

What business objective am I trying to achieve? Why is it important?

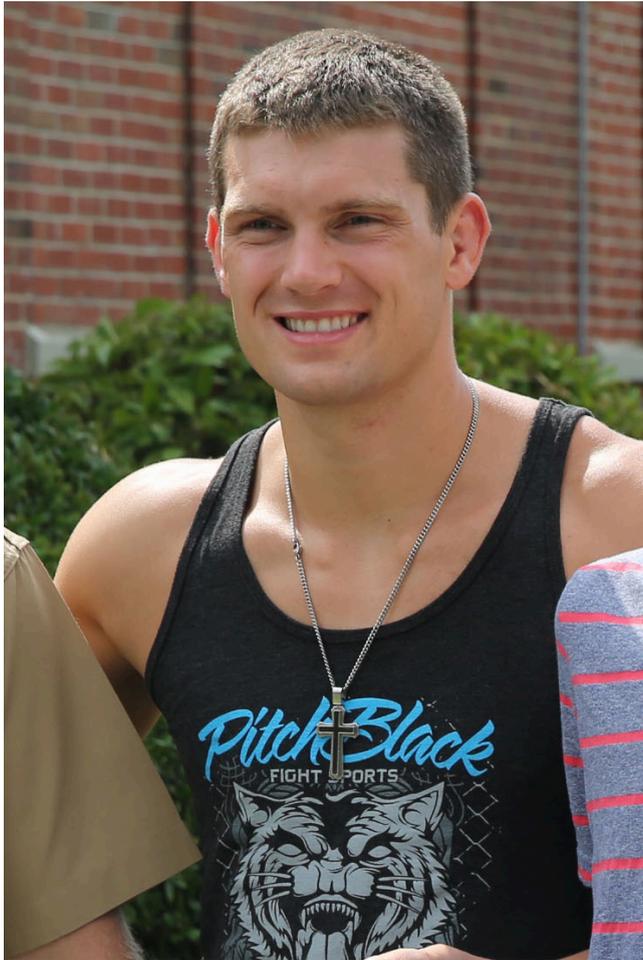
I'm trying to convert eager and 'ready-to-buy' leads that sign up for our free offer and get redirected to this thank you + sales page.

This is important as this is for our intro offer to get them in our ecosystem which leads them to pay us more down the line.

What part of their online presence/funnel is needed to achieve this business objective?

The post sign-up part of the funnel is required for this as they will be redirected to this page after signing up for our offer.

Who Am I Talking To NOW?



Name: Chris

Gender: Male

Age: 26

Occupation: Part-time delivery driver, aspiring MMA fighter

Income: \$2500/month from part-time work

Location: Los Angeles, USA

Background: Chris has been training in MMA for the past 4 years, hoping to go pro. He's passionate about fighting, but he's currently struggling to balance work, training, and improving his cardio.

Psychographics:

- **Values:** Chris values toughness, resilience, discipline, and the ability to push past limits.
- **Desires:** He wants to improve his cardio to stop gassing out in fights and sparring sessions. His goal is to **dominate in training and be known as the guy with unbreakable endurance**. He dreams of **earning respect** from his coaches and peers.

- **Fears:** Chris is afraid of embarrassing himself by gassing out during sparring, making him feel weak and inadequate. He's frustrated with his current cardio, which holds him back in fights.
- **Frustrations:** He's constantly being outperformed by more naturally fit peers at the gym. He's angry at his current training program, which isn't delivering the cardio results he needs.
- **Beliefs:** Chris believes that traditional cardio methods don't translate well to MMA, but he's open to trying something scientifically backed.

A Day in the Life of Chris:

6:30 AM: Chris wakes up early, checks his social media for any fight news or tips from fighters like Nate Diaz and Joe Rogan. He's been following their training methods, trying to find new ways to improve his endurance.

7:00 AM: Chris heads out for a quick morning run. He hates traditional cardio but knows it's necessary. After just 20 minutes, he's already feeling winded and frustrated, thinking to himself, *"Why am I still gassing out so fast?"*

8:00 AM: Breakfast time. He checks his training schedule for the day, trying to fit in time for sparring and cardio training around his part-time delivery job. Chris doesn't make much money, but he invests what he can in supplements and fitness gear.

9:00 AM: He drives to his delivery job. While driving, he's listening to a Joe Rogan podcast about endurance training, taking mental notes on how to tweak his regimen to improve his cardio.

1:00 PM: Lunch break. He checks Instagram and sees other fighters posting their sparring videos. This fuels his frustration as he feels behind in his training.

3:00 PM: He finishes work and heads straight to the gym. Chris is excited for sparring but dreads the thought of getting tired early. He knows the coaches and other fighters are watching, and he doesn't want to be seen as weak.

4:00 PM: Sparring begins. Chris is pumped up at first, landing some good punches. But by the second round, he's already gasping for air. His sparring partner starts to overpower him, and by the end of the session, Chris feels completely drained. His coach pulls him aside to talk about his lack of endurance, which hits his confidence hard.

6:00 PM: Post-training, Chris feels defeated. His cardio didn't hold up, and he's embarrassed about how the session ended. He checks his phone, scrolling through his fitness app to track his progress, but the data confirms what he already knows — he's not where he needs to be.

