

# Pushups Vid

<https://rumble.com/v47xxo3-100-push-ups-copy-aikido.html>

## Avatar: Natalia

- Natalia is a 20-year-old college student and barista at Starbucks. Four months into her gym journey, she initially saw some progress but has since hit a significant plateau. Struggling to move past her current weight and feeling her lifts stagnate, Natalia still feels like a newbie at the gym.
- She often chooses her workouts online, influenced by posts from various influencers about “optimal lifts”, a concept she doesn't fully understand. Natalia's workout routine is unstructured. She doesn't know how important a consistent program is for continuous growth.
- Her ultimate goal is to become a “muscle mommy,” but the path to get there is unclear to her. Frustrated, she often finds herself feeling lost in the gym, wishing for a clear guide to help her achieve the muscle-packed physique she desires.

## Day in the Life of Natalia

- Each morning at 7 am, Natalia wakes up and prepares for her 9 am college classes. During her morning routine, she often checks her reflection in the mirror. She started her gym routine to cope with a recent breakup and, despite enjoying initial beginner gains, is now disappointed by the lack of visible changes. She dreams of having defined muscles but instead sees arms that are too thin, undefined shoulders, similar-looking legs as when she started, a sagging butt, and an unremarkable back.
- Confused by the conflicting workout advice online, Natalia feels unsure about her gym routines. She screenshots various exercises from TikTok, not fully understanding their purpose, and frequently changes her workouts, hoping for different results.
- After a day of classes and a busy shift at Starbucks, Natalia heads to the gym in the evening. Despite her regular gym visits, she often feels anxious and out of place among more built gym-goers. She tries various exercises she finds online but lacks confidence in their effectiveness, leaving the gym feeling only a minimal pump and wondering if she will ever achieve her dream physique.

- As she ends her day, Natalia remains uncertain about her progress and the direction she needs to take to overcome her current plateau.

## 4 questions:

### Who Are We Talking To:

- Our target audience comprises individuals like Natalia: gym beginners or intermediates who are struggling with plateaus. They are typically busy but can dedicate 60-80 minutes to gym workouts. They lack a consistent workout routine and often pick exercises randomly, leading to stalled progress. They aspire to achieve a “superhero” physique but are uncertain about the path to get there.

### Where Are They Currently:

- Currently, these individuals are experiencing minimal gains and are frustrated with their lack of progress. They often follow unstructured routines sourced online, leading to ineffective training and stagnation. They mirror Natalia's situation: aimlessly working out, feeling lost with their workout choices, dissatisfied with their reflections, and seeing no significant changes on the scale.

### Where Do We Want Them to Go:

- Our goal is for them to purchase our client's program, which includes comprehensive cheat sheets for streamlined progress toward their desired physique (She's a personal trainer and she's jacked, no joke she's yoked). We envision using the program as a roadmap to guide them through their fitness journey, transitioning from their current state to achieving their dream body with clarity and structure.

## Steps to Get There:

- Awareness and Curiosity: They're already following our client and will naturally become intrigued by the teased program on her social media stories.
- Launch and Engagement: On launch day, the audience will see a story post linking our client's personal fitness transformation with the program's announcement. This will include a compelling call-to-action (CTA) to visit the product page.
- Identifying with Pain Points: The program will need to resonate with their current struggles, highlighting how aimless gym routines are hindering their progress.
- Presenting the Solution: The content needs to reveal how a lack of structured training is the key roadblock and how our program offers a strategic, progressive overload-based solution.
- Displaying the Product's Value: The program needs to be showcased as the optimal and user-friendly solution for beginners and intermediates, emphasizing its role in achieving a superhero physique.
- Client's Discovery Story: Our client's transformation story, including her challenges and the methods she discovered, need to be highlighted to build trust and relate to the audience.
- Social Proof: Testimonials and success stories need to be presented to validate the program's effectiveness.

## Roadblock:

- Beginners and intermediates in the gym often lack a clear direction in their workouts.
- The fitness industry is saturated with conflicting information, creating confusion.
- Without a structured plan, gym-goers engage in random exercises, leading to ineffective workouts.
- This lack of clarity and structure is a significant reason many fail to see desired results, despite regular gym visits.

## Solution:

- Implementation of a structured workout routine focused on progressive overload.
- Progressive overload, a method of gradually increasing weight or reps, is crucial for strength and muscle development.
- A clear, structured plan ensures that each gym session is purposeful and contributes directly to physical transformation.

