

Who am I walking to?

The avatar in this scenario is a man over the age of 30 who is facing health challenges like obesity, heart disease, high blood pressure, or mental health issues such as depression. This individual is likely a father, husband, or an influential figure in his community who once had ambitious goals for himself but has settled into a life of mediocrity, possibly due to a busy lifestyle, poor diet, and lack of exercise.

Where are they right now?

Emotionally, they may be feeling defeated, with low self-esteem and self-worth due to their appearance and health conditions. Physically, they are likely overweight, out of shape, and facing serious health risks related to poor lifestyle choices, leading to high cholesterol, blood pressure issues, and potentially low testosterone levels.

What stage of Market Sophistication are they at?

They are at a stage where they are aware of their problems and the solutions that exist, such as diets and exercise regimens. However, they've likely experienced failure with generic, one-size-fits-all solutions and are skeptical about new approaches. They need a more sophisticated, tailored, and accountable system to believe in a solution.

Where do I want them to go?

By the end of the VSL, the action desired is for the viewer to click on the coaching application button to apply for the presenter's personalized coaching program. The goal is to have them commit to a transformation journey overseen by the coach, Nick Trigili.

What are the steps I need to take to get them where I want?

- Present staggering statistics about common health issues to create urgency and relate to the viewer's situation.
- Introduces Nick Trigili as a relatable and authoritative figure who has faced and overcome similar challenges.
- Paint a vivid picture of the grim future if they continue down their current path versus the benefits of choosing to change.
- Offer a clear and specific solution (personalized diet, training, and health monitoring) that addresses the avatar's frustrations with past failures.
- Add credibility by mentioning the success stories of past clients from various professional backgrounds.
- End with a strong call-to-action that evokes immediate response by highlighting the limited availability and need for dedication.

If you are watching this video right now, I can tell with absolute certainty that you are **over 30**, you're out of shape and you are looking to make a change in your health and lifestyle once and for all.

To lose that excess weight and keep it off.

To build more muscle, your mental focus and clarity.

To improve your testosterone levels and health markers.

So that you can be a role model for your wife, your kids and other people who are looking up to you.

If these things don't matter to you, I strongly recommend you grab a pack of cereal and stuff your face till you can hardly recognize the man staring back at you when you look in the mirror.

Till your testosterone levels tank, your blood pressure goes through the roof and you can hardly focus on your daily tasks and achieve your goals in other avenues of your life.

You can click off this video and suffer with a mediocre life because my coaching program is not for you!

We are actively walking through an EPIDEMIC.

An epidemic of obesity, depression, health and men settling for average lives that does not serve,

Themselves, their families, their kids and the massive goals they had set for themselves when they were a young 20 year old man.

Over **70% of adults** in the US are overweight and out of shape.

Heart disease is the number one cause of death in 2024.

Over **40 million** adults are suffering from Diabetes, cholesterol and severe blood pressure and heart diseases.

Depression and mental health is affecting **21 million** adults each year.

And the numbers just keep getting worse and worse, year after year.

Just like everyone keeps neglecting their health, bingeing on cereals, Mcdonalds, alcohol and shit quality foods.

And hardly ever sticking to a proper and sustainable diet or training regiment.

Constant trial and error, same goals, same lofty resolutions every year but not getting any significant results.

Or even worse, gaining more weight after coming off a restrictive diet.

As dramatic as it may seem, the statistics aren't just numbers.

Those are actual people, Fathers, brothers, and friends, who procrastinated too long and chose to make irreversible health decisions.

People who ignored their health and tucked away behind a 'busy schedule', their excuses and their little comfort zone.

From Man to Man,

How many times have you looked in the mirror and barely recognized the man staring back at you?

The sagging energy, the mounting blood pressure and blood sugar issues.

The silent struggles with self-worth as you try to keep up, with your friends, with your wife or maybe with your kids at the park.

We've normalized this decline as 'just getting older', but there are plenty of older men who can outperform you right now.

You might be thinking, who the hell is this bald guy to talk to me like this. Well, let me introduce myself.

My name is [NAME, LAST NAME]

IFBB Pro Bodybuilder and Former Mr.USA Champion.

This is me at the age of **16 years old**, I started taking PEDs at a very young age.

8 years later, I got my IFBB Pro Card, won the Mr.USA title, and decided to come off steroids to become healthier.

But things didn't go quite the way I planned.

