

1. Link to Vimeo Recording (Squats): <https://vimeo.com/902730268?share=copy>

2. The 4 questions

a. Who are you talking to?

- i. Young man, relatively new to their fitness journey (brand new – few months in), wanting to become either strong or shredded. Most are skinny fat, the rest are skinny and want to bulk or fat and want to burn it all off. The skinny fat percentage is concerned about how they will bulk without getting fatter than they are, especially from the way their belly is flopped out. Yet, they don't want to do some crazy caloric deficit and all-out cardio and be left skinny, weak, and looking like a geek.

b. Where are they now?

- i. They're tired of being in terrible shape and want the best shape once in for all. They first want to get into optimal shape, and then focus on maintaining that or they will bulk and become as strong as possible like the people they may aspire like Tate, UFC Boxers, Tristan, fitness influencers on IG, etc. One of their biggest desires is getting a six-pack, whether shredding or bulking. They may be struggling with food cravings or they may be lacking knowledge on nutrition and workout plans.

c. What do I want them to do next? Next Actions?

- i. Make them seize the solution to their problems: get them to click the link to give their email in exchange for receiving the eBook, which will solve their problems for free. Next, the landing page redirects to a VSL and a calendar to book a free consultation call where they will be up sold to a membership for the fitness program to have full accountability checks and ensure their progress with a professional. They will also be directed to the call from the last page of the eBook and also a P.S. section in the welcome email.

d. What do they need to go through to take the action?

- i. They need to be convinced the eBook is precious and is worth their time and energy. They need to know that THIS IS the solution for their skinny fat undesirable body and the information within will allow them to fix it. They also need to go through the rest of the sales funnel by coming across this eBook from an IG Reel/Short/TikTok/X post checking the landing page and ultimately giving their email to finally receive the eBook in their inbox.

## Roadblock Solutions

Roadblock: Lack of knowledge for fixing their situation (can't solely bulk nor can they shred). Don't know what diet or workout plan to use (or both).

Solution → A guide teaching how to loose fat and gain muscle at the same time.

## Personal Analysis

My landing page is primarily inspired from Brandon Carters older landing page for his eBook “10 Commandments of Online Training.” The first page is decent, but I’m concerned about getting attention and also the upsell to the call with VSL because the client didn’t want to invest much time on the VSL so he used an old YouTube video and he also only made one Short form video to promote it.

[Link to landing page](#)



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## LOOSE FAT & GAIN MUSCLE

# Thank You!

Your free copy of Lose Fat & Gain Muscle has been sent to your email.  
(If you do not see your product email then please check your promotions and spam folders)



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15 min

☐ Web conferencing details provided upon confirmation.

Here to answer any additional questions.

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