

Essential Questions

1a. - Who am I writing to? Who is my avatar?

Avatar:

Teenagers to middle aged men ~(15 to 40) who not only want to level up their physique through calisthenics, but gain strength to perform advanced exercises. The men could have a completely beginner to intermediate level of calisthenics knowledge and experience.

A **top frustration** of my target market is their body image. The market could range from people who are extremely insecure about how their body looks to people who, although aren't dreadfully insecure, feel uncomfortable in their fitness levels and the way they look.

Within this category of people who know they need to change their body, there are complete novices to calisthenics, and there are people who've already dabbled in it, can perform basic exercises, but have stopped because of past failures such as plateaus.

Common frustrations/excuses keeping the avatar from starting their calisthenics journey:

- Not knowing how or where to start
- Plateaus and struggles with motivation and consistency
- Not being able to find high quality, personalized info. Only finding gimmicks and questioning the reliability of a source
- Some programs requiring complex equipment
- Getting the basics down but not being able to progress to "actual" calisthenics that they see pro athletes and influencers doing all the time.
- No effective progression tips.
- Time constraints/busy schedule
- Deliberating the difference between finding a workout online versus buying a program.
- Overwhelmed by all the information in the fitness industry.
- Doubts if calisthenics will build muscle. Body image concerns.
- Boredom and no variance in exercises.
- Too high of a cost
- Lack of transparency in a program. What will I achieve in the end???
- Feeling demotivated when actually gathering themselves to execute the movements because of their body's weakness.

If the audience were to describe their problems to a friend over dinner...

He would talk about how sometimes he feels absolutely weak, lazy, and worthless... he is conscious of his need to improve his life and is considering doing so through the means of fitness. He is considering calisthenics specifically because of its visual appeal and how every

single calisthenics athlete or gymnast he sees, they're absolutely ripped. He wants to know how. Currently, he acknowledges that he is not doing anything meaningful with his life that will produce exponential gain for himself. He is looking for something that will reinvigorate his life and make himself healthier. However, he doesn't know how or where to start.

The avatar is embarrassed about their habits. Again, this connects back to his desire to change his life through fitness. It's the unhealthy habits these guys have been nurturing for years that's keeping them in such a stagnant, mediocre position in life.

b. Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc

What are they thinking/feeling?

The avatar has reached a pivotal moment in their life which is their first step to changing who they are: They are *aware* of the fact that they need to improve their fitness. They've already thought while watching calisthenics videos and fitness advice on YouTube at 1am: "I need to turn my life around." They feel unmotivated and lazy at most times, but this time, their vision of becoming a beast physically motivates them more than anything before. They recognize they've been putting off their physical fitness for too long – they feel an emptiness and dissatisfaction in their bodies.

Where are they now?

Now, they've reached a point in which they're actively searching for ways to improve their fitness. They've searched through YouTube, reddit forums, and even took a look at some online calisthenics programs, but something is holding them back from pulling the trigger and starting their journey today: uncertainty.

They doubt if the programs will be worth their money.

They doubt if they'll progress with the generic workout plans shown on YouTube; with the information overload that they're getting.

They're in search for a structured program that will guide them step by step through the process of mastering calisthenics. They need the assurance of someone experienced guiding them by their hand throughout the journey.

Regarding where the avatar is **inside my funnel**, the avatar will be seeing my client's sales page for the first time. They aren't signed up to any of my client's newsletters. They simply arrived at the sales page organically.

c. What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to click the CTA button of **purchasing the program** on the spot. My goal is to eliminate all possible objections, provide as much social proof as possible, and frame the copy in a way that the product is perceived as the solution my avatar was searching for all along.

d. 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 are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- They must experience all of their objections dissolving.
- They must not have a single question by the time they finish reading the page.
- They must know that the workout program is effective and that the workout structure is based on reasoning.
- They must experience bursts of motivation throughout the sales page for them to buy with their emotion.
- They must find valid, logical points in the program (for example, value stacking and price anchoring) to make them able to justify their purchase with logic.
- Their personal beliefs on why they aren't fit should be changed; they should have an "ahhhh" moment in why they aren't fit and they must see why this program is different from others because of that belief change.

