

Bodybuilding niche (Online course)

4 Questions:

Who am I talking to?

- Age 13/50, I don't think like a 60 year old would actually train in the gym, and if they do, they probably have done it a lot, and don't need a course, and most of them are men. From age 20-50 they are fat/skinny/weak. In the scale of age from 13 to 19 they are not mainly fat, although can be, but are more likely to be skinny/weak or the most probable thing is that they just want to be RIPPED

Where are they now?

Age 13-19:

Unsatisfied with their looks, want to get ripped, strong, perhaps boost their own confidence

Age 20-50:

Fat, weak, they want to change but are lazy.

Where do I want them to go?

I want them to finally get them to doing some pushups for example, to aspire to become more muscular, stronger, fitter and to go towards that goal.

What steps do they have to take to do the action?

- They have to first imagine what they want to achieve in fitness, and how much they value it
- then they will need just a push towards it, like how Andrew and Tristan Tate got me closer to business stuff through their videos.!

What are they thinking?

That they are fat, they know it, but they are too lazy to do it and don't want to do it because they are comfortable with it.

Where are they emotionally?

- They are sad or they don't care about anything or want to be better, but lazy
- They are wanting a six pack, they want to be stronger

Pitch for the company (I know it should be specific to the business but this is just a "format" i am trying.:

SL: Partnership offer

Hi, I am a young "salesman" and I am looking to improve your business, It has a huge potential in both amount of clients and profits per sale.

I chose your business because it already has got a decent customer base, so I have got something to work with, and yet a long way to go, during which I will be by your side, helping you to reach it faster, and maybe even go beyond it.

If you are interested in our partnership, DM me.

I am looking forward to our partnership,
see you soon.
- xxxxx (this would be slot for my name)

Short form copy (HSO):

SL: Everything was falling apart, my life was on its edge, just because of my extra pounds.

Everyone was laughing at me, I was feeling depressed, why would they laugh at me just because of my weight?

It was an awful feeling. Despite my good grades and friendly behavior everyone was mocking me, I couldn't even get a girl, why would she get someone fat like me?

I wanted just to have friends, but they would always just make fun of my bigger belly 😞.

Everyday I would ask myself, why would they ridicule especially me???

This was triggering me! I had to stop that, and I had two options to choose from:
either tell teachers about it, OR get rid of that weight!

So, with my reputation and confidence at an all time low, I wasted no time and took matters into my own hands

I was hitting the gym everyday, at the beginning they would still laugh at me, but eventually they had no more anything to laugh at, in fact, I was stronger than them now, it worked!

They would not even dare to offend me, and I was finally where I wanted to, no one was insulting me, I had a lot of friends and even got a girlfriend!

Trust me, as someone that experienced it, you don't want to be obese, and if you do, then don't expect them not to laugh at you, because they will.

If you decide to not be obese, and take matters into your own hands, this is what I recommend you to use: [link]

Longform copy:

SL: Do you want to shed pounds and turn them into pure muscle?

Many of you are obese, skinny and overall weak or unsatisfied with your physique, and I am here to help you change that.

I once had and have a friend, who was just really fat, and so much that it took the weight a whole minute to process such a big number, obviously, this made him be ridiculed by

everyone everywhere he went.

Many of you can imagine, or have even lived the feeling of being mocked, laughed at and more. And like most of you guessed, this was no easy thing to experience, and I was surprised of him not feeling suicidal.

And maaan it was soooo hard for him. He had a girlfriend he really liked, who left him because she could not withstand the fact her boyfriend was “weak, fat, mocked, and a bit depressed.

His life was just a circle: Wake up, go to work, eat and sleep. I was really ashamed, he had so much potential that he never used just because of his big belly.

But because of this routine, some serious threats such as diabetes, heart attack, and even stuff like not being able to walk began to be a possibility if he won't change it...

Everyone he knew was shocked by the news, he was such a nice guy, he even had good grades, potential for a bright future, and this is what destroys it???

It was now the time to change, now it was for all the marbles, now or never, his career dependent on this like never before, give up or fight, success or failure, no other option.

And what did he choose? HE CHOSE TO NOT GIVE UP! He began hitting the gym not once per week, not twice, not three times a week, he was hitting the gym EVERY SINGLE DAY!

Do you know what happened? He got from having 140 kilos to having 100 kilos and a six pack! His doctor said that he had never seen such a physique before!

Soon he started a business and it was successful as hell!

And the cherry on top: You know what his bullies said when they met him? They said “Sorry.” and ran away.

Do you want to stay skinny, fat, weak? To be that guy who everyone can laugh at? I bet you don't! If my friend could do it, you can too!

Excuses? You don't have time? You are lazy? I AM TAKING THAT AWAY FROM YOU! You have everything you need! Go become the guy you were supposed to be!

Let everyone know that you are not a loser, but someone whose middle name is “Success”.
[link]