

## **Avatar:**

Ryan is 27 years old gym rat. He works a regular 9-5 but his true passion is weightlifting. Ryan has a problem maintaining his physique though. During the summer, he looks very lean and cut. His girlfriend is scared to take him to the beach because of the fear that he will leave her for another girl. But, as summer ends and it starts to get cold, Ryan starts bulking to focus on strength. Holy hell does he put on mass. He goes from looking like an athlete, to looking like that drunk step-dad that somehow ended up crashing the house party. His girlfriend talks shit on him the whole time during the winter because all that extra weight tends to go to his face as well, so he just isn't as attractive anymore.

## **Current State:**

Ryan is frustrated with himself because all the work he puts in during the bulking or cutting phase, ultimately goes to waste. He can't hit that 315 max bench that he worked so hard for while he is cutting. Then, he throws away the physique he worked so far in order to just be able to hit 315 again. It's depressing because he is stuck in one big loop. That frustration turns into anger and he's at the point to where he is trying to decide which one to stick to: fat and strong, or lean and cut.

## **Roadblocks:**

Ryan doesn't know how to filter good and bad information since a lot of popular fitness pages tend to spread misinformation. He doesn't know how to effectively get stronger without getting fat. To him, getting strong means eat as many calories possible a day and push as much weight as possible during his workouts. He also doesn't know how to retain most of his strength when he cuts because his cutting program is too extreme. Only around 1,000 calories a day and all his workouts are pure volume and no intensity.

## **Dream State:**

Ryan has finally found the program that works well for him. He feels as if he is getting bigger and stronger after every workout. Every time he is in the gym he has the juiciest and fattest pump and looks at himself like a Greek God. He feels this huge sense of accomplishment because he can finally continually grow and develop his body. His girlfriend stopped laughing at him and now she's a little scared that he's going to leave her for a better-looking chick because his body is in A1 condition year round now. Now, he shits on his friends because they can't keep up with the pace that he is growing.

## The Solution:

Ryan has to acquire the proper knowledge of what is the most effective way to maximize the results he gets in the gym. That means understanding body mechanics, knowing how to target muscle groups, and knowing what rep/scheme works the best.

## How does the product provide the solution?

The product provides him with the proper tools he needs to maximize results. It breaks down which exercises to perform, how to target muscle groups, and the proper execution of the exercises.

## PAS Email

**SL:** Who says you can't do both?

**Preview text:** Doesn't it become exhausting to frequently switch between bulking and cutting?

You've been making enormous strength gains during the winter and become stronger than you ever were before.

People can feel your presence in the gym when you walk in.

"Oh shit, he's here. I wonder how much weight he'll put up today."

But as seasons progress and it gets closer to summer,

The anxiety of having to change your workout for a cut starts to creep in.

Pushing away the cut as much as you can because deep down, you want to keep getting stronger.

But eventually, you finally cave in because you need to start shredding for summer.

All those workouts you spent grinding to become stronger, only to throw it away to look a little leaner.

Quit torturing yourself.

There's no need to constantly switch between gaining strength and developing muscle when there's a way you can focus on both.

Learn to combine multiple training approaches so that you can look good and be strong year-round.

[Become a hybrid.](#)