

The 4 Questions

1. Who am I talking to?

You're talking to 15-25-year-old men who have the desire to improve their lives by going to the gym getting stronger, improving their mindset, and being more disciplined because they're unhappy with their **current situation**. Right now, they're currently going to high school/college they feel like they're not going anywhere in life because they are weak.

- **Not going to the gym how they're supposed to.**
- Not seeing any gains
- Not Being strong
- Falling into negative vices, partying, drugs, alcohol, wasting time, video games, and being around negative people.
- Feel like life is boring and mundane.
- What itches them the most, is they know they can be doing a lot better, in the gym, being more productive, starting a business, socially and in life.

Avatar

Bart is 19 years old he goes to the gym 5x a week he has his routine, which he feels is putting him on the right track toward becoming a better man. He still struggles with **negative vices**, scrolling on TikTok, and basically wasting time. Bart still goes to school, but he feels like friends and girls don't respect him as they should. Bart feels uncomfortable or like something is wrong, but he is not sure what it is. It's the lack of purpose in his life and the lack of working towards something.

2. Where are they now?

They were on YouTube and then clicked on the link for the website. They are currently reading the website.

These men are unhappy with their lives. They sense something is wrong because they have a hunger to learn and achieve more.

- Their life is mundane, they might not believe in school or college.

- Some days they feel good, but most days they feel like something is missing
- They also fall into the trap of instant gratification.

So they go to the gym daily, and they have a routine, but they still struggle with negative vices and motivation. They're on that self-improvement journey, they feel like they've been wasting their life being unproductive.

After being productive, they want to start a business and have a strong mindset, and strong physique. Mainly because they want to elevate their status. To get respect from women and men.

They struggle with instant gratification and staying consistent in the gym and with their set-out routines. They can't stay consistent because they get lazy. Fall into the daily traps of TikTok and Instagram, instant gratification.

3. What objective do I want to achieve?

I want them to click the order page and buy the course. Feel that excitement that changes their lives. For ex:

More disciplined, stronger physique, better mindset, and more confidence.

Feel excitement and motivation for the success they're about to achieve.

4. What steps do they need to take?

They need to feel the pain of their current life and the urgency that they need to change their lives. Physically, mentally, and financially.

Know how to get over some obstacles this journey brings and trust the guru to provide them with the answer.

Resonate with the identity that they're men, who are willing to do what it takes to achieve a strong physique mentality and a wealthy life.

Email 1

Subject Line: Don't forget your true LOVE...

Most of you young Gen Z men get dragged into the dark hole of mindless scrolling, falling into temptations, which is destroying you.

- You feel discouraged because you're not making any progress in the gym. (Maybe you even stopped going). Which makes you question all the work you have been putting in.
- You keep falling into the same negative vices partying, smoking drinking video games, and you're sat there wondering what went wrong in your life to be in that position.
- You overthink everything because you feel like everybody judges you for who you are, and that none of your friends genuinely like or respect you. Thinking this makes you unconfident and a VICTIM of life.
- Your mentality is falling apart, and you just don't know how to get back on track in your journey of masculine excellence. (Or if there is even a chance for you to make it)

We've all been through this, we just have an innate desire to be great and be the best version of ourselves every day, so we end up feeling guilty.

Sometimes it gets into our head and we start doubting ourselves.

So I'm going to let you know how to get out of this mess of overthinking and self-doubt.

You have to push through all the BS, keep going to the gym, and most importantly **STOP** doubting yourself.

You might've made a mistake, you might've made the wrong move, but let me tell you something...

You have to wake up the next day and choose to be a better man, who embraces his difficulties and keeps the ball rolling.

So if you keep working then, you'll start noticing impressive results in the gym, and you're going to start feeling the excitement for life.

You'll also notice women and men will start looking at you with a glitter of admiration in your eyes.

If you don't decide to keep working...

Then you'll be ignored by beautiful women and NO man will respect you, or even notice when you walk into the room.

You decide.

[<Click here>](#) if you are serious about changing your life.