

Problem - Mechanism - Solution (IPR Fitness - first warm client)

Copy is on page 2

Winners Writing Process:

1) Avatar:

Age 20-35

Bodybuilders and Athletes

Male/Female

2) Where are they now:

Bottom of the Funnel on the Product Page of Website

3) Where do I want them to go:

I want them to purchase now, specifically on the client's website.

4) What do I need them to experience in copy to purchase:

What they're missing out on by not hyper-focusing on specific muscle (in this case glutes)

Roadblocks and Solutions are Outlined in the Copy

Analysis of copy on page 2:

I believe my weakness is addressing the avatar in the first section. "You're in the right place now" just feels off.

I think my diagnosis of the problem in the 2nd section could be stronger. "Uneven weight distribution" is the problem but it doesn't seem like a problem big enough to encourage someone to change their current course of action.

Example: "Squat Pad Pro" for IPR Fitness

Whether you're sculpting your beach body, ramping up your explosive power, or on a mission to set new Squat PRs in the gym, the right equipment is absolutely key to your success.

People with these goals often fall short of them because they jump on the squat rack without the right padding, leading to unnecessary stress on your neck, shoulders, and back, all while trying to keep it **from slipping off - taking your focus completely away from your glutes!**

The solution is simple: **Intensity Per Rep**. To get the most out of your lift, you need the right equipment that allows you to fully focus on the exact muscle you're trying to build! Simply "jumping on the squat rack" isn't enough. Expecting instant results from this without the proper equipment is like trying to bake a cake without flour – you might go through the motions, but you won't achieve the desired outcome without the necessary ingredients.

That's where the Squat Pad Pro comes in. Designed to help you reach your goals quicker, easier, and safer than any other squat pad on the market. The Squat Pad Pro is precision-engineered and hand-crafted for maximum comfort, backed by extensive research and development, and ethically sourced right here in the USA. The Squat Pad Pro is the ultimate solution to hitting your squat goals.

Don't wait any longer – elevate your training experience today by purchasing your Squat Pad Pro and take your fitness journey to the next level.

If for any reason you're not completely satisfied with the Squat Pad Pro, take comfort in our 100% guaranteed 30-Day Money Back Refund policy.

What Your Squats Are Missing

Whether you're sculpting your beach body, trying to ramp up your explosive power, or looking to set new Squat PRs, the "Squat Pad Pro" is about to become your new best friend.

Up until now, you've likely been squatting without a pad, or you've just been using a lousy one at your community gym, and my friend, this is exactly what's been taking you so long to hit your goals. You see, without the proper equipment, each barbell squat you do puts unnecessary strain on your shoulders and back, all while you fight to not let it slip off. While your mind is focused on this, your glutes get completely forgotten, leading to more injuries and less progress.

The solution is simple: **Intensity Per Rep**. You need to be able to fully focus your lift on the exact muscle you're trying to build to get results. Simply "jumping on the squat rack" isn't enough, and expecting instant results from this is like trying to bake a cake without flour – you might go through the motions, but you won't achieve the desired outcome if you're missing the key ingredient.

Our "Squat Pad Pro" is made for that! It's designed to help you reach your goals quicker, easier, and safer than any squat pad you can find on the market. It has been clinically tested, precision-engineered, and hand-crafted right here in the USA for **maximum comfort and durability**, allowing you to be fully dialed during your lift. Our "Squat Pad Pro" is the single solution to maximize your lift with minimal effort.

Don't wait any longer – elevate your training experience today by purchasing your Squat Pad Pro and take your fitness journey to the next level.

If for any reason you're not completely satisfied with the Squat Pad Pro, take comfort in our 100% guaranteed 30-Day Money Back Refund policy.