

Target Market

Men aged 16-25, Looking to be physically fit and capable of doing intense calisthenics workouts. Men that want to impress others with their physical capabilities while also gaining the physique that attracts women with ease.

Avatar

Brian 19, New in college and wanting to make the best of his experience. Seeing how the current dating market is he's wondering how to stand out amongst so many other men in his college. He knows that jocks are always getting attention from the pretty girls but he's not into doing team sports and feels it's a waste of time.

Current State

Brian is not fat nor is he super skinny. He's got a very average body type with a little bit of a "beer belly" from his genetics. He is tired of seeing all the strong athletes at his college getting a lot of attention from pretty girls. Although he wants to get that same attention and find a girlfriend, the thought of joining a sport does not interest him at all. He does not see himself enjoying the "jock" lifestyle. Each day that goes by grows a strengthening resentment he feels for not achieving great things and becoming someone who is idolized.

Dream State

Being the center of attention and having something to be proud of. He not only wants to attract beautiful women but his competitive side wants to gain the admiration of other men. He wants to be an impressive and physically capable guy that others look up to for inspiration. Instead of feeling weird at a pool, he wants to feel confident and not feel ashamed when taking off his shirt to swim.

Roadblock

He doesn't like sports and doesn't want to spend time lifting weights in a gym because it's boring. Brian has never worked out before and has no idea where to even begin aside from basic pushups and sit ups which he feels are useless to him.

Solution

Calisthenic workouts would be an exciting and new way for him to workout. It's not sports, it's not lifting weights in a gym, it's something that he can do whenever and wherever. If he had a way to learn body weight exercises he could build skills and a physique on his own before unveiling it to his classmates.

Product

Calisthenics Workout Program

Welcome Sequence

Email 1

Subject Line: Welcome to Gorilla Strength!

Hey <name>,

We are glad you've taken the initiative and joined our powerful group!

Here at Gorilla Strength we provide monstrous results for your physical fitness journey.

Don't know where to start? Check out any of our world class programs and pick what fits your current situation.

 <https://gorilla-strength.de/stipke-collection/> 

Join the movement while it's available, your best self is on the horizon.

Stay strong,

Stipke

P.S. Keep watch for the next email to find out how I came to start this epic journey!

Email 2

Subject Line: A Gorilla's Journey

<name>,

We are all on a great journey, where it will take us is the big question.

Meet Dejan Stipic, also known as Stipke, a Calisthenics & Hybrid athlete with a REPs master trainer certificate.



Dejan's journey in the fitness world started in 1999 with competitive gymnastics, but he retired in 2011 to focus on Street Workouts & Calisthenics to build on his fitness experience.

By 2013, he had become one of the top Street Workout athletes in the world, taking 3rd place in his first competitive year at the SW World Cup Super Final in Moscow.

Since then, Dejan has competed at World Cups, Championships, King of the Bars, and even judged big competitions like World Cup stages.

He has also led hugely impactful workout seminars in countries like UAE, Switzerland, Poland, Taiwan, and more.

With Dejan's vast expertise, you can take your fitness routine to massive new heights using the techniques he teaches at Gorilla Strength.

Don't miss out on the opportunity to work with a master trainer and world-class athlete.

Become a Gorilla today and begin your epic journey,

<https://gorilla-strength.de/hybrid/>

Email 3

Subject Line: From Weak To Unbreakable

Seeing yourself as a lesser man, too weak to accomplish your dreams, it's enough to make you fall to your knees.

Looking into your own eyes and seeing a soft, shaky, unmotivated stare derived from a lack of personal achievement.

It's safe to say a change is needed, a change that will forge a body and mind made of steel.



There are secrets at play in the world that have given a select few men the drive to conquer incredible tasks that test not only their body, but their mental fortitude as well.

The sheer bravery to accomplish great feats even in the face of unrelenting difficulty.

Limitless strength and power have been unlocked and utilized by the few that know the proper techniques.

Creating men that can withstand any hardship, brave any challenge, and come out of the fires beating their chest realizing the beast within themselves.

Gorillas are a symbol of this strength in the wild, and luckily for you, those of us willing to put in the work can gain some of that raw strength.

Take a swing at the powerful side of life and find out how much you can achieve, all the guidance you need is waiting for your decision.  <https://gorilla-strength.de/> 

Power Awaits,

Stipke