

100 pushups: <https://vimeo.com/904902559>

The 4 questions:

Who am I writing to?

Ideal Target Avatar:

- Gender: Men and women
- Age range: 18-35
- Occupation: Any
- Household Income: Average
- Location: US

Where are they now?

They're in a spot where they aren't sure if they will stay consistent in the gym because they can't find energy or motivation. In a spot where they just want to get the best workouts of their lives to feel good.

They are also scared of pre workout tasting bad.

By the time they get to this page, they will have gone through about 3 emails and a video.

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

I want them to purchase the pre-workout.

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

They need to envision their best workouts, a future where they always want to go to the gym. They need to realize there are ways to fix their emotions.

They need to feel that continuing their fitness journeys while tired might just lead them to quitting or not enjoying their workouts.

Roadblocks, solutions:

Roadblocks:

They struggle with finding energy and motivation, often after working. A lot of pre workout they've tried tastes bad and for them, that's usually a dealbreaker. They're a bit lost when it comes to finding a good pre-workout or if they don't know about it yet, they just stay tired.

Solutions:

The pre-workout I'm trying to sell to them has good taste and does actually provide energy and focus. In the emails they'll have received from me, they will have learnt about how to optimize nutrition for energy as well so combine that with the pre-workout and they will always have energy for a workout.

Personal analysis:

I think the bullet points and headline could be better. Spend more time on fascinations?

Establishing credibility isn't done very well here. Maybe add sources for proof about pre-workout and a link to more reviews, both near the end of the page?

I could connect the topics a bit better. There's a few points where it jumps to different topics. Not really sure how to improve it on this page.

Could benefit from a PS section to offer samples.

Sales page:

The Easiest Way To Guarantee Energy In The Gym.

Ever found yourself dragging through workouts, feeling the weight of fatigue and lacking the motivation to push through? You're not alone.

Do you frustrate yourself by losing motivation and drive, especially after a long day of work?

Contemplating skipping workouts due to low energy?

Do you feel embarrassed when you skip the gym because you lack consistent energy?

What if there was a game-changing solution to elevate your energy, focus, and motivation in the gym?

If you've landed on this page, it's because you want to take your energy levels before your workouts to the next level.

How exactly can you improve your energy levels in the gym?

Combine the pre-workout nutrition you learned about with this tool and you will leave your fatigue in the dust.

No, really.. People have experienced massive changes in their workouts and sometimes even days with what you're about to find out about.

It's not much harder than drinking water.. Literally.

Small price to pay for next-level workouts isn't it?

Many people have experienced the same level of fatigue, lethargy and demotivation as you. Many have also probably tried the same solutions as you and failed.

A lot of people give up and a lot of people find the solution you're about to read about.

When people eventually do find this tool, they notice their problems in the gym disappear and sometimes even experience the best workouts they've ever had.

I'm talking about workouts where they're moving the weight like it's paper, they're not checking their phones and they're drenched in sweat from the amazing workout.

I'm not just saying this to grab your attention, take a look at what other people have said:

"Really like the mood and focus. I just feel so much better during my workout and it actually makes the rest of my day feel like I'm in a better mood"

- Justin M.

"I feel like a new person when I go to the gym honestly."

- Jake T.

This gym "hack" will force you to have energy in the gym.

You need a way to ensure you have energy every workout don't you?

Gain energy, drive and focus for your workouts all from this one asset.

Introducing Voyager pre-workout, this product is a mix of ingredients designed to provide sustained energy, heightened motivation, and an improved mood post-workout.

Are you afraid of the terrible taste of most pre-workouts?

Don't be, we've made sure this doesn't become an issue. We've only received compliments for the taste.

Are you afraid of losing motivation when you're dead tired?

Are you feeling like pre-workout is just caffeine with clever marketing?

We use specific ingredients to reach specific goals, Voyager is not just caffeine mixed with some extra marketing on the inside.

One ingredient we use is called rhodiola rosea, it's mental benefits include improving learning, brain function, and concentration. One of the most well known benefits is the increased ability to handle stressful situations.

On paper it looks like you're paying 50\$ for a bit of energy in the gym, but in reality you obtain a mood boost, an amazing pump and even motivation and focus.

These feelings carry onto the rest of your day, this won't just help your workouts.

Why struggle with feeling drained and unmotivated when you could experience all of the above?

Become the person that's never having a bad gym session.

Not sure if it'll work for you? We're so confident in the impact Voyager can have on your workouts that if you don't experience the benefits, you get a refund and still keep the product.

You don't want to delay this anymore than you need to.

Your workouts are missing energy and you know it.

Again, look at what other people have experienced:

"Bought from my local nutrition store and had to review here. I've tried every pre workout in that store and this is by far my favorite: pump, focus, mood, feeling strong AF and FLAVOR"

- Chris E.

"Switched from ON and this pre is so much better. My strength, mood and focus are through the roof and I enjoy my workout."

- Jake N.

"Noticed an actual increase in strength and endurance lately and I'm pushing out more reps than normal. Really like this stuff. I think it's a seriously good product. The rocket razz is a great flavor too, love the naming!"

- Nathan J.

Now, you could either close this page and continue having bad workouts and maybe quit, you could keep going and just have a few decent workouts OR **you could invest the equivalent to a lunch once and enjoy the gym more than ever before.**

The easiest way to make sure you never get a bad workout again is waiting for you.

Uncover one of the greatest assets for your fitness journey, right here, right now.

[Link to the product](#)