your body being drained with shame when you take your shirt off..

A body looking like a hanger, skinny arms and legs looking like sticks..

You really want to start your journey but you just have no idea where to start from.

You feel overwhelmed by all this information and you wish it was just easier..

The beginning of your fitness journey can be quite difficult if you don't have any knowledge about working out.

I see so many newbies in the gym destroying their bones and joints thinking they are on the right path..

POINTLESS.

You'll never be able to achieve those strong arms, ready to rip a log apart without doing the right exercises.

I can't stress enough the importance of having the right guidance..

It's time to unlock the best version of yourself.

Look in the mirror and be amazed by what you have achieved.

Dedicate your time and effort towards your goal and fill your sleeves with muscles of iron.

You are 12 weeks away from being the best looking guy on the beach.

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