

Client: calisthenics trainer

Characteristics: Has a GET IN SHAPE course with good long form copy on his website. Has a lot of followers but little engagement.

How could I help him: Running his X (twitter)

Start

Who: Out of shape young men

Market research:

What type of people we are writing to:

- mostly men
- 16-35 years old
- Students, people with jobs that doesn't need physical engagement

Painful current state

-They are either weak, skinny and unconfident in themselves or fat and ashamed of their big belly. They haven't tried to train before or have tried some course like this but it didn't work.

-They don't like the way that their clothes are on them. They are afraid that they will never become fit. They are ashamed when they need to put off their T-shirts in places, for example, on the beach, swimming pool and at the end choose to stay with the T-shirt on. Also being embarrassed every time on PE.

-They are probably single and consider that this prevents them from getting the dream girl. Maybe there are some who are in a relationship but they probably think that there is a chance of her walking out on them because the man is not in shape and he is worried every time when there is a fit man near her.

- They are afraid to go to a gym because they don't know how to do anything in there and they don't want to train in front of other people.

Desirable dream state

- Gaining confidence, look better in there clothes, not being ashamed every time when they need to take their T-shirts off.
- They want to impress their friends, family members, colleagues

Values and beliefs

- He lacks knowledge about how and from where to start.
- Lack of Confidence, Self-respect, Women's attention.
- Unable to do any kind of physical exercises in front of others.

- He believes that if he has abs, also becomes shredded, strong and masculine he will have the respect of others.
- They either haven't tried anything in the past or have tried all these 'fast results' courses but didn't make any progress.
- They know that now it is trendy to train in a gym but they are too ashamed of themselves to go and train in one.
- They hope that there's a way in which they can get in shape doing exercises at home.

Avatar:

Name: Max Smith

What kind of person we are talking to: Max has a friendly and bright smile which gives you a feeling that he is ready to change in a positive way. He is 27 years old with no girlfriend and has an income of around 5000 dollars per month. He works as an IT specialist. He tried a lot of courses (almost all of them free) and has spent a lot of time watching videos about 'HOW TO GET IN SHAPE FAST' or 'BECOME MASCULINE IN TWO WEEKS WITH THIS WORKOUT PLAN'

The Day Of Max:

Morning: Starts the day with a cup of coffee and watching the news. Then continue to watch TV until work. In 8:30 he leaves home and goes to work.

Work hours: He works until 5 and then gets back home

Afternoon and Evening: He spend 1 hour surfing in the Internet (trying to find something that will help him get in shape) until his favourite TV series. He watches it until 9 and have a dinner while he is watching it. After that he tries some exercises that he has watched on Youtube for about 30 minutes. Then goes to sleep.

Free time: At Fridays and at the weekend he hang out with friends and usually go to a bar or if there's a football match, they go together somewhere to watch it while they are drinking beer and eating chips

Mission: HSO

Hook is highlighted in **THIS**

Story is highlighted in **THIS**

Offer is highlighted in **THIS**

Subject Line: I was **FAT** and **CONFIDENT** but then...

Being ashamed of myself every time when I walk past a mirror, I decided to do something.

Hundreds of hours spent searching for and trying all these workout plans that will make **'FAST RESULTS'** and met nothing but complete failure.

I've always been embarrassed to train in front of people, so I decided to train at home but not being able to do even one push up, I didn't know how and what to do.

I was this close to quit and stay FAT and WITHOUT any confidence **BUT THEN** this ad came up on my screen.

As I saw it I thought that it is just the next advertisement of a course which only wants to take my money, but the offer was that the course's owners will refund my money after the first 30 days if I don't like it so I gave it a try.

This was probably **THE BEST DECISION IN MY LIFE!!!**

With the choice of over 100 exercises which I could do at home as a **COMPLETE BEGINNER** I saw results in 30 days.

After 8 more weeks of hard work I was **FINALLY** able not to be ashamed when I take off my T-shirt on the beach.

If you are not serious about getting in the best physic in your life then continue watching TikTok all day and stay the same fat loser.

BUT FOR THOSE how are really ready to impress everyone with fast and significant results, click the button below and **START THE CHANGE NOW!!!**