7:00 PM: Chris heads home, eats dinner, and sits down to research new cardio programs. He's thinking about how to improve but is overwhelmed by the options. He stumbles across an MMA-specific cardio program that catches his attention. The testimonials and research-backed strategies look promising, and it focuses on fighters just like him.

10:00 PM: Before bed, Chris visualises himself dominating his next sparring session, pushing through exhaustion, and impressing his coaches. He's determined to change his current state and take his cardio training seriously.

Where are they now?

Problems:

Cardio and Endurance Problems:

- **Gassing Out Early:** They feel winded and exhausted after just a couple of rounds of sparring, leaving them struggling to keep up with the pace of training.
- **Fatigue During Fights:** They worry about running out of energy during actual fights, leading to underperformance or even losses because they simply can't last.
- **Slowed Recovery Between Rounds:** They feel they're taking longer to recover after each round or set, which makes it harder to keep up with the intensity of the workout.
- **Lack of Stamina for High-Intensity Training:** They can handle light training, but struggle when it comes to high-intensity drills, leaving them feeling frustrated and behind.
- **Decreased Performance in Longer Training Sessions:** Their performance noticeably drops during extended sessions, which could mean slower reactions, reduced accuracy, or overall exhaustion.
- **Breathing Difficulties:** Shortness of breath after minimal exertion, leading to wheezing or gasping for air mid-session, which creates anxiety and embarrassment.

2. Emotional Frustrations:

- **Fear of Embarrassment:** They are constantly worried about embarrassing themselves in front of their coaches, training partners, or even spectators by showing weakness or fatigue.
- **Being Judged by Coaches and Peers:** They feel like their coaches see them as unprepared or not disciplined enough, while their peers or sparring partners may perceive them as easy targets or weak.
- **Lack of Confidence:** Their inability to keep up with others makes them question their own abilities and commitment to the sport. This impacts their confidence not only in the gym but also in their personal life.
- **Imposter Syndrome:** They feel like they're pretending to be fighters but lack the endurance to back it up, especially when they see more experienced fighters handle the same drills with ease.

3. Physical Frustrations:

- **Body Feels Weak and Heavy:** Even after consistent training, they feel like their body gets heavy and sluggish quickly, affecting their agility and speed during sessions.

- **Delayed Progress in Endurance:** Despite months of training, they don't see the stamina improvements they expect, which leads to frustration and discouragement.
- **Recovery Time is Too Long:** After an intense training session, they experience prolonged soreness, stiffness, or exhaustion that lasts for days, limiting how often they can train effectively.
- **Limited Muscle Oxygenation:** Their muscles burn out faster than expected due to poor oxygenation, making them feel physically weaker than they know they are.
- **Joint Pain or Muscle Fatigue:** Constant wear and tear from trying to improve endurance leaves them with nagging joint or muscle pain, which slows down their overall training progress.

4. Training and Lifestyle Problems:

- **Inadequate Training Programs:** Many feel their current training programs are not designed to improve the type of cardio needed for MMA or fighting, leading to frustration as they aren't seeing the results they need.
- **Ineffective Cardio Methods:** Traditional cardio methods like running and cycling feel disconnected from the type of endurance required in a fight, and they find themselves tiring out even after putting in hours of work.
- **Time Constraints:** Balancing part-time jobs, personal commitments, and training leaves them with limited time to train properly, adding stress to their daily life.
- **Overtraining or Undertraining:** They are unsure of how to balance their cardio training with strength and skills training, often leading to overtraining (burnout) or undertraining (lack of progress).
- **Diet and Energy Issues:** They struggle to maintain the right diet to fuel their training, often feeling too tired or depleted by the end of the day to give their best effort in training.

5. Comparisons and Self-Doubt:

- **Constantly Being Outperformed by Others:** Watching their peers perform better in sparring or stamina drills creates feelings of jealousy, envy, and self-doubt. This comparison often becomes a mental barrier.
- **Pressure from Social Media:** Seeing other fighters or athletes on social media (Instagram, TikTok) posting about their successes and endurance levels creates additional pressure to perform better. They wonder why they aren't improving at the same rate.
- **Low Self-Worth:** They often equate their performance to their self-worth, and when they fall short in endurance, it feels like a personal failure rather than just a setback in training.
- **Impatience with Progress:** Even with consistent training, they feel like they aren't improving fast enough, which leads to impatience and sometimes giving up on certain routines or programs.

6. Mental and Emotional Fatigue:

- **Burnout from Trying Too Hard:** They push themselves to the limit to try to improve, but often experience mental burnout when they see no significant gains in endurance.
- **Motivation Drops:** When they can't see immediate progress, their motivation to train consistently starts to wane, leading to missed sessions and a further drop in stamina.
- **Frustration with Learning Curve:** New techniques or programs that require a learning curve can be frustrating. They want fast results, and when a method is difficult to master, they lose interest quickly.

7. External Pressures:

- **Expectations from Coaches and Teammates:** They often feel pressure from their coaches to perform at a high level, even though they may not have the same cardio foundation as others.
- **Competing with Naturally Fitter Peers:** They feel at a disadvantage compared to teammates who seem to have natural endurance and athleticism, making them question their training methods.
- **Fear of Injury:** Pushing too hard in training, especially when fatigued, can lead to injuries, which sets them back even further and creates anxiety about future training sessions.
- **Competing for Respect:** They crave respect in the gym, but their cardio holds them back from fully earning that respect. The fear of being seen as “weak” or “unfit” drives them to try even harder, which can often lead to overtraining.