## Mechanism:

- The mechanism will be this program, it's my client's exact split, routines, and movements packaged into a formula with a step-by-step guide on how to progressively overload with this program.
- Plus, we've added 2 diet cheat sheets for cutting or bulking, and a supplement list with her discount codes as bonuses. This will help the target audience dial in their nutrition while also having their gym routine dialed in.

## Personal Analysis:

Definitely too long: I've been removing stuff for like a day now because my first draft was stupid long. I'm running out of places to shorten it so hopefully someone can spot things I can remove.

Room for more dream state/vivid imagery: There are certain parts of the copy where I use phrases like "build muscle and gain strength" when I know there are some more vivid ways I could paint that dream state. Still working on adding vivid imagery.

I could definitely give the bonuses a stronger, punchier, more compelling title.

I feel as though I get repetitive at some points. Read through it and went back and deleted some but there's probably some repetitiveness in there that I missed.

When I reveal the roadblock and my client's personal story, I feel as though it gets a bit boring and I may lose some people. There's definitely room to make that section more concise and punchy.

Wondering if I put the testimonials in the right spot: This is a re-release of her first program, so I went for an authority play off the bat highlighting my client's own journey and how many others found success with the program. Would I be better off hitting the pains earlier or should I keep it like this?

**QUICK SIDENOTE:** I left a comment at one point in the copy where my client made a suggestion I don't agree with. Wanted to hear your guy's thoughts on it and if I should listen to her or politely tell her we should keep it the way I wrote it.

**LAST QUICK SIDENOTE(This one's important):** Although my client is a woman, and I'm presuming more women than men will buy this...

- a. My client still has a lot of men in her audience

- b. The women who follow her definitely want to get jacked and I can tell by the comments and their profiles.

This is because even though my client is a woman, she's pretty yolked. So I tried to match the tone of someone who really wants to pack on size or get more defined.

## Actual Copy:

### The Buffcheeks Program 2.0

*How to sculpt a lean and muscular body, blast through the occasional gym plateau, and see consistent strength and muscle gains.*

The Ultimate Cheat Sheet for beginners and intermediates who are chasing that “Superhero” Physique.

Hi guys,

If you're within the first few years of your lifting journey and you find yourself hitting a frustrating plateau with no visible gains...

Or if you're a novice, unsure of how to see *real* progress in the gym, and looking for a clear, no-nonsense route to a physique that shocks your family next Thanksgiving...

I'm here to fix that.

A few years ago, I released my original buffcheeks program, pulling back the curtains on the exact split, movements, and methods I used to go from this...

**[Insert Pre Bulk Picture]**

To this...

**[Insert Post Bulk picture]**

And you guys loved it!

In fact, hundreds of you used it to shatter your previous personal records in the gym, pack on muscle, and melt down excess fat.

Here's what some of you awesome peeps had to say:

**[Insert Testimonials]**

## **So, I decided to enhance the program and add some KILLER bonuses to it...**

Now, it's more than just a program; it's a user-friendly, step-by-step guide that fast-tracks your progress.

Ensuring a clear path toward a physique that leaves you saying “d\*mn 😊” when you step out of the shower...

This program took years of research to perfect, which is why I normally only reserve it for my 1-1 coaching clients...(That I typically charge hundreds of dollars for)

***But today, I'm offering it to you for less than the price of lunch...***

Because I want to show just how easy the road ahead can be if you understand the path to get there...

So if you're feeling frustrated with your lack of progress, overwhelmed by the barrage of “bro science” advice out there, and eager to achieve a physique you're proud of...

Then I'm about to reveal exactly how to get there and what might be holding you back...

## **Why Most People Never Progress Past A Certain Point On Their Fitness Journey(And How To Avoid It)**

The main reason for hitting a fitness plateau? **Lack of a structured routine!**

I see too many people enter the gym without a plan, choosing lifts out of thin air, or worse, cobbling together a routine they found on TikTok.

If you're aiming for a downright impressive physique, this haphazard approach won't cut it.

The key? A strategic plan centered around "Progressive Overload," where you incrementally increase the weight or reps of each lift during every session.

As you ramp up your lifts, your strength and muscle mass will soar in sync. So you need to create a structured routine if you want to get stronger and build more muscle.

Now, I get it – crafting a detailed, effective routine can feel like navigating a maze, especially with all the bs floating around online.