3 - Your document must list the reader's roadblocks and the solution/mechanism that will solve those roadblocks (lesson also attached below)

The reader's **roadblock** is not having found a high-quality, in-depth program that contains all of the things they're looking for.

The **solution** is the program itself. The program will check all of the mental checkboxes they have made in their minds on what defines the perfect program for them.

4 - Your document must include your best personal analysis of your copy's weakness and how you think you should improve it

What I'm concerned about the most is my copy length. I want to be able to engage the reader for as long as possible throughout the sales page. That's why I've been considering transforming some of the copy I've already written into video format to leverage the power of visuals and sound. Right now, I'm struggling to determine which parts of the copy should be mentioned inside of the video.

100 squats:

<https://vimeo.com/899036590?share=copy>

5. Previous points of feedback I've gotten from Advanced Copy Review:

- ☒ Rewrite your headline & subheadline to implement Prof. Andrew's fascinations, curiosity, and attention teachings from Copy Bootcamp.
 - ☒ Hit the right balance between being specific while addressing the pain points/desires of my target market and still speaking to a wide audience.
 - ☒ Utilize sensory language & leverage identity and status when describing the reader's dream state.
 - ☒ Make sure the reader is engaged and invested in the sales page before introducing the product. I.e., don't introduce the product right off the bat but build rapport with the reader first.
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Headline

Take this ONE STEP to attain the legendary physique of Greek Hero Hercules... if you're brave enough.

Plus, discover the simple formula to charm women more than Brad Pitt shirtless.

Been telling yourself you need to change? Not satisfied with how you look in the mirror?

Lead

Before revealing the what, let's talk about the why.

Let me guess – what you've been thinking about these days, maybe even for weeks or months, is how you need to change your body.

You've been putting off your fitness for too long and, every time you see yourself in the mirror at night... Well, things could be better.

When I say "change your body," I don't mean putting on 1 pound of muscle and calling it quits... I mean growing *slabs* of muscle, sculpting your body into an aesthetic masterpiece.

You want...

A chiseled physique. Size. Fullness. Juicy arms. A killer back. A packed chest. Perfect proportions and muscle size. Knife-sharp definition. Popping abs. Functionality embedded into your body.

But here's the thing.

You don't want a physique that, although it can bench 300+ lbs., is bulky, slow, rounded, and just way too massive.

Plus, nothing demoralizes you more than the mainstream gym philosophy that you won't get a killer physique without going to the gym 6x/week with an absolutely *diabolic* calorie deficit.

Even PRO BODYBUILDERS fail to maintain that lifestyle...

In the end, people get burnt out and settle for some decent muscle definition but no "shredded" aesthetic.

The good news?

In calisthenics, the leaner you are, the stronger you are.

How is that possible?

In bodyweight training, you want to be as light as possible while having the perfect amount of functional strength. Imagine trying to hold a planche with 10 extra pounds of fat attached to your body. Or a muscle-up. A handstand push-up. It's like having a weighted vest attached to your body.

The sooner you cut down your body fat, the quicker you'll master the badass moves you see on YouTube AND you'll start to look absolutely shredded in the meantime.

There's nothing to lose!!! That means...

Low body fat + functional strength and muscle = Aesthetic Herculean Physique



So you *want* a shredded physique. You *want* to perform the most impressive calisthenics moves. You *want* to change who you are.

You want, you want, you want.

But why haven't you acted? You already have the fuel inside the truck; the motivation to drive forward...

...But you don't have the road.

You don't know where to start. Which programs are worth it? Which ones should you avoid?

The reason you're here is because you're looking for a program that'll lay out the clearest, most simple-to-follow path so that all you have to do is EXECUTE... one that'll get you on the highway to a Herculean physique...