8. Financial and Logistical Challenges:

- **Limited Budget for Specialised Programs:** Many of them are on tight budgets, which makes it hard to invest in specialised training or equipment that could help improve their cardio.
- **Access to Facilities or Resources:** They may lack access to the kind of facilities, trainers, or tools (e.g., oxygen-restricting masks, cardio machines) that could give them an edge in training.
- **Inconsistent Training Schedules:** Due to work commitments or other responsibilities, they might not have a consistent training schedule, which hampers their progress in building cardio endurance.

Desired state:

1. Peak Physical Performance

- **Endurance of a Professional Fighter:** They want the stamina to train for hours and fight at high intensity without getting winded. They envision themselves performing at

the level of elite athletes, like UFC fighters, who can go multiple rounds without losing their energy.

- **Explosive Cardio Power:** Their ideal state is having the kind of cardio that allows them to explode into action whenever needed—whether it's throwing powerful combinations late in the rounds or wrestling for control during intense grappling sessions.
- **Fast Recovery Between Rounds:** They want to bounce back between rounds with minimal recovery time, able to return to the fight feeling fresh. The dream is to be the fighter who can go into every round with the same energy as the first.
- **Always Feeling Strong:** No longer do they want to feel weak or drained mid-training. Their dream is to feel light, agile, and strong, even during the most grueling workouts.

2. Mental and Emotional Transformation

- **Unshakable Confidence:** In their ideal state, they radiate confidence. They no longer doubt themselves or worry about their cardio holding them back. Instead, they walk into the gym and the ring knowing they can push harder than anyone else.
- **Freedom from Fear of Gassing Out:** They dream of being free from the constant fear of running out of energy, letting them focus 100% on their technique, strategy, and execution in fights and sparring sessions.
- **Pride in Their Accomplishments:** They want to be proud of their hard work and dedication, seeing tangible results in their cardio performance that make them feel accomplished both as athletes and individuals. This pride extends to how others view them, reinforcing their sense of worth and capability.
- **Laser-Focused Motivation:** They imagine being fully committed and energized every time they train, with no dips in motivation or slumps in performance. Their desire is to approach every session with enthusiasm, knowing they're improving every day.

3. Social and Peer Validation

- **Respect and Admiration from Peers:** Their dream is to earn the respect of everyone in their gym. They want their sparring partners, coaches, and teammates to admire their relentless endurance and toughness. In this state, they're not just keeping up with their peers—they're setting the pace.
- **Recognition from Coaches:** They want to be the fighter that coaches talk about—"Chris never gasses out, he's relentless." This kind of recognition boosts their status and cements their position as a serious contender in their sport.
- **Impressing Sparring Partners:** Their ideal state includes outperforming sparring partners, leaving them tired while they're still going strong. They want to become the guy who can go round after round without breaking a sweat, earning the respect and maybe even envy of those they train with.
- **Leading in Group Training:** They want to be the one who pushes the entire group during conditioning sessions. Instead of being the one who lags behind, they want to lead, motivating others to keep up with them.

4. Mastery Over Their Training

- **Complete Control Over Their Cardio:** They dream of having a cardio system that feels like a finely-tuned machine. Instead of their body giving out on them, they envision total control over their endurance, able to increase intensity and recover at will.
- **Effortless Training Sessions:** In their ideal state, training becomes easier—not because the exercises are simpler, but because they’ve built the kind of cardio that allows them to breeze through even the toughest drills.
- **Balancing Strength and Endurance:** They want to achieve the perfect balance of power and cardio—able to lift, punch, and grapple with full strength while maintaining endurance to sustain those efforts over time.
- **Optimized Workouts:** Their dream is to have a training regimen that’s perfectly aligned with their MMA goals, allowing them to build cardio in ways that directly translate to performance in the cage. Every workout feels purposeful and effective.

5. Physical Appearance and Self-Image

- **Athletic Build with Definition:** Alongside improved cardio, they want to achieve the lean, muscular, and athletic build of a professional fighter. They envision having the physique that reflects the hard work they’re putting into their training—cut, toned, and powerful.
- **Visible Improvement in Fitness:** They dream of seeing visible proof of their progress: faster sprints, better endurance metrics, increased stamina in training, and physical signs like reduced body fat or increased muscle definition.
- **Feeling and Looking Like a Professional Fighter:** They want to not only perform like a pro but look like one too. In their ideal state, they embody what it means to be a fighter—both in terms of appearance and in their self-image.

6. Effortless Cardio in Fights

- **Going the Distance in Any Fight:** They imagine entering fights knowing they can last as long as it takes—whether that’s going the full three rounds or pushing through a five-round battle without showing any signs of fatigue.
- **Outlasting Opponents:** In their ideal state, they want to be known as the fighter who always outlasts opponents. While others tire and slow down, they remain strong, using their superior cardio to outpace, outstrike, and outmaneuver their opponents.
- **Turning Cardio into a Weapon:** They envision using their cardio as a strategic advantage. When their opponent starts to gas out, they still have plenty left in the tank to dominate, push the pace, and overwhelm their competition.

