

Grip Trainer Copy Submission

Push Ups

<https://rumble.com/v50pfe8-pushups-1.html>

<https://rumble.com/v50pfgr-push-ups-v-2.html>

Whole Context

I found a dropshipping product that is unique to every other grip trainer that nobody has seen before, so with a little marketing magic, I can make some money with this product.

I'm gonna use Facebook ads to get people to come to this Shopify store so they can buy. The ad is uploaded on Rumble and the sales page is in the text on this page.

Niche - Grip Strength - Tailored for arm wrestlers

4 Questions

1 - Who are you talking to?

AVATAR

Avatar - remember to ask why multiple times

- Name, age and face. ----->

- **Mark, 28. Imagine a determined young man with a climber's physique & a climber's face.**
- **Serious and determined with brown hair and grey eyes.**
-

- Background and mini-life history. ----->

- Mark has always been active and enjoys challenging himself physically. He discovered rock climbing a few years ago and quickly fell in love with the sport. However, his progress has plateaued lately. Frustrated, he realises his grip strength is holding him back. He's tried generic hand strengtheners but found them uncomfortable and ineffective. He wants to take his climbing to the next level and isn't afraid to invest in quality equipment to get there.
- He also does weightlifting & callisthenics to help him with rock climbing & he also likes it, he deadlifts & squats and does other exercises that are important for climbing.
-

- Day-in-the-life. ----->

- Mark wakes up early and quickly works out before work. He spends most of his day at a tech startup, where he works long hours. In the evenings, he hits the climbing gym or practices routes outdoors. He aspires to climb more challenging routes and compete in local competitions someday.
- He also does some weight lifting to supplement his climbing.
-

- Values. What do they believe is most important? What do they despise?----->

- Hard work and dedication: Mark believes in putting in the effort to achieve his goals.
- Self-improvement: He's constantly looking for ways to improve at climbing.
- Strength and capability: A strong grip signifies competence and accomplishment to Mark.
- Pushing limits: He enjoys the challenge and satisfaction of overcoming obstacles.
- Giving up: Quitting on a climb or a goal is unacceptable to Mark.
- Mediocrity: He strives for excellence in everything he does.
- Weakness: Mark sees a weak grip as a limitation that needs to be addressed.
- Excuses: He believes in taking responsibility for his progress.
-

- Outside forces. What outside forces or people does the Avatar feel influences their life?----->

- Climbing community: Mark follows well-known climbers and is inspired by their achievements.
- Fitness influencers: He respects fitness experts who promote a holistic approach to training.
- Online reviews: Mark researches products online and values positive reviews from other climbers.
-

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? ----->

- They would have incredibly strong grip strength,
- They would be able to crush people's hand in a fake handshake,
- People who try to fake handshake them would get packed the sleeves,
- Their job would be easy since their grip would be ultra strong and wouldn't give out,
- They would be able to deadlift bare since their grip would be solid,
- Carry shopping bags with ease, open jars with ease, operate tools effectively,
- If they could wave a magic wand at their life and change it immediately, what would they want?
- "Finally! My grip strength has improved so much since I started using those grip trainers. I can open jars with ease now, it's a game-changer!"
- "Never thought I'd be able to hold onto the pull-up bar for this long! Thanks to consistent grip training, I'm feeling way stronger."
- "Wow, I can't believe the difference in my rock climbing performance after focusing on grip strength. Feeling more confident on the wall!"
- "So glad I found some exercises to target my weak grip. Everyday tasks are so much easier now, and I feel more independent."
- "Grip strength gains are no joke! My tennis game has definitely improved thanks to better racket control."
-

- Who do they want to impress? ----->

- They want to impress their family, friends, girl, wife, etc, they want status from people they know so they can feel good about themselves,
- They want to impress themselves so they can feel good about themselves and so they feel like they accomplished a lot,
- Athletes: Coaches, teammates, competitors (earning their respect and admiration).
- People with physically demanding jobs: Colleagues, supervisors (demonstrating their strength and work ethic).
- Musicians: Bandmates, audience members (inspiring them with their talent and skill).
- General users: Friends, family (showing them their strength and independence).
-

- How would they feel about themselves if they were living in their dream state?