I was in your exact shoes once, so I know what's like to be lost at the start...

Here's exactly how I figured it out:

## The *Secret* Behind My Bulk: How I Sifted Through The BS And Transformed My Body

Growing up, I always had a burning desire for building muscle.

When I moved to the US at 15, I thought I'd finally had a ticket to the gym life I'd dreamed of, but it came with a big question: **"Where do I start?"**

I decided to search online for the optimal routine and meal plan, however, I was bombarded with confusing advice...

One 'guru' contradicted another, and another contradicted him.

Lost, confused, and unsure of how to reach the physique I craved, I decided to carve my own path.

For an entire year, I dove deep into every fitness article, bodybuilding course, and training video available, committed to crafting a foolproof plan for my dream body.

After months of testing, refining, and tweaking... I made a complete transformation...

***I sliced off 30 lbs, had a chiseled 6-pack, and blew the minds of all my friends and family.***

However, I wasn't content with just being toned. I decided it was time to pack on some serious muscle...

Back to the drawing board I went, diving deeper into research, looking for anything that would help me bulk up to the powerful frame I pictured for myself...

A year later, I'd made a complete transformation...

**[Insert Picture]**

Through sweat, hard work, and years of meticulous studying, I've not only transformed my body but also packaged the whole journey into an actionable guide.

Buffcheeks 2.0 is your 2-3 month roadmap, complete with the exact split and movements I used for my transformation - without the hassle and guesswork I went through.

## 3 Free Bonuses To Make Your Journey *Even* Easier

Not only am I handing you the blueprint I used on my journey...

I'm including three awesome bonuses to fast-track you to the killer physique you're after.

### 1. Complete Bulking Diet Cheat Sheet

- If you want your sleeves to hug your arms tighter, then the bulking diet cheat sheet is your way to go. Packed with powerhouse foods, it's designed to fuel your muscle growth and push those PRs higher, all while keeping that unwanted body fat in check.

### 2. Complete Cutting Diet Cheat Sheet

- For a trim waist and muscles as defined as chiseled granite, the cutting diet cheat sheet is your perfect blueprint. I've laid out the foods that slice through fat without taking the joy out of eating.

*(These aren't your typical restrictive diets; I love my food too much for that!)*



### 3. My All Time Favorite Supplement List: *With Discount Codes!*

- Here's your chance to steal the supps I swear by...I'm pulling back the curtains and giving you a list of the top supplements that propelled me through my journey. I even threw in my discount codes so you get them at a steal!

I'm so confident you'll see results, I'm putting my money where my mouth is...

Here's the deal: If you follow the program for 8 weeks exactly as I've laid out...And you *still* don't see changes in the mirror...

I'll give you a full refund. (And a heartfelt apology)

But here's the thing...

If you do stick with the plan I've crafted for you, you're going to see those gains.

I've tested this program on myself, my private clients, and hundreds of others who got their hands on it the first time around.

So, I'm making this program completely risk-free because I'm *that* confident it'll make a difference in your journey.

### Here's The Catch...

Like I said earlier, this routine, meal cheat sheets, and supplement list are normally reserved for my private 1-1 clients...

I'm pulling back the curtains on some of my most effective coaching tools...

***But...*** Only for a brief window.

To ensure my private clients continue to get my top-of-the-line insights, these bonuses will only be available for the first 48 hours after Buffcheeks 2.0 goes live.

After that, you won't be able to get the meal cheat sheets and supplement list with my discount codes.

## So... How Quickly Do You Want To See Progress In The Gym?

If you're really serious about achieving that lean, toned, and chiseled look...

The Buffcheeks 2.0 Program is your ultimate guide to get there.

No guesswork, no BS. You'll have a straightforward, unambiguous path to a powerful physique that turns heads.

Right now, you have three choices in front of you:

1. You can stay stuck in your current routine, wandering aimlessly in the gym, clinging to the same physique, and getting swamped in the sea of misinformation on social media.
2. You could go down the DIY route, piecing together a plan from scratch – a journey that took me years of trial and error to refine and perfect for my own transformation.
3. Or, you can take the shortcut – grab the Buffcheeks 2.0 for less than what you'd spend on a casual lunch, and use it as your fail-safe blueprint to break through those gym barriers.

The decision is in your hands. Are you ready to stop guessing and start transforming?

Join me and countless others who've made the leap.

Sincerely,  
[My Client] ♥