7. Long-Term Fitness and Health

- **Sustaining Elite Cardio for Years:** They don’t just want short-term gains—they dream of maintaining their cardio at peak levels throughout their fighting career and beyond. They imagine having endurance that doesn’t fade, allowing them to stay competitive for years.
- **Avoiding Injury and Fatigue:** Their ideal state includes being fit enough to avoid common injuries caused by overtraining or exhaustion. With the right program, they see themselves training smart, staying injury-free, and continually improving.

- **Overall Longevity in Combat Sports:** Beyond the immediate benefits of improved cardio, they want to build a foundation of health and fitness that keeps them active and competitive in combat sports for the long haul.

8. Winning and Competitiveness

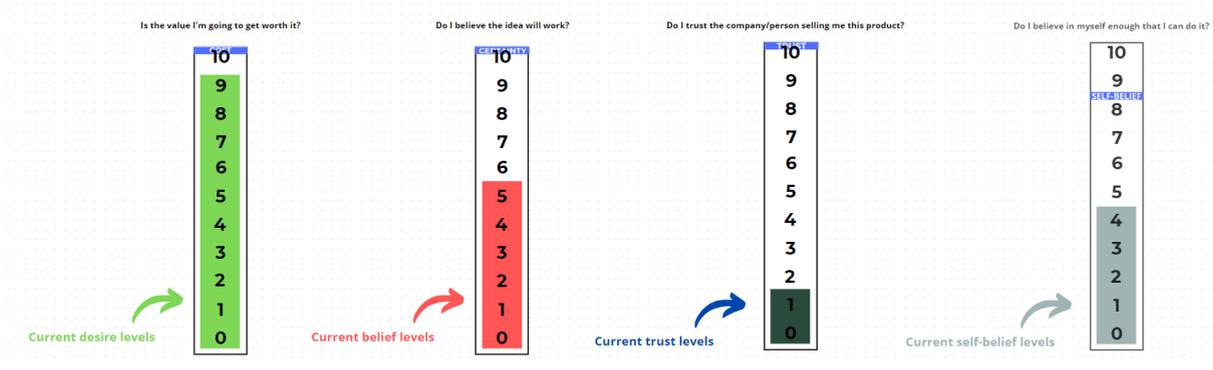
- **Winning More Fights and Sparring Matches:** They want their cardio to be the reason they win. Whether in competitions or gym sparring sessions, they envision using their stamina to gain the upper hand, dominating their opponents with relentless energy.
- **Becoming the Top Fighter in Their Gym:** They dream of becoming the go-to fighter that everyone wants to spar with and train with because they are known for their work ethic and superior cardio.
- **Becoming an Unstoppable Force:** Their ultimate dream is to be seen as someone who simply doesn't get tired—an unstoppable fighter with the cardio to push the pace at will, wearing down any opponent who steps into the ring with them.

9. Social Validation and Personal Fulfilment

- **Respect on Social Media:** They imagine sharing their progress on social media—training videos, fight highlights, and endurance feats—and receiving admiration and validation from their followers, friends, and the broader MMA community.
- **Proud of Their Journey:** In their ideal state, they're proud not only of the end result but of the hard work they've put into getting there. They want to feel fulfilled in knowing that they've transformed themselves through sheer grit, discipline, and dedication.
- **Legacy in the Gym:** Ultimately, they want to leave a legacy within their gym. Whether it's being remembered as the guy who never quit, the fighter who led by example, or the athlete with the best cardio, they dream of becoming an integral part of their gym's culture and history.

Awareness level: Level 2 Problem Aware (searching for solution)

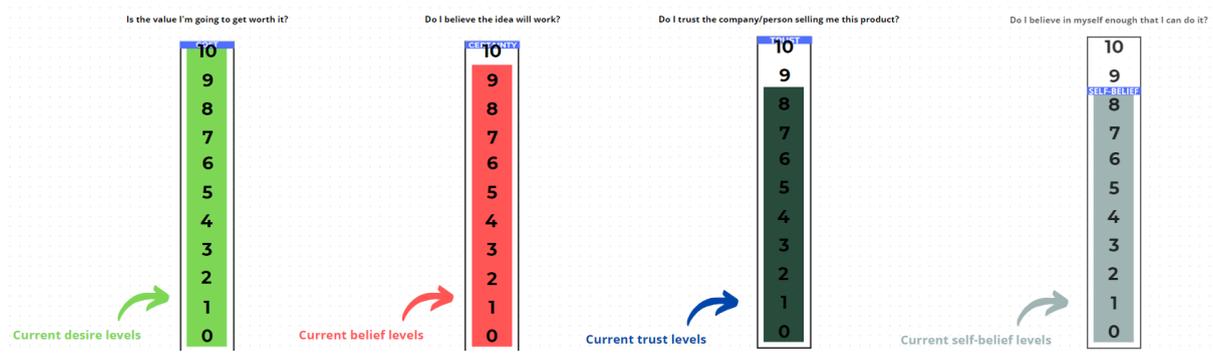
Market sophistication: Stage 3, market is tired of mechanisms making claims



Green = desire levels
Red = belief in mechanism
Dark green = belief in coach
Grey = belief in self

Where do I want them to go?

At the end of this copy, I want them to enrol inside our Intro Offer, The Fight Performance Accelerator.