My brother, your search ends here.

Here's the deal...

If you want to wake up 12 weeks from today with your dream physique...

If you want a path that'll break down exactly WHAT to do. HOW to do it. WHEN to do it...

A path that'll get you feeling more powerful and capable just within the first week of starting...

I'm going to give you a 99.999% done-for-you calisthenics program.

But there's *still more*...

To make sure you actually stick to the program and achieve your goals...

I'm going to let you in on the secrets it took me 10+ years of training to learn... for you to jumpstart your calisthenics journey, to bulldoze over any and all roadblocks along the way, and for you to get a Greek God's body ASAP.

I will personally make it IMPOSSIBLE for you not to come out as a changed person by the end of this program...

ALL IN ONE PACKAGE!

If you're still wondering if this program is right for you, I want to make this as clear as possible...

- If you want to hold plances, handstands, and rep muscle-ups as smooth as silk...

- If you want the sculpted physique of a Greek God...
- If you're skinny and want to pack on tons of juicy, lean muscle...
- If you're overweight and want to melt off fat while revealing razor-sharp muscle definition...
- If you're in decent shape but are looking for that extra edge to elevate your body...
- If you've been struggling to find the right program to pull the trigger on...
- If you want to stop being invisible and turn more heads than Brad Pitt shirtless...
- If you want women, family, and friends to treat you differently...
- If you want to look yourself in the eyes and be proud of yourself...

My friend... Look. No. Further.

As you read on, I'm going to show you:

The ingredient that separates BodyweightTribe from any other brand.
How to use calisthenics to build your dream body ... in one word.
A sneak peak into our legendary program.

Now, before you buy this program, you need to know this about me...

I WANT YOU TO CHANGE YOUR LIFE.

X years ago, I was in your exact position. I was a puppet of my habits. My sluggishness. My social anxiety. My lack of confidence. I was chained to mediocrity; kicked around in a loop of self-loathing. I finally thought to myself:

"I need to wake up. Life is slipping from my fingers. I want to THRIVE, not just survive."

Ever since that point in my life, I tried to find the right thing... the ANSWER to make my journey less painful; less cluttered with doubt... for YEARS on end! Spoiler alert: I couldn't find it...

So I created it myself.

My friend, the success of Bodyweight Tribe over all its competition is rooted in those moments when you casually navigate through the program, and a lightbulb goes off. "That's exactly what I was wondering. That's exactly what I'm facing right now." My 10+ years of experience and personalized insights will reassure you that every hurdle is a part of the journey, and I'll be right there, guiding you through each step of the way.

If you're here right now, **it's because of one of two reasons:**

- Reason 1 – You’ve been considering getting into calisthenics for the first time. Ever since you saw the planches, the muscle ups, the handstands; you fell in love with the art. And just... the physique. Aesthetic, sculpted, powerful. You want the body of Hercules. You want to feel as confident and capable in yourself as possible.

But there’s still something holding you back... you’re waiting for the “perfect moment.”

You’re sitting back trying to make sure that everything falls into place BEFORE you start training seriously.

But really... the truth is... you may be doubting your *ability* to actually become ripped, lean, and gorilla-strong. You might be intimidated by the moves you see on YouTube. You might be worried about what would happen, how embarrassed and disappointed you’d feel if you failed to get the results you want.

- Reason 2 – You’ve already dabbled in calisthenics before and maybe even bought a calisthenics program at one point. But because of a lack of results, direction, and plateaus, you didn’t get the results you wanted.

Maybe you even invested countless hours... drained your savings... and POURED BUCKETS OF SWEAT into the program, but it all fell apart and the idea of trying again makes you doubt if things will even be worth it. You fear the failure of trying again...

And yet, you’re on this page. You haven’t given up yet. My friend, you’re in the right place.

Body

My name’s Alex Paz, and I’m the founder of BodyWeightTribe.

The reason I’m giving you such a put-together program is because this is exactly what my younger, inexperienced self would need so desperately when starting calisthenics.