----->

- Strong,
- Proud,
- High status,
- More fulfilled -
- Empowered: They'd feel capable of achieving their goals and overcoming challenges.
- Confident: They'd trust their abilities and feel proud of their accomplishments.
- Strong: They'd have a sense of physical and mental strength.
- In control: They'd feel confident in their bodies and capable of handling anything life throws their way.
-

- What do they secretly desire most? ----->

- Mating opportunities and getting lots of people attracted to them,
- Being seen as the strongest out of them and their friends,
- Being the high status alpha of the group that gets all the women,
-
- To reach their full potential, unhindered by weak grip strength.
- To be recognized and respected for their strength and skill.
- To experience the joy and satisfaction of performing at their best.
- To live a life of independence and self-sufficiency.
-

- If they were to describe their dreams and desires to a friend over dinner, what would they say? ----->

- Athlete: "I can finally deadlift that weight I've been training for! My grip feels so much stronger, and I feel unstoppable."
- Construction worker: "My hands don't ache anymore after work. I feel like I can finally use my tools effectively all day long."
- Musician: "I can play those difficult passages with ease now. It feels amazing to finally express myself fully through my music."
- General user: "You wouldn't believe it, but I can finally open that jar of pickles without help! It's the little things that make a difference."
-

- What are they desperate for? ----->

- To have status,
- To be recognised,
- To get mating opportunities,
- For people to like them and recognise them,
- Relief from the frustration and limitations caused by weak grip strength.
- The ability to perform at their best and achieve their goals.

- A sense of confidence and empowerment in their daily lives.

Painful Current State

- What are they afraid of? ----->

- They're afraid of having weak grip strength & failing their lifts during a PR,
- Losing an arm wrestling match against someone that's weaker,
- Not reaching their full strength potential due to weak grip strength,
- Losing dexterity from playing instruments, potentially from old age,
-

- What are they angry about? Who are they angry at? ----->

- They're angry that their grip is bad because they're unable to deadlift,
- They're angry at themselves for not growing a good grip,
-

- What are their top daily frustrations? ----->

- Difficulties with daily tasks like opening jars,
- Getting really discouraged with my rock climbing lately. My forearms just aren't strong enough for those holds.
- My hand gets so tired after writing for a short time. Wish I had a stronger grip for better penmanship.
- So frustrated! I can deadlift more weight, but my grip gives out before my back does.
- Can't seem to progress on those overhanging routes. My grip just gets pumped out too fast.
- Seriously, why are pickle jars so hard to open? My hands just slip every time.
- Using screwdrivers or wrenches is a nightmare. Can't apply enough force for proper turning.
- Feeling weak and discouraged because of my poor grip strength. Wish I could improve it faster.
- Starting to think I'll never be able to have a strong handshake. Weak grip is just embarrassing.
- They're decently strong but their grip strength is bad,
- Their grip is giving out during training before other muscles,
- Musicians: Difficulty playing complex passages, experiencing hand cramps.
- Physically demanding jobs: Repetitive strain on hands and forearms, struggling to grip tools.
- General users: Weak handshake, difficulty opening tight lids, feeling pain from everyday activities.
-

- What are they embarrassed about? ----->

- They're embarrassed about not being able to deadlift a high amount due to their weak grip,

-

- How does dealing with their problems make them feel about themselves?

----->

- They feel not as strong because their grip is the limiting factor for their maximum strength,
- They feel less insidious if something was missing due to it,

-

- What do other people in their world think about them as a result of these problems? ----->

- They think they're weak and they think they're an excuse maker for their weak deadlift,
- Athletes: Weak grip could be seen as a lack of training or talent.
- People with physically demanding jobs: Concerns might arise about their reliability or ability to perform their duties safely.
- Musicians: Weak hand strength could be perceived as a lack of dedication or skill.
- General users: They might feel judged as weak or out of shape.
- People may think they're lazy since they ignore this part of the equation, unbalanced physique,

-

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? ----->

- Athlete: "I just can't seem to grip the bar properly during deadlifts. My forearms are always giving out before my back."
- Construction worker: "My hands are killing me at the end of the day. I can barely grip my hammer anymore."
- Musician: "I'm having trouble playing barre chords on my guitar. My fingers just don't feel strong enough."
- General user: "I'm so tired of struggling to open jars! I feel like I'm losing my strength."