Green = desire levels
Red = belief in mechanism
Dark green = belief in coach
Grey = belief in self

Their biggest possible objections:

1. “I’ve Tried Other Programs, and They Didn’t Work for My MMA Needs”

- **Objection:** Many fighters have tried general fitness or endurance programs that don’t address the specific demands of combat sports, leaving them skeptical about trying another.
- **Response:**
 - **Highlight Fighter-Specific Focus:** Emphasize that **The Forge Fight Performance Accelerator** is **specifically designed for fighters**. Unlike traditional cardio or strength programs, this one is tailored for **MMA, boxing, and combat athletes**, with a focus on improving fight performance, not just general fitness.
 - **Testimonials from Other Fighters:** Showcase testimonials or case studies from **fighters just like them** who improved their cardio and fight performance using your program. You could feature how specific fighters overcame similar challenges, giving tangible proof that it works for MMA athletes.
 - **Explain Why Others Failed:** Reframe their past failures by explaining that generic fitness programs don’t target the specific energy systems or demands of combat sports. Emphasize that this program is **built for combat-specific endurance, mobility, and strength**.

2. “I’m Not Sure if I’ll Have Enough Time to Commit to This”

- **Objection:** Fighters often juggle work, training, and other responsibilities, so they may worry they don’t have enough time to fully commit to the program.
- **Response:**
 - **Flexible and Time-Efficient:** Emphasize that the program is designed for **busy fighters**. It includes **flexible, efficient workouts** that fit into their hectic schedules, allowing them to see results without overcommitting.
 - **Show Value of Short Sessions:** Explain that the plan includes **high-intensity, short-duration sessions** proven to increase endurance for combat athletes, so they won’t need to spend hours training every day.
 - **Offer Customization:** Mention the weekly check-ins and monthly reviews that allow for **adjustments to their schedule** and progress, so they can adapt their training when needed.

3. “I Can’t Afford to Invest Right Now”

- **Objection:** With many fighters being on lower incomes or juggling part-time jobs, they may worry about the cost, even with discounts.
- **Response:**
 - **Emphasize the Intro Offer:** Stress the **30% off for life** deal as an **incredible value**—especially for those who sign up early. Explain that locking in this discount means they’re saving money in the long run.
 - **Flexible Pricing Options:** Highlight the **monthly, quarterly, and annual plans** to suit different budgets, making it easy for them to choose a payment option that fits their financial situation.
 - **Invest in Their Performance:** Reframe the investment as an opportunity to **level up their fight performance**. Explain that an investment in cardio and

fight-specific training will **pay off** in terms of better fight results, increased confidence, and possibly more opportunities in their fighting career.

- **Money-Back Guarantee:** Consider offering a **risk-free trial** or money-back guarantee for the first month to eliminate any fear of financial loss.

4. “What If I Don’t Get Results?”

- **Objection:** Many fighters are performance-driven and need reassurance that the program will deliver tangible improvements.
- **Response:**
 - **Results-Driven Approach:** Highlight the structured, **science-backed approach** of the program, including conditioning, mental frameworks, nutrition, and mobility. Explain that the **comprehensive nature** ensures results if they stick to the plan.
 - **Ongoing Accountability:** Emphasize the **weekly progress check-ins** and **monthly Q&A sessions**, which offer real-time feedback and tailored guidance to help them overcome any roadblocks they may encounter.
 - **Progress Tracking:** Mention that the program includes tools and benchmarks to **track their progress**—so they will see improvements over time. They can measure their results and make adjustments based on feedback.
 - **Peer Support and Expert Coaching:** Showcase the **exclusive, interactive members-only group** and **direct DM coaching**, which provide extra support and motivation to ensure they stay on track and see progress.

5. “I’m Already Training Hard, Do I Really Need This?”

- **Objection:** Fighters who are already putting in hours at the gym may question whether they need additional programming.
- **Response:**
 - **Optimized for Performance:** Explain that **The Forge** is designed to **complement** their current training, not replace it. It focuses on enhancing the key areas of **conditioning, recovery, and mental focus** that typical gym training may overlook.
 - **Avoid Overtraining:** Highlight how the program is structured to help them **avoid burnout or overtraining**, a common problem for fighters who train hard but not always smart. It integrates recovery, nutrition, and mobility, ensuring they **maximize performance** without sacrificing their health.
 - **Unlock Hidden Potential:** Position the program as a way to **fine-tune** their endurance and overall fight performance, helping them gain an **edge over competitors** by optimizing areas that may currently be overlooked in their daily training.

6. “I Don’t Need a Community or Group”

- **Objection:** Fighters may feel they don’t need the group support aspect or community to achieve their goals, preferring to train solo.
- **Response:**

- **Solo Training with Expert Guidance:** Clarify that while the program includes community support, they can still **train solo** while benefiting from **expert coaching** and personalized feedback through **priority access to coaching via DM and Q&A calls**.
- **Gain from Others' Insights:** Explain how the community isn't just social—it's filled with **valuable insights from other fighters**, including shared tips, strategies, and stories that can help them improve faster.
- **Exclusive Webinars with Professionals:** Emphasize the value of **webinars and workshops** with professional fighters, which provide insider knowledge and access to high-level strategies they can't get elsewhere.

7. “What Makes This Program Different from Cheaper, Generic Fitness Programs?”