And another reason is...

The fitness industry is in absolute pieces.

It has fallen from its previous glory and now, after watching a motivational video at 2 a.m., even a 14-year-old could make their own online course.

That’s the quality of information out there...

Amateurs, posers, pseudo-professionals.

What does this do to the industry?

It saturates it with generic, lazy, and surface-level content. With impossible promises and low-quality content saturating the market, what's left is a mass of people demoralized and \$300 poorer.

Over x+ individuals worldwide master their bodyweight and achieve the physiques of Greek Gods. Us here at BodyWeightTribe, though, have helped...

That's x+ HUMAN LIVES we've transformed.

But no matter if you've already tried calisthenics before or if you're completely new, the "built" version of yourself may seem pretty far from where you're at right now.

Plus... With all the reddit forums, YouTube videos, and programs out there, it's IMPOSSIBLE to know where to start.

While I was trying to master calisthenics myself years ago, I tried to figure out the ultimate common denominator among the most successful bodyweight tribe users...

And I thought to myself:

"What's the one thing that separates the guy who put on 20 pounds of muscle and learned to hold a planche, versus the guy who couldn't?"

Whatever accomplishment you want to achieve by the end of BodyWeightTribe... the ability to turn your vision of success into reality, is based on one thing and one thing only...

Genetics.

I'm kidding.

Matter of fact, nothing could be further from the truth... It's not genetics, it's not time, it's not age...

It all comes down to...

Persistence.

In other words...

- **It didn't matter** if someone was initially small and frail...
- **It didn't matter** if someone could only train 3 times a week...
- And **it didn't matter** if someone wasn't in their body's physical prime...

The one common theme among the most successful BodyWeightTribe users was that...

...They ALL continued to drive forward *wave after wave* of failure.

[Images of testimonials]

Each one of these people had a “first workout.” I can assure you that their body rebelled. That their form was poor. That their muscles ached.

It did not matter one bit. As a matter of fact, **them having a crappy first workout was a canon event.** Why?

Because it was their first step towards success.

And guess what happened next?

They took their second step...

Then their third...

Then their fourth.

Remember... Every single workout is one workout closer to the stronger, sexier, more attractive version of yourself.

Personally, I've completed about x+ workouts. If each workout is just 1 hour long, that's y hours.

And even though I'm the guy with the reputation and expertise, **I admit I didn't always *feel* like doing my workouts.**

Sometimes, I felt lazy... sometimes I even questioned why I was doing it all... But little by little, I became stronger. I became bigger. And in the end, I never looked back.

Here's an Oppenheimer-sized revelation for you – the **ONLY** way to get anywhere in life is to fail, and fail miserably... **What defines your success is whether you get back up to CONQUER your failure or not.**

So if you've never tried calisthenics or never truly persisted after starting...

You being on this website is your first step to changing who you are.

In BodyWeightTribe, I will personally hold you by the hand and walk you through each and every step of your calisthenics journey ... All *you* have to do is start and persist. If you follow the steps outlined inside of this program to the T... the physiques you see on YouTube, the ones you wish you had, will ALL BE YOURS.

Now, before you start, you need some tools. Tools that I'm going to be providing you, so you know exactly what you're supposed to do and how. Without the tools I'm going to give you, your chance of quitting and getting confused skyrockets. That's why...

I pulled together ALL of the tools you'll need so you can **achieve your calisthenics goals in absolutely no time...**

Close

Program Breakdown

12 Week Training System

You get a training system that not only maximizes strength, but also maximizes muscle-building. The perfect ratio of upper body and core workouts to not only build the strength you need to perform advanced skills, but to also get massive in the meantime.

Phase 1 – Strength

This 4 week phase focuses on enhancing strength and density through key bodyweight exercises and their progressions, aiming for a significant increase in strength. The emphasis is on maintaining low volume to enhance muscle density and sharpness. This phase lays the foundation for rapid gains in muscle size and fullness.

