

ADVANCED COPY REVIEW AIKIDO

it is all translated from Italian so perhaps it may not convey the same idea as in Italian and perhaps there may be some errors

- Not tested

- What is my avatar?

young people between 18-25 years old who have self-esteem problems, failure, they don't like their body, they are not happy with the bad habits they have, they want to improve their mental and physical health

my avatar:

Chiara (19 years old), wakes up in the morning, the first thing she does is check her phone and stays there for a while without realizing it, then she gets up and looks in the mirror, she doesn't like anything about her body, she goes to have breakfast with rubbish, which makes her feel even worse, while watching tik tok.

She gets ready to go to work/school but doesn't like how her clothes fit, she's ashamed of her body(too fat, her pants don't fit) and can't stay concentrated for more than 15 minutes, she's always tempted to check her phone, she can't do a good job work, after work/school she comes home tired and has fast food for lunch while looking at her phone, after lunch she looks at her phone for a long time and then sleeps because she is tired, she wakes up groggy at 9.00/10.00 pm and has dinner looking at the phone, then tries to work/study and do what he has to do but halfway because he can't concentrate and goes back to looking at the phone until midnight/one o'clock and goes to sleep.

she doesn't do anything productive in the day, she doesn't concentrate, she eats junk food, whatever happens, she's always on the phone.

consequences:

stress, low self-esteem, negative habits, often frustrated and angry

- where I am now? what do they think/feel? where are they inside the funnel?
How do they feel emotionally and physically?

Inside the funnel they are at the point where they are given information on what the gym offers, how it can solve their problems and information on the discount.

They feel bad about themselves(fat and lazy), low self-esteem(don't have the fit body they want), often frustrated and stressed also due to eating and distractions. Emotionally they have low self-esteem, they get distracted, frustrated and are often aggressive, they would like to feel good, feel proud, happy and be productive, improve mentally, improve their life.

Physically, they don't like their body, they often have physical problems, negative eating habits, stress

I'm not entirely aware of solutions and maybe they tried but failed

they know about their problems, they think about it but they need advice and guidance, they would be happy if someone helped them

- What actions, at the end of the email, would I like them to do? Where do I want them to go?

I would like to get them to sign up for the gym, click the button at the end of the email, receive the discount and sign up

- What do they need to experience inside my email to get them from where they are now to taking the action I want them to take?
What are the steps inside the email that I have to do?

I start by creating curiosities, with the title and subtitle

Then I talk openly about the problems they have, I make them understand that I know how they are and I can help them

I amplify their desire, I tell them what their life would be like if they had solved their problems, I use the 5 senses and mental visualization

I reveal the roadblock, I give the solution and the means/product with which I can achieve the solution/goal

I describe the medium/product, its utilities, positive things and explain how it can help them, I mention that for those who read to the end there is a small "surprise"

I create credibility and show how other kids