

HSO EMAIL

Yellow: Hook

Blue: Story

Green: Offer

Subject Line/ hook: I was SHOCKED when I looked at myself in the mirror...

A split-second decision shaped the DESTINY of my LIFE!

I finally started to make progress in gaining muscle mass for the first time in my life

After years of navigating a labyrinth of programs and diets, I've finally unearthed the *elusive* root of my dilemma.

This brought me tears of pure joy!!

Unfortunately, this “joyful” moment was short-lived when something unexpected happened...

This unforeseen event has regressed my improvement in my physique and everything I worked so hard on was slipping away...

The moment I looked at myself in the mirror...

I knew I had to make a split-second decision, a decision much like choosing **life and death**.

I had two options...

My first option, **death**, was to let all of the progress, sweat, tears, and pain, be in vain and just take a front-row seat in seeing all my progress leave

My second option, **life**, was to do something about it and FAST!!

I chose the second option, I didn't want to go back to living the scrawny loser life I used to have.

Having no girlfriend, friends disrespect me, and people see me as a PATHETIC TWIG that can be thrown on the side of the road.

Biting the dust of people moving ahead of me...

Luckily, I solved the root of my problem before It took a turn for the worse

And it's all thanks to the effort I put into research that led me to find the solution to my predicament

Now you have to make a decision that can COST you the fate of your whole life!

You can continue with your ***scrawny lifestyle*** and miss out on the women and **respect** you know you want.

The decision you make is what you **FUCKING deserve!!**

If you want to change your life how I did then...

[Click the link here to shape your destiny](#)

Review: 8/10. I really liked how you utilized your tools such as bolding, underlining, caps, etc. I would recommend not using it as much but I see how you used it to keep the reader entertained. Your copy overall is great though bro. Keep it up. @issmoney_777

Avatar: Maxwell

1. Who am I talking to? Who is reading this copy?

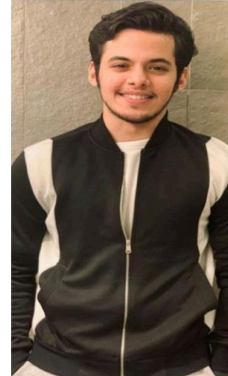
Avatar: Maxwell

Physical traits:

Height: 5'11 inches tall

Weight: 150 pounds

Body shape: skinny



2. Where are they now? Where are they emotionally? What problems are they dealing with? What are their challenges? What are their dreams?

Max is not fit, he is currently skinny. Emotionally, Max is frustrated, upset, envious, anxious, and sad with the way his body looks.

Problems he is currently facing:

- Insecurity
- Bullied on his physical appearance
- Not attractive to women
- Not confident in himself
- Doubtful in his capabilities to create friends and relationships with women
- Frustrated in not being able to have a muscular physique
- Tired of not getting the results he wants from just plain exercise.

Max's dream is to have a muscular and aesthetic physique where he can be comfortable with himself and be happy with his body. He wants to have a body where he can attract women and have men around him at school and at work, and his "friends" respect him.

3. What objectives or actions do I want them to take at the end of my copy? What do they need to think? Hear? Imagine? Believe? Feel?

The actions I want them to take at the end of my copy are to click the link, get him to take a quiz, find the best fitness plan that suits his needs based on the results of the quiz, choose his fitness plan, and buys the solution to his problem.

- While in the process of reading and taking action, I want him to think of the status that comes with having an aesthetically pleasing and muscular body. I want him to hear the compliments and the gossip from people about his transformation from taking the program/ I want him to imagine getting the sexy women he wants from the beach, getting the respect of his friends, and getting him to imagine how happy he will be.
- I want him to believe that if he doesn't take action then he will continue to be mocked and live a miserable life.
- I want him to feel driven, in pain, and the desire to make the decision to change his life for the better.

4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What steps do I need to guide them through to take them from where they are now to where I want them to go?

I want them to experience their pain first in the beginning and later get them to feel hopeful and excited about achieving their dream.

The steps I need to guide them through are feeling their pain and the desire for change. Get him to click the link, take the quiz, choose his plan, and get him to pay for the solution.