Phase 2 – Size

Upon completing the initial phase, our approach shifts to a strategic increase in volume, involving more sets and reps on specific muscle groups and exercises (for 8 weeks). This strategic adjustment aims to stimulate additional muscle growth and size.

Understanding that muscle growth results from a precise balance of tension and volume, the focus is on becoming stronger in elite bodyweight movements to foster more significant muscle development. To accelerate this process, we strategically elevate the volume, introducing higher repetitions and increased challenge to your musculature during this phase.

Introducing the Shred Nutrition Protocol

An athlete would be insane to think they could get any far in maximizing their potential if they don't have a nutrition plan. The same goes for those who want to build muscle. That's why I've crafted a highly effective nutrition protocol designed to sculpt your physique. This method focuses on shedding excess fat while fostering muscle growth, turning your body into a

powerhouse of transformation. With precise guidance on daily calorie and protein intake, this protocol streamlines the path to your fitness goals.

What sets it apart is not just its efficacy but also the enjoyable journey it offers, making the road to a shredded physique feel like a stroll in the park. Incorporating techniques like intermittent fasting and a proven eating style, this protocol has empowered clients to effortlessly achieve body fat percentages below 10%.

Within this comprehensive nutrition program, I'll guide you on mastering nutrition for your dream body, eliminating the need for food scales and tracking apps. Consider it your automatic ticket to a transformed physique.

What you get with BodyWeightTribe

3 Month Training Program

Unlock the most effective three-month training system with in-depth videos and tutorials. Experience 12 weeks of intense strength and muscle-building training, featuring strategic progressions to keep your growth high. This versatile program is suitable year-round.

Shred Nutrition Protocol

The missing piece of the puzzle... Without Shred Nutrition, you might as well throw all your gains away. Access a nutrition plan tailored to your specific body composition and goal.

Meal Plans (BONUS)

Simple and easy-to-prepare meal plans that take away the paralysis analysis of preparing your food.

Tips & Tricks Ebook (BONUS)

The holy grail of calisthenics... When you're stuck, this is the place to look. Plateaus? Look here. Exercise progressions and regressions? Look here. Optimal workout duration and volume? Look here. I got everything laid out for you.

Physique Tracker (BONUS)

Make sure you're making the progress you need by recording your growth in our Physique Tracker. Whether it be size, weight, or strength, keep track of it all here.

Hybrid Training Intro (BONUS)

Access a PDF touching on the fundamentals of merging calisthenics and weight-lifting to drive as much muscle growth and strength in your body as possible.

[More testimonials]

BodyWeightTribe

Unlock Gorilla Strength: The Calisthenics Path to a Chiseled Aesthetic

<input checked="" type="checkbox"/> 3 Month Training Program	\$80 Value
<input checked="" type="checkbox"/> Shred Nutrition Protocol	\$60 Value
<input checked="" type="checkbox"/> Meal Plans (BONUS)	\$45 Value
<input checked="" type="checkbox"/> Tips & Tricks Ebook (BONUS)	\$30 Value
<input checked="" type="checkbox"/> Physique Tracker (BONUS)	\$24 Value
<input checked="" type="checkbox"/> Hybrid Training Intro (BONUS)	\$40 Value

Total Value = \$279

Start Today for \$69.99!

CTA: LET'S GO!

Still on the fence?

You might be thinking "There are so many bodyweight workouts out there for free... Why should I invest in this program?"

What you get for free on the internet are workouts, and workouts only.

What you get with BodyWeightTribe is a structured system handcrafted for people just like you. A system that serves as the most efficient route to achieving massive strength gains, allowing you to perform elite level moves while also building a sculpted, aesthetic physique... You will be guided on the most speedy and effective route to becoming your best physical self.

Also, 90% of the workouts you see online aren't going to help you.

You have to consider what workouts are right for your body composition, how you can progress from these workouts after first figuring out if you're ready to move on, and which specific

workouts are right for your body goal. Also, what about training volume? Intensity? Frequency?...

