

Who am I talking to?

Men, between the ages of 20-40 who are struggling with their progress in the gym. They've hit a plateau, don't really know how to train and diet. They are going to the gym but they don't see the results they wanted.

Where are They?

This is an email, they are probably receiving this being busy with their everyday average tasks, maybe scrolling on social media, but they all want to build a chiselled masculine physique and get stronger.

Where do I want them to go?

Click the link in the email and go to the app sales page where they can subscribe to the app.

What are the steps I need to take to get them to take action?

Build rapport, trust, and authority. Showcase social proof, shift the readers beliefs and make it clear that my client is the guy who can get them in the best shape of their lives.

Add some urgency to get them to take action and maintain curiosity through out the email so it doesn't get boring.

Current situation of my reader?

They are struggling with their progress in the gym. Overwhelmed by all the misinformation and confusing content on the internet. They know my client from his instagram and they are familiar with his approach and the services.

Another thing they are struggling with is their diet and recovery.

They find it frustrating to struggle with their fitness goals, experiencing physical discomfort or lack of progress. It could be painful for them to deal with self-doubt, injuries, or the feeling of not being able to sustain a healthy lifestyle consistently.

They don't understand the right principles, time management and don't have the right accountability.

SL: I took 'deca' at 15 lol (DECA is steroid FYI)

At the age of **16, 17**, while my friends were worried about video games and getting laid, I started taking steroids.

Shocking, right? (A dangerous choice for a "kid").

I've never mentioned injecting only Deca for the first two years of my bodybuilding career, because that was all I knew about drugs.

And at the time, it was 250\$ per 10 mil and I would milk every drop of that shit cause I was dead broke, aiming to become the next Mr.Olympia.



Now thinking about it, I highly regret putting that stuff into my body at such a young age and it for sure affected my body in ways I couldn't even imagine.

My liver, kidneys, heart and all the vital health markers were in the red.

The thing is, you need a solid foundation with your training and experience before ever thinking of taking any drugs.

Whether it's taking testosterone or any other type of PEDs [Performance Enhancing Drugs].

Take this advice from someone who's been there and put his own life in **serious danger...**

You do not need drugs. If you are healthy, making progress, got 'normal' testosterone levels and good libido.

Don't even think about it.

I see too many young guys glorifying steroids online, and regretting it in a couple years down the line.

Trust me, your health is the top priority.

Keep working 💪

Nick Trigili,

SL: 20lbs Down in just 4 Months [Name] . . .

You often hear me talk about health and prioritizing it above everything else.

Take a look at how my client Mike lost **20lbs** at 30 years old in just 5 months and fixed his:

- *Alerting blood work issues.*
- *Prediabetic symptoms.*
- *Digestive problems.*
- *Serious anxiety and depression issues.*



We met when Mike was not only **frustrated and worried** about his health issues, but also wanted to achieve a lean and muscular physique.

So we got to work and the first thing we had to take care of was that **excess body fat** and his body composition.

His health was on the line, so we monitored every detail and tailored a diet not just based on weight-loss goals, but one that catered to his health and **was sustainable long term.**

We got him on a **4-Day training split** focusing on getting him stronger every session and in just 5 months, he lost 20lbs of fat and built **10lbs of lean muscle.**

Now, he's stronger than ever and achieved a physique that turn heads wherever he goes, he looks and feels like a different man.

And no, he did not slave away on the treadmill for hours nor had to starve himself for a 6-pack.

If you want to know how Mike and 100s of my clients transform their physique in as little as 3-5 months . . .

[Click here and schedule your “Free 15 Minute Transformation Kick-Off Call”](#)

P.S. Spots for the next 7 days are almost filled, make sure to act fast!

SL: brutal bench injuries (and how to avoid them)

At this point, I'm sure you've seen countless bench pressing videos that have led to serious injuries.

If you haven't seen any yet, let me show you a couple examples lol.



And I'm sure you remember this one.



If you love doing heavy bench press and hitting big PRs, I revealed a step by step checklist you need before you perform this exercise in a 60 second reel.

Not only will this checklist keep the injury away, but also it will help you get better muscle contractions and greater chest pumps out of this exercise.

Which leads to more muscle growth and hypertrophy.

[\(Click here to watch the reel\)](#)

Stay Safe out there!

Nick Trigili