I gained nearly **100 LBs** of body weight within just a couple of months.

I know, a lot of people say it is because of steroids and what it does to your body.

And I 100% agree, steroids affect your health in ways you can never imagine.

No doubt about it.

But you know what else I was doing that made me gain all their excess weight?

Eating processed, sugary and unhealthy foods every single day,

Not training consistently, not taking my health seriously.

And most of all, not having anyone to guide me and hold me accountable through this period of time.

I was feeling pudgy and sluggish all day long.

I barely felt alive.

Blood pressure . . . Sky high!

Cholesterol . . . completely out of range

Testosterone levels . . . Completely tanked

And I'm sure you can guess that my self esteem, confidence and hope was at the lowest point it could ever be.

Fast forward to **2020**, I had to make a vital decision just like you do right now.

I could choose to risk dying early in my 40s, keep feeling and looking like shit for the rest of my life at **360 LBs**.

Or, I could choose to act like a man and get my shit together.

Because my family, my wife, my business and my health were all relying on me to make the right decision.

And that is what leads us to where we are right now.

I've lost 100 Lbs since then, I'm **37 years old** and I'm the healthiest I've ever been in my entire life.

My mental clarity is back at the levels I forgot even existed.

My knees and my joints feel pain-free after losing all that weight.

My wife, friends and family are proud of me and ever since I got back in shape, my businesses started growing faster and faster.

And it has just been an upward spiral ever since.

This isn't just me bragging about my transformation,

It's to tell you that right now, you're standing at a crossroad.

To your left is a path paved with excuses and denial, leading to a future where your reflection disgusts you, where your kids can't rely on you, where your wife can't respect you anymore.

It's a place where your remaining ambition goes to die, buried under a shameful pile of fast food wrappers and beer cans.

If that's the road you take, all power to you and I apologize for wasting your time so far. And I hope, by some miracle, that you can still find a shred of self-respect sometime in the future

However, on your right, you have a straight line path to become the healthiest and strongest version of yourself.

To elevate your body and mind to its fullest potential.

Let me lay it out straight — ***you need more than just a gym membership and some fad diet to get and stay in tip top shape.***

You need a proven approach to dieting, one that is sustainable long term and is almost impossible for you to fuck it up.

You need a coach who's been in the trenches, a man who has been in the same exact position as you are right now, and has guided thousands of others to do the same.

I'm talking about giving you a proven strategy, and someone alongside you who won't let you throw in the towel when you are low in motivation.

As a professional bodybuilder with 20 years of experience, I'm telling you, without guidance, your chances of getting back in shape and maintaining it are slimmer than you getting back into your college jeans.

I've been there. I've felt the shame, the desperation, and the hopelessness — and I've turned it around using the same approach I have for you today.

100 pounds down and a full health transformation.

And I can help you do the same like I helped over 1000 clients in the last 14 years of my coaching career.

CEOs, entrepreneurs, lawyers, military, athletes, doctors and professional bodybuilders.

I've helped them all lose the excess weight, and keep it off for good.

This isn't some Keto, intermittent fasting diet with a cookie cutter workout program that guides you to a path of failure and gaining even more weight than you lost.

I'm offering to guide you step by step, hold you accountable, constantly optimize your diet and training program for maximum progress and most importantly,

To monitor your health and blood work closely so there is no guesswork, uncertainty or excuses involved.

You will know exactly how many days a week to train, how many days to rest, what exercises, how many sets and reps to do.

All you have to do is show up and follow the simple steps I'll design specifically for you.

To help you get stronger in the gym and improve your mental clarity.

You will get a personalized and flexible meal plan that is tailored to help you burn that excess body fat and put on muscle mass.

I will have my Partner, Core Medical Corp monitor and do your bloodwork so we know exactly what things to work on and how to make adjustments.

It all sounds awesome.

But, none of that is going to matter unless you take action and stay committed to your goals, your family and your health.

You need to take action now.

Not tomorrow, not next week, not next month.

TODAY!

The longer you wait, the harder it becomes to lose weight and build muscle.

I can only take on men who are ready to fight back and take control of their lives.

Those who are ready to invest in themselves, not just with money but with the sweat and willpower that it takes to be exceptional.

If that is who you are, and you've been watching the video so far, click the button below, start your coaching application.

And I'll personally be reaching out to you!

Talk to you very soon.