What will give you an edge so sharp over everyone else who isn't using BodyWeightTribe is that you'll unlock access to the secrets of a seasoned, veteran calisthenics athlete. I've overcome all the roadblocks and plateaus that even popular fitness influencers are struggling with today. How? Experience, experience, experience.

30 Day Guarantee.

I'm so confident that BodyWeightTribe will transform your life that if you don't like it, I'll refund every single penny of yours within 30 days of your purchase.



CTA

Remember...

When you looked at yourself in the mirror that one night and thought "I can't live like this anymore... I'm going to change"?

Your opportunity is here; at your fingertips.

Tell me, are you someone who creates excuses out of thin air?

Or are you someone who takes initiative and grasps what they deserve?

If you're a do-er, click the button below labeled "start today."

From there, enter the required information to purchase the program. Right when you click "purchase program," you'll find a message sent to your email giving you official access to Bodyweighttribe and guiding you through how to use the program to its fullest.

From there, the program's all yours. Run with it. Explore it. It's the single most important thing that'll help you change who you are.

I want you to experience what it's like to be powerful... Physically, to draw strength from your body from nothingness, and mentally – to rise from all tribulations and failures like a phoenix from its ashes... The process is absolutely beautiful.

It all starts when YOU start. Show me who you are.

Alex Paz

Alternative Closing

Remember Kung Fu Panda?

Remember that scene where Tai Lung breaks free from Chorh-Gom prison? He breaks free despite being chained down by rocks in the deepest pits of the earth... a tortoise shell attached to his back with acupuncture needles limiting his chi, mobility, and breathing... and thousands of guards trained to keep him imprisoned...

Yet he escaped. How? The visiting goose's feather coincidentally fell down on him.

He waited 20 YEARS in Chorh-Gom Prison. He needed the perfect opportunity to break free. Once he got it, he was off.

My friend, realize that *you* are Tai Lung. There are worries, doubts, and excuses keeping you chained from becoming the best physical version of yourself. You're on this page because you're in search of the perfect opportunity you need to get started.

And here's the best part...

I AM THE GOOSE FEATHER.

I am the opportunity for you to break the chains of mediocrity attached to you. For you to rise to power and feel the potency surge in your veins.



My friend, you have a watershed decision in front of you right now...

You can ignore this page, save it for later, and go back to watching calisthenics highlights on YouTube... waiting for the "perfect moment" to start.

OR, you can choose to wake up 12 weeks from now with the physique of your dreams, embodying absolute control over the body.

IT'S YOUR CALL.

FAQ...

How soon will I see results?

You'll already start to notice small changes in body composition **2 weeks** in. You'll start feeling wonderful as well.

By **week 4**, the bigger physical changes start to kick in. Friends and family notice sometime around here.

When you reap all the benefits of starting BodyWeightTribe is when you reach **week 12**.

Personal Notes:

Attention

Threat / opportunity. Maslows' hierarchy of needs.

Things fade to irrelevance because everything looks the same. Implement newness, movement, change.

Blend human desires. Not only being fit, but getting the attention of women. Amplify the pain of being ignored by women. They came here for fitness, but now they're getting reminded of how their romantic life isn't working. But then, you saw you'll fix their romantic life too!?

Status: no longer be the neglected one in the friend group

In copy, frame yourself as the leader. Authority. People will innately be drawn to listen to you.

So show you're at the top of the social pyramid.

Show you have women.

You have great status and respect.

You have a great body.

Curiosity

You become curious when something is unanswered that you want to know.

When you want to close an information gap.

3 main ingredients for curiosity

Something they care about. What are their top dreams or pains?

Some small amount of info addressing it

Allude to more info on how to close their info gap.

