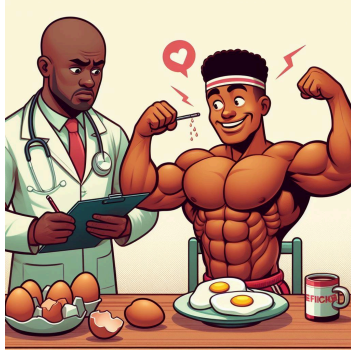


4 questions at the bottom (These posts are Youtube Community tab posts)

Post 1 (get new viewers to consume content)

Only Pu***es don't eat eggs.



Dont listen to anyone telling you that eggs are bad for you. IT'S BS!!

Eggs contain all the nutrients needed to sustain and grow life.

They're full of essential minerals, vitamins, protein, healthy fats, and antioxidants.[PMID 30909449](#)

So why does the mainstream media insist that eggs are so horrible for you?

Simple..

Healthy people are bad for business, and these pharmaceutical companies want to keep you fat and sell you Cholesterol prescription drugs.

Yes, a whole egg contains high amounts of cholesterol, but [studies](#) prove that eating eggs does not increase the risk of heart-related diseases.

[Recent findings](#) also show there are 0 credible links between dietary cholesterol and blood cholesterol.

I have eaten 15 eggs or more every day, and in [this video](#), I show the shocking effects it's had on my cholesterol levels.

Post 2 (collecting emails and prospects)

Losing weight while working 40+ hours a week is NOT hard



Want to lose fat and be functionally fit but don't have the time to work out daily?

Well, you only need three 40-50-minute workouts per week to start seeing results in the mirror every morning.

And trust me, none of you are so busy you can't find two hours in your week to hit the gym.

You just need discipline to go and the self-respect to say no to the garbage foods put in front of you.

For many of you, that's a big ask, and your health isn't important to you, which is pretty sad.

Because that magical fat-burning tea you bought online is going to do anything if you still eat like sh*t and don't train,

for those who are willing to take action and regain control of your body, here is my free [anabolic meal plan](#).

If you're just starting out and find yourself lost at the gym, try my [Baseline course](#) for FREE.

Post 3 (Selling courses)

For those who can't seem to get the number on their scale to budge and don't know why:



You can go to the gym every day.

Do the most intense workouts.

Eat broccoli and chicken until you're blue in the face.

And NEVER see the weight on your scale go down.

The number might even go up.

How do I know?

I've been on both sides of this same coin. I've been way too skinny and overweight.

This has been a 4+ year journey for me, and I have experienced the same pain as you—all effort.

No results. And lots of frustration.

There's a disconnect 90 percent of people (including myself) have when trying to lose/manage their weight.

Once I became hyper-aware of this mistake, I began to make progress.

I could lose and gain weight fast, and for once, I was in control.

Shopping for new clothes was now exciting because I knew I didn't need to find styles and sizes to cover my stomach and chest.

The people in my life started noticing the progress I was making.

I was more motivated and consistent with my workouts once the results were staring back at me in the mirror.

This is the same procedure I use with my current clients to help them stay in control of their weight.

Many of them would come to me and say...

"I've tried everything, and nothing works."

For them, everything was just a combination of useless TikTok exercises, and someone even mentioned walking on the treadmill for two and a half hours a day!

But when they came to me, most saw triple the progress by changing just one factor.

Everything fell into place seemingly overnight.

The fat melted from their bodies.

And, if they weren't seeing the proper results while working with me, this factor was miscalculated.

So what's this life-changing secret??

It's Calories.

If you eat the number of calories that promotes weight loss...

It's quite literally IMPOSSIBLE not to shed fat and tone up.

Yes. Impossible.

"Well, I'm eating the calories I should, and I'm still not losing weight."

Lies.

You're either overeating.

Or your daily intake wasn't calculated correctly.

You can use a fast and simple formula to see results today.

Body weight X 10.

Take your current body weight and multiply it by 10.

Yes, it's that simple!

Except It's not the most accurate.

So, you will have to start a trial and error period, which was why many of them struggled to see results on their own.

Regardless, it's a solid baseline compared to other more complicated formulas if miscalculated.

There is a strategy I use for clients who want to begin losing weight the next day.

It's incredibly accurate because it incorporates your...

Body type.

Metabolism.

Schedule.

And so many other factors related to YOUR specific situation.

If you want to skip the trial and error stage entirely and are ready to start seeing real results.

Don't let frustration hold you back. Take the first step towards a healthier you by using the meal plan included in all my programs. [7-day FREE TRIAL](#)

Who am I writing to -

Ethan an asian 35 year old accountant with a wife, 3 kids, and a golden retriever. Ethan is struggling with high body fat which is causing him a lot of health defects. He lives with the daily frustration of not being able to balance his work, family, and personal life. The thought of going to the gym is intimidating and embarrassing for him. Ethan values honesty and straightforwardness in both himself and others. He appreciates people like Tanner Shuck, who is direct and to the point.

What are there challenges and where are they?

A lot of their challenges come from having an office job with a lot of responsibility so its super easy for them to not workout. Because of the stress they are under they aren't in tact with their health besides the light lifting and jogs; stuff like that. They feel like they dont have the time to body build and meal prep and all of the above to maintain a healthy diet.

What action must they take post 1?

I want them to first look at the title and image shown and want to click read more.

Next I want them to be engaged and read through the entirety of the copy.

Finally I want them to click the link and watch Tanners video and subscribe maybe.

What emotions must they feel to go through this process?

First they need to be wither alarmed or just skeptical by the overblow title or image.

Next they will need to read the first line and be intrigued and curious on what the rest of the text might have.

During this they will need to be shocked and surprised while being taught a valuable lesson.

Finally with my CTA they will need to be even more intrigued and want to fill in a knowledge gap thats present in their brain.

Second post

I need to find their pains and desires and use that go grab their attention in the title and first two lines of copy

Next I will amplify the opportunity while maintaining a string of curiosity.

Last I will Amplify the pain/desire to get them to take action.

Third Post

I need to first come up with a good fascination that will instill a lot of curiosity in my avatar 'Ethan.'

Then, I need to make my readers believe this passage was written for them by adding my guru's personal experience; this will help them believe the idea will work and trust the brand.

After this, I will sell them the dream state, give them a little window of what their life could be and compare. it to their current state to amplify emotion

Finally, I will tease a little bit about the mechanisms in the program to handle some common objections and differentiate this solution from previous methods they tried.
(sell CTA)