-

- What insecurities do they have? ----->

- Everyone else at the gym seems to have amazing grip strength. Feeling a little insecure about mine.
- Feeling they're not strong enough or reaching their full potential.
- Appearing weak or incapable in their sport or job.
- Losing the ability to do activities they enjoy due to hand weakness.
- Not being able to maintain a firm handshake or perform basic tasks without difficulty.

- Looking foolish due to not being able to perform simple tasks like opening jars or not
- When they get challenged to a strength feat randomly when they're hanging out with friends they underperform,
- Or when they're given something challenges them to a strength feat like opening a jar they underperform,
- When they try to deadlift they can't get an impressive number up - much lower compared to their other lifts,
-

Roadblocks - remember to ask why multiple times

- What is keeping them from living their dream state today?----->

- Weak grip strength: Why? This is the primary obstacle limiting his ability to tackle harder climbs.
- Ineffective training methods: Why? Generic hand strengtheners haven't delivered the targeted improvement he needs.
- Lack of knowledge about grip training: Why? Mark might not be aware of specific techniques or exercises for climbers.
- Discouragement and frustration: Why? The feeling of hitting a wall can lead him to give up on finding a solution.
- Not enough training or specialised training or focus on the right muscles,
- Not training correctly and not training grips for like crimping or other climbing techniques,
-

- What mistakes are they making that are keeping them from getting what they want in life?----->

- They don't train their grip enough or effectively enough,
- Getting the wrong grip trainers and ones that don't work or don't work effectively,
- Lack of structure for training your grip,
- Generic grip training equipment,
- Not training antagonistic muscles - imbalances,
- Not training specific techniques for climbing,
-

- What part of the obstacle does the avatar not understand or know about?----->

- Mark might not be aware of the existence of targeted grip training tools like the Dynamometer. Why? Ineffective generic grippers might have discouraged him from exploring other options.

- He might underestimate the impact of proper grip training on climbing performance. Why? Without the right information, he might not understand the potential benefits.

-

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?----->

- The key roadblock is definitely Mark's weak grip strength. Once addressed, it will unlock a path to climbing progress and achievement.

Solution - remember to ask why multiple times

- What does the avatar need to do to overcome the key roadblock?----->

- Implement targeted grip training: Why? This will directly address his weakness and improve his ability to handle challenging climbs.
- Find the right tools and techniques: Why? Using equipment designed specifically for climbers will deliver the best results.
- Train his grip with more intent & so its easier.

- "If they <insert solution>, then they will be able to <insert dream outcome>"----->

- "If Mark incorporates targeted grip training with the Dynamometer Hand Grips into his routine, then he will be able to achieve his dream of becoming a stronger, more confident climber who can conquer any route he sets his mind to without much effort and sacrifice and faster as well".

2 - Where are they now?

Doom Scrolling on social media, passively worried about grip strength.

Awareness - Solution aware - they are aware of grip trainers solving their poor grip issues.

Sophistication - Level 3 - There is not many different products - I think its sophistication level 3.

Current desire level - 2 - passively worried about grip - not on their mind too much most likely.

Current certainty level - 4 - they know grip trainers work but they don't know how mine is different yet.

Current trust level - 1 - they don't know me

3 - At the end of this piece of copy, what do I want them to do?

Facebook ad - click the link to the sales page.

Sales Page - I want them to purchase the product.

I'm not sure what the levels need to be but I know what to do to increase them. My plan is to max out levels as much as possible.

4 - If this is where they start and this is where they end, What are the steps they need to experience?

FACEBOOK AD:

Attention,
Pain,
Tease product,
TEase dream state,
CTA - Tease product & create curiosity + dream state at the end - relate the product to the dream outcome.

SALES PAGE:

Catch attention,
AMplify desire,
Talk about the problems with other products & why they don't hav dream outcome,
WHy mine is best - mechanism + problem, roadblock, solution
Testimonials,
Buy now,
Close + crank desire,

Analysis

I don't know if I have matched the sophistication level correctly, I did research but I'm not sure if it's a different sophistication level.

To fix this, I used marketing magic + the product's features as a new mechanism & use identity and I tailored it towards arm wrestlers.