You need some detail to make sure they trust there's an actual answer

Specific → real and trustable

20 fascinations for BodyWeightTribe

- What to do if you want the physique and strength of Greek War Hero Hercules
 - PLUS the secret tips of a calisthenics athlete boasting 10+ years of experience

- The secret method to unlocking the body and God-like strength of Hercules
- WHAT NEVER to do if you want the aesthetics and strength of a Greek God
- Working out in the gym 6x/week will get me ripped, right? WRONG. Why common gym routines are destroying your chances of becoming an aesthetic, sculpted body. (bulking phase = you get too big, ok you have strength but no functionality.)
- Going to the gym everyday means I'm going to get the body I want, right? What NEVER to do if you want an aesthetic, chiseled physique.
- Why people are ditching their common workout splits at the gym and are starting calisthenics...
- I saw gains INSTANTLY after I stopped going to the gym and instead started working out without weights
- You, yes you, are one step away from getting a ...
- The SIMPLEST step you can take TODAY to get the body and strength of a Greek god.
- The single step you must take to sculpt your body into a Greek God's
- The SINGLE STEP you must take if you want the physique and strength of Greek War Hero Hercules
- The ONE STEP that will sculpt your body into a carved, Greek god looking physique.
- WARNING! Don't click away if you want private access to the secrets of getting the physique of a greek god.
- WARNING! Don't go to another gym session without learning the RIGHT WAY to craft an aesthetic physique and build massive strength
- STOP chasing aesthetics by going to the gym. Do this instead...
- Are you interested in learning the secret path to building a god-like physique and power?
- Become indomitable. Unfathomable. Unconquerable... with the workout hacks of a pro calisthenics athlete
- Become indomitable. Unfathomable. Unconquerable... by working out exactly the way I tell you to
- Become indomitable. Unfathomable. Unconquerable... by using the secrets I've learnt through my 10 years of calisthenics training... in 10 minutes.
- Are you afraid you won't change your mediocre body if you don't start working out NOW?
 - Side note: If you think going to the gym everyday will help you, you're mistaken. Let me explain...
- The calisthenics "hack" that will transform your body into a Greek God's (in no time)... Sculpted. Functional. Aesthetic.
- Become the most sexy and aesthetic man in your friend group in 12 Weeks or less
- Did you know that everybody with a sculpted physique and superhuman strength do this exact thing?
- If you're just tired of the body you have right now and need to change quick, you *need* to learn this one simple step that will turn your body into a Greek God's.
- When putting the weights away will actually boost your strength and carve your physique.
- The truth about training with weights and how it's hurting your gains right now...

- Better than lifting weights. Better than crossfit. Better than cardio. Discover the best training method to literally carve your body's muscles and get Herculean strength.
- I compared the physique of someone who went to the gym versus did calisthenics. Results will shock you.
- Why so many people are shifting to calisthenics from their mundane gym routines...
- What the most ripped and aesthetic people are doing that makes them look better than everyone else

Since the beginning of the site, pose an impossible secret. Ill tell you how to ... in ONE WORD. Unfathomable phenomenon. Inexplicable.

Say what it's not.

Use paradoxes.

Use drama/conflict

Being in a group that "knows". Status. Tease secrets from the smart group. FOMO.
 "The top 3 calisthenics brands are using this specific marketing strategy that's allowing them to have a conversion rate of x%+

Use mental visualization using 5 senses lang.
 Tailor your copy to appeal to their specific painpoints.

Brainstorming:
 PLUS the secret hacks to turning heads faster than Megan Fox in a bikini

That get women to drool over your physique

Make it about getting attention. Validation. Praise
 Magnet to women = combining desires. Women and physique and respect and validation and status.
 Plus the secrets that will get every beautiful woman coming up to you

Staring

That will get women crowded around you checking you out

Brad pitt at a beach

That will get women gushing over you more than Brad Pitt shirtless

The **SINGLE STEP** you must take if you want the physique of Greek War Hero: Hercules...

PLUS the secret “hacks” that will get people to stare at you more than Megan fox in a bikini...

OR

PLUS the secret “hacks” that will get more women gushing over you more than Brad Pitt shirtless...