

4 Key Questions

Who am I writing to?

Men, John, 21 years old, skinny guy who doesn't have the money to go to the gym, and pay for memberships, coaches, and supplements. He wants to get muscle, but not stiff huge bodies, instead he wants functional muscles. But he doesn't know how to start training with just his body.

Where are they now?

John just got an email from my email sequence. He watched a short TikTok where I showed him some exercises to start working out. He clicked the link from the description on the TikTok video. He doesn't know where to start, but he likes the mini plan I gave him to work out with his body weight, and he joined from the landing page in my email sequence.

What actions do I want them to take at the end of my copy?

Click the link and land on a sales page.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

He needs to become curious, he needs to know that the method is proven, he needs to know that it's a safe method, and he will learn cool tricks, and get an amazing body.

Roadblock: He doesn't know where to start, he thinks the only way to build muscle is by working out in the gym and spending lots of money on training.

Solution/product: Discover a new training method where he doesn't have to spend crazy amounts of money and lift weights. Enrolled in the program, where I gave them the full guide on how to build muscle with just their own body, and gave them a diet plan.

Personal analysis: The only thing I think now is the problem is my subject line, I don't know how to come out with a better one. And is it good to show him the tricks and bodies people achieved with this method in email?

Sale email, angle 1:

SL - Spartan's training method to prepare for battle

Hey there,

Did you hear about the ancient training method the Spartans and armies of Alexander the Great used...

To increase their strength and lose fat to prepare for battle?

In the new fitness generation, it's spreading like gossip in a small town.

Because all you have to do is train with your body weight and do common exercises like push-ups and pull-ups. In other words, you won't have to...

Lift crazy amount of weights...

Spend a single penny on gym memberships...

And wonder if it will stunt your growth or hurt your back.

Yet this is not a crazy part...

125.000 people confirmed this method works, and showed us the physique they got and cool tricks they learned in the process.



This method is not complicated at all, but some people are still confused about how they get ripped bodies and how they perform these cool tricks.

If you want an answer to the questions of how they did it, and how you can do it

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