- **Objection:** They may compare your program's pricing to cheaper, generic fitness programs or free resources online.
- **Response:**
 - **Specialized for Fighters:** Reiterate that **The Forge** is a **combat-sport specific program**, designed to target the exact skills and endurance needed for MMA, boxing, and other fight disciplines.
 - **Comprehensive and Holistic Approach:** Highlight the program's **holistic approach**, which includes not just conditioning but also **mobility, nutrition, recovery, mental frameworks**, and personalized coaching—components rarely found in cheaper, generic programs.
 - **Long-Term Value:** Stress that while other programs may be cheaper, they don't provide the long-term, **sustainable benefits** of a fighter-specific plan that helps them **excel in the ring** and maximize their performance.
 - **Tailored Support:** Emphasize the **personalized support** they will receive, from **tailored progress check-ins to direct coaching**, making sure they aren't left to figure things out on their own.

8. “I'm Not Sure I Want to Commit to a Long-Term Plan”

- **Objection:** They may hesitate to commit to a quarterly or annual plan due to fear of long-term commitment.
- **Response:**
 - **Month-to-Month Option:** Highlight the **monthly plan** as a low-commitment way to get started, reminding them they can cancel anytime if they feel it's not the right fit.
 - **Incentives for Longer Commitment:** Emphasize the added **value and discounts** they can unlock with quarterly and annual commitments. Explain that this is a great way to save money while maximizing their results.
 - **Risk-Free Offer:** Consider offering a **30-day money-back guarantee** for the first month, giving them peace of mind that they can try the program without any risk if it doesn't meet their expectations.

What are the specific steps to take them from where they are to where I want them to go?

1. How will I get their attention

- a. This will be done through our winning reel, which is already working and printing leads for us
- b. We will also be testing different reels that also bring in leads and set up a DM automation for this link to sign up for the lead magnet
- c. Once they sign up to the lead magnet, they'll be redirected to this page

2. How will I increase their desire OR pain?

- a. I will call out scenarios that they can imagine in their head or they have been through
 - i. Eg. When they were sparring and got embarrassed in front of everyone because they got gassed out
 - ii. Eg. If they could go through fights without gassing out, how good it would feel outside of the ring
 - iii. How people will perceive them
- b. Paint the benefits in a way that show how they would please them outside of the box
 - i. Eg. Instead of just beating people in the ring, they will get respected more in their gym and they will become their coach's main guy

3. How will I increase their trust in the mechanism?

- a. Using results and testimonials
 - i. Chris's testimonials
- b. Show our process
 - i. Show how we exactly come up and deliver results for them
- c. Show other fighters who have used similar approaches

4. How will I increase trust in Aaron?

- a. Show that he's a fighter too, not just a brand drop shipping them products or a guru selling them a dream
- b. Show that he used to be just like them, he used to gas out too
- c. Photos of his success, him training, showing that he is THAT GUY they wanna be

5. How will I increase their belief in themselves?

- a. I will sell them on an identity and make them question their ego
 - i. This mechanism works, the only question is, do you want it bad enough?
 - ii. Make them question how bad their want it
- b. Ignite their self belief by also highlighting that we hold them accountable

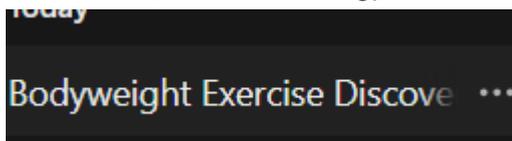
6. How will I make them believe that this program is different?

- a. Show the detailed approach that we take, and how we mentor every single member instead of leaving them to deal with AI support tickets
- b. Tease that top fighters use it, and don't want them to know about it
- c. Tease that fighters use this
- d. Show that it's specifically for fighters looking to improve their cardio and gas tank

- i. This is not a fitness program that'll get you jacked, it'll help you do what truly matters, survive in the ring.
- 7. **How will I make them believe that this program doesn't require much time**
 - a. Show examples of blurred training programs inside the course, that they only take an extra 30-60 minutes a day
- 8. **How will I justify the cost?**
 - a. Most cheap programs don't target fighters, they're for everyone and not exclusive
 - b. Show how they probably spend more than that already on their training
 - c.
- 9. **How will I reverse the risk?**
 - a. Perhaps with a 30 day money back guarantee
 - b. No commitment, leave anytime

Outline:

Note to self, this is the chatgpt used for this:



INSPIRED BY: <https://swiped.co/file/76-year-old-ad-matt-furey/>

1. Thank them for signing up

1. **Headline:**

We'll open with a strong, punchy headline that directly addresses their main pain point—gassing out—and their desire to overcome it.

2. **Subheadline:**

We'll immediately follow with a subheadline that shows the **unique solution** you're offering, hinting at the program's effectiveness for fighters.

3. **Opening (Problem-Agitation-Solution):**

I'll build intrigue and **tell a story** about Aaron discovering these exercises and his **fight-specific transformation**. We'll agitate the fear of gassing out in the middle of a fight, the embarrassment, and lack of respect.

4. **Transition to Solution:**

We'll use the story to naturally lead into **The Forge Fight Performance Accelerator**, emphasizing that it's different from traditional cardio programs.

5. Features + Benefits Section:

We'll break down the program's **features** while focusing on the benefits your target audience craves, but we'll keep it a bit **dreamy** and use phrases that fire up their imagination, like "Gas Tank Gladiator."