I also used a lot of things that crank the desire at the start, maybe I need to introduce benefits of product earlier.

Facebook Ad

Creative - <https://rumble.com/v4wiyet-climber-ad-v2.html>

HL: Discover how this latest piece of tech can help climbers develop monkey-like grip strength.

If you want a steel grip, & you're tired of all the "solutions" that don't work.

Click the link below to find out how to get monkey like grip strength.

Sales Page:

Banner with slogan at the top and option for newsletter sign up + Socials link

LOGO + bar for home page and that

New special US grip training method will bulletproof your grip so you can have monkey type grip strength in less than 2 weeks...

If you've been struggling to grow an iron grip that keeps you holding on tight during climbs,

Keep on reading, this will be extremely valuable if you're serious about improving yourself...

EVERYONE loves a climber with a strong grip...

There's a certain energy that climbers with iron grips radiate, I'm sure you know what I'm talking about.

They don't look like much on the outside but if it were to come down to it, they can hang forever.

Even when they're 10 shots in, free climbing on the cliffs of Gibraltar, they still cannot fall.

if the worst were to happen & they grab onto a rock and it cracks off, their hand is so strong that they can just find another grip and be fine.

Their grip is one of the reasons why they're just so good at climbing.

Which is why...

ALL people respect a man with a vice-like grip, especially girls.

They love the control & authority that comes with it.

If a man can cling onto a rock for as long as he needs and scale it like a spider walking on a wall

It's that much easier for people to trust him with important things.

- Radiating a more powerful presence.
- Having more testosterone & a much stronger grip.
- Smashing people at arm wrestling.
- Making your daily life easier, (opening jars, carrying objects, shopping, etc).
- Having a firm handshake that asserts dominance & authority.

You won't find this valuable...

Why most grip trainers fail:

Most grip trainers are designed for something other than us climbers or even regular users.

Maybe there are no problems if you're a blacksmith with no nerves in his hands, but they just have too many flaws for the regular user.

Here are a few:

- The range of motion is not great or natural for the forearm.
- You get less gains and you feel pain instead of muscular stress.
- If you've ever used a grip trainer, you'll understand how awkward & unnatural they are to squeeze.
- They're harsh to use & they slip out your hands unless you use gloves.
- You cannot practise anything other than a regular squeeze - bad for climbing.
- Most grip trainers are made with low-quality materials which don't last too long or can injure you.

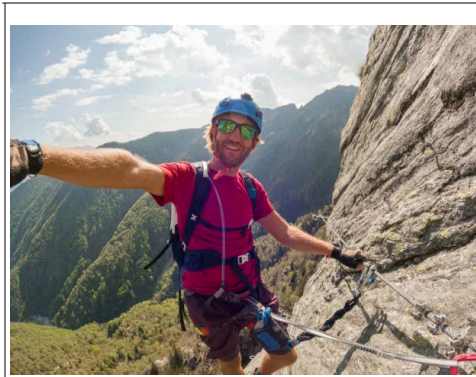
Why this is superior to EVERYTHING else on the market...

- People have seen decent strength gains in less than a week!
- The range of motion fully activates the forearm meaning more effective stimulation & faster gains.
- The handle is designed so that even grannies can use it comfortably (show a testimonial).
- You can practise certain climbing techniques like crimping on it.
- BOOSTS testosterone - stronger forearms are very closely correlated to higher testosterone.
- Thousands of human hours have been put into developing this product to make it as good as possible.
- You can use it wherever you want, even in the comfort of your home.

Features

- Counts reps,
- Weight is fully adjustable so you can use it at any level, even when rehabilitating.
- You only need 1 grip trainer forever since the weight is adjustable.
- Squeeze up to 200 lbs of force.
- Measures grip strength accurately - max squeeze option.
- Once you reach Terminator strength levels, you can show everyone your strength.
- Tracks your progress & PRs in this one little machine.
- It makes focusing on the grip easy as pie - great if it's a weak point or something you want to turn into a bigger strength.

Here is what users of this product had to say...



Grant now is much better at bouldering...

★★★★★ Verified Purchase

"I had tried so many things to increase my grip strength but nothing worked this well! When I tried this special grip trainer, my climbing got so much better. I used to have problems with gripping but now I'm able to do much better on my bouldering. I feel so much pride after completing climbs and beating my friends in arm wrestles."

Grant M. – New York, USA

16th April 2024



Edgar's weak grip got stronger...

★★★★★ Verified Purchase

"I used to have such a weak grip & I would slip off the grips after a certain point. It was so annoying! Now I realise the importance of grip training & how this grip trainer is better. I really love how you can practise crimping on this trainer, it made crimping much easier to get the hang of & now I'm progressing quickly!"

Edgar S. – Honolulu, USA

27th February 2024



Alvin loves this grip trainer...

★★★★★ Verified Purchase

"I'm very impressed with its quality and built-in battery. It functions very well and the adjustability is so handy. The adjustability works so well that even those with smaller & weaker hands (like my great grandma), can use it. Also has workout routines, and does have a kg or lbs option. It also will display the highest value you reached during a squeeze which allows me to flex my grip strength to my friends!"

Alvin J. – Houston, USA

19th February 2024

<p>This product is so effective that...</p> <p>1 STAR Verified Purchase</p> <p>"My younger brother bought this <product> grip trainer 3 weeks ago and I didn,t think much of it. We were fairly even at arm wrestling but now it's not even close! He beats me everytime & he also does the fake handshake and squashes my hand. I have already ordered mine so I can catch up to him!"</p> <p>Josh T. – Charleston, USA</p> <p>3rd January 2024</p>	<p>Paulo increased his grip strength by 15 lbs in a week...</p> <p>★★★★★ Verified Purchase</p> <p>High quality and very robust. Durability is great & it's made out of good materials. I've already increased my grip strength from 95 to 110 lbs in a week. Great product!</p> <p>Paulo E. – Denver, USA</p> <p>11th March 2024</p>	<p>Ryan can rip apples in half...</p> <p>★★★★★ Verified Purchase</p> <p>I've always wanted to be able to rip apples in half. My grandad and my dad used to always show how he does it but when I tried, I could never seem to be able to do it. Then I found out about this grip trainer, started training and BOOM, now I can do it...</p> <p>Paulo E. – Denver, USA</p> <p>26th April 2024</p>

This grip trainer isn't for everyone...

We don't serve people who: are lazy, look for quick solutions, make excuses, etc.

If that's you, this product will not work and it's not even worth spending your money on.

I only want to give this to people who will actually use this to get a strong grip.

So the choice is yours!

If you're serious about having an iron grip easier, safer and much faster than any other of these low-quality grip trainers,

And you wanna see fast results with your very own eyes, all you need to do is buy this now & start using it consistently...

Buy it now, you won't regret it.

PS: Make sure you act now. Even though we don't have plans to raise the price right now, demand is starting to increase & we will raise the price once I get overwhelmed with orders!

BUY NOW 🏹

<Product area>

Product images and all the add-to-cart stuff and that,
Benefits
Add to cart and that,
Add options for the bundles,

 US OWNED & OPERATED

 FREE US SHIPPING

 2 YEAR SATISFACTION GUARANTEED

 MONEY BACK GUARANTEE

Old Submission

50 Push Ups

<https://rumble.com/v4wbm1i-push-ups-v1.html>

50 Push Ups

<https://rumble.com/v4wblzf-50-push-ups-v2.html>

Push Ups

50 Push Ups

<https://rumble.com/v4v9xkc-push-ups-1.html>

50 Push Ups

<https://rumble.com/v4v9xpr-push-ups-2.html>

Facebook Ad:

CLIMBER APPROACH

<https://rumble.com/v4v2jl6-ad-1-climber-approach.html>

ARM WRESTLING APPROACH

<https://rumble.com/v4v2lfc-ad-2-arm-wrestling-approach.html>

Sales Page Review:

Banner with slogan at the top and option for newsletter sign up + Socials link

LOGO + bar for home page and that

When technology & effective training mix...

NEW electronic grip training tech designed to turn climbers into human spiders lets you develop a bulletproof grip in less than 2 weeks

If you've been struggling to grow a strong grip that keeps you stable during climbs,

Or if you have any other reasons why you would want a strong grip (like being able to smash anyone at arm wrestling),

Keep on reading, this will be extremely valuable to you if you're serious about improving yourself...