6. Social Proof (Testimonial Placeholder):

7. Dreamy Results Section:

8. Objection Handling:

Like Matt Furey, we'll **address common objections** your audience may have upfront, especially around **time**, **skepticism**, and **money**.

9. Call to Action (CTA):

We'll close with a **bold call to action** that emphasises the low cost and limited-time offer to create urgency

The actual copy:

Are you always the first one running out of breath in the ring?

At last... a way for fighters to build their gas tank WITHOUT repeating the same old HIIT circuits OR wasting hours a day running up and down the highway.

Introducing the 4-Week "Mad Dog Fight Camp" Challenge.

In the next 60 seconds...

You'll learn exactly how I used the "Mad Dog Fight Camp" challenge to go from gassing out before entering the second round—legs trembling, lungs on fire, and struggling to breathe...

...to **outlasting and beating fighters with better technique & way more skill.**

So if you've ever pushed yourself harder than everyone else in the gym, only to still have your gas tank betray you...

Then keep reading, because this 4-Week Challenge is the one thing standing between you and **turning your fight dream into a career.**

I was doing everything I could.

- Training hard
- Running 5 miles every morning
- Lifting heavy iron late at night

But no matter how many reps I put in, nothing changed.

As soon as the second round started, my legs would start feeling like rubber.

My punches would slow down, my lungs would start burning.

And I would see my coach out of the corner of my eye, shaking his head in disappointment.

It felt f*cking hopeless — knowing I'd trained harder than him, but I was still running out of gas before he was.

All the hours I spent in the gym, sweat rolling down my face...

All the miles I hammered out on the pavement, when my body begged me to quit...

And yet, when it mattered most, I was still left on my knees gasping for air, my lungs completely empty.

The worst part was — everyone saw it.

My coach. My sparring partners. Everyone.

They didn't need to say anything.

I could see it in their eyes.

"He doesn't have the gas"

"He's weak"

"Take it easy on him"

I started questioning what I was doing...

Maybe I wasn't training hard enough.

Maybe I wasn't meant to do this

Because I'd watch other fighters in the gym, flying through rounds while I was left gasping for air half-way through the first.

I started dreading sparring.

I started avoiding drills I knew would leave me winded.

And every session became a mental battle—**one I was losing.**

**But then I found a video buried in
an old 1990s Fight Community's Forums that showed me the
COMPLETE OPPOSITE of modern cardio exercises...**

This was where I discovered the exercises that professional boxers from the 1900s used to prepare their gas tank to last 12 rounds straight,

And it was COMPLETELY different to all the new modern BS these fat scientists have pushed onto you.

I was scrolling through an old fight community's forums late at night, and I came across a thread talking about **building gas tanks.**

One of the users had posted a video of him explaining an old-school training concept.

Now, here's where it got strange.

This wasn't some advice from a qualified fitness or strength "gooroo".

It was from someone who lived and breathed fighting—but what he shared went against almost everything I'd been told about conditioning.

I won't share his name here, for confidentiality reasons, but know this — **you'd recognise his name immediately.**

He explained what exercises he did to be able to cruise through **10 round fights without once gassing out...**

I almost stopped watching.

Honestly, it sounded like the same old advice wrapped in a different package.

But something about the way he spoke kept me hooked—like he knew exactly what I was thinking.

And almost like he read my mind, **he showed a video of the exact 10-round fight he was talking about.**

I watched through the entire video, how he was pouncing around his opponent, jabbing him from all kinds of angles, while his opponent was struggling to catch a breath.

You could tell it was old school fighting when the ref didn't stop the fight, even when the opponent had nothing left in him.

He went on in the video explaining a bit more about how he built this gas tank of his.

He did it **WITHOUT forcing himself to run 5 miles everyday, longer rounds on the heavy bag and skipping til his calves gave out.**

He said that the training methods he used were made by fighters (*Not fat scientists*) before the word "cardio" even existed.

At this point, I was ready to call B.S.

I mean, no way you could skip all the boring, exhausting conditioning drills and still get results like this... *right?*

These exercises helped him build the gas tank of a gladiator.

They gave him the ability to explode in the late rounds of a fight.

AND helped him recover so fast in between rounds that he felt almost fresh at the start of every round.

This wasn't just some variant of cardio...

These were gruelling exercises **CREATED by professional Fighters, for those willing to BECOME professional Fighters.**

I had to try them.

I got scammed – but I absolutely LOVED it...

At first it felt weird not doing the things I thought were necessary.

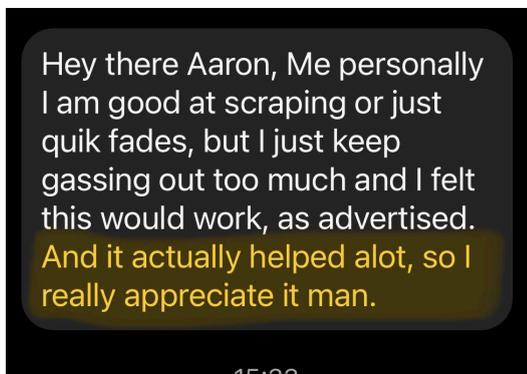
Things like long gym sessions, full cardio days, and treating the stairmaster as my second-home.

Instead, every workout followed these guidelines:

- 20 minute, gas tank targeted workout designed for fighters, BY FIGHTERS (*not fat scientists*)
- Movements that build explosive strength AND stamina — at the same time
- Exercises that activated my gas tank in the ways I needed it to work in the later rounds where I need it most

Within just 14 days, I started feeling a difference.

And I wasn't the only one who these worked for, even Jack said he felt a difference in just ONE WEEK.



My legs no longer felt like concrete blocks halfway through sparring.

My breathing was under control, and I wasn't gasping for air in round 2 anymore.

And the recovery in-between rounds was UNREAL...

But here's the real win: it wasn't just my body that transformed—**my mind did too.**

I no longer showed up to sparring feeling nervous – I started feeling excited about sparring, like I did when I first started.

There was ZERO fear of gassing out or slowing down...

In fact, I was even challenging some of my sparring partners who used to wipe the floor with me.

(just to be clear – I don't hold any grudge towards those guys, they are my brothers, we fight together, not against each other)

Then my coach started noticing.

My sparring partners started getting nervous, not me.

And the respect started flooding in.

These aren't the good ol' cardio exercises you're thinking of...

You've definitely tried running everyday.

You've probably thrown yourself into HIIT circuits.

Heck, maybe you even bought some fitness tool that promised to give you Nate Diaz's gas tank. 🙄

And yet... your cardio still isn't enough for fighting.

I know exactly how you feel, because I've been there, exhausted and embarrassed AF.

But listen — it's not your fault.

The truth is, most traditional cardio methods just don't translate to the ring.

They aren't built for fighters, they're built for 35 year old ladies looking to "stay active".

Not only do they leave you exhausted without benefit...

They also leave you more pissed off than ever about your gas tank,

Because you're trying so hard but nothing is changing — NOTHING.

That is why I used the exact exercises and techniques I learned from the old Fight Community Forum, and established the **Forge Fight Performance Accelerator**.

The Forge Fight Performance Accelerator is specifically designed for **young, busy men, who need to improve their gas tank WITHOUT** spending hours in the gym and throwing \$3000 on a coaching plan.

Inside the Forge Fight Performance Accelerator, you'll get:

- **A Fight Performance Plan Tailored for Fighters** – This isn't a generic fitness program. It's a battle-tested system that integrates **conditioning, mobility, nutrition, recovery, and mindset** to build your gas tank for real fight situations.

- **Weekly Check-Ins and Progress Tracking** – To hold you accountable with regular performance reviews and make sure you're always improving.
- **Direct Access to Elite Coaches** – So you can get **fast feedback via DM** and personal support from ex-fighters who understand the fight game inside and out.
- **Group Q&A Calls with Professional Fighters** – You'll get to connect with fighters who are also – like you – building their legacy. Share insights, get advice, and learn from pros who have been where YOU want to be.
- **Workshops and Webinars with Pro Fighters** – You also get inside access to the strategies and training methods used by professional fighters to **outlast their opponents and recover faster than any YouTube video can teach you.**

This program is for you if:

- You're tired of gassing out and lowering your respect in the gym while sparring and want to build a gas tank that lasts till the last round
- You've tried running, HIIT, and other fitness programs that DIDN'T deliver the results you needed and they promised
- You want a **fighter-specific plan** that fits into your schedule instead of making it even more complicated
- You're ready to dominate your training sessions, earn respect from your coaches and sparring partners, and NEVER doubt your ability again.

Gassing Out Is AN OPTION.

Inside the Forge Fight Performance Accelerator, you will learn to train **smarter**, recover **faster** and fight **longer**.

– without wasting time on unrewarding cardio.

You have a choice.

You can either become the Fighter with Unbreakable Endurance, Relentless Stamina, and the Unshakable Mental Strength & confidence of Conor McGregor (*make people piss their panties*).

Or you can stay how you are currently.

(that's totally fine too, if you're happy how you're performing now)

For the Brave, the Bold, and the Ready...

You can now unlock the entire **Forge Fight Performance Accelerator program** for just **\$49.99**—less than what you spend on lunch.

PLUS as part of the launch bonus, the first 20 members lock in 30% off for life.

LOCK IN A LIFETIME 30% OFF NOW

A final message:

You already know the truth: No fighter wins by training in isolation.

The ones at the top didn't get there by grinding alone—they had a team, a brotherhood, and a coach holding them accountable every step of the way.

You can keep fighting your battles solo, running hill sprints, gasping through rounds, hoping for a breakthrough. Or...

You can train smarter, surround yourself with fighters who will push you, uplift you, and keep you on the path even when motivation fades.

We don't just hand out advice—we hold you accountable.

We don't just push you—we fight alongside you.

This is where fighters sharpen fighters.

And when you stumble, you'll have a brother at your side who won't let you quit.

Because that's what it takes to go beyond what's possible. **Together.**

So What Kind of Fighter Are You?

The way I see it, you have two choices:

1) Keep grinding on your own—same routine, same frustrations, same results.

2) Join a brotherhood of fighters committed to achieving their full potential, dominating every opponent, and building a legacy to be remembered.

If you're ready to stop gasping for air and start breathing fire, the door is open.

Click below and join us inside The Forge Fight Performance Accelerator — fighting alone is a choice.

Winning as a brotherhood is a commitment.

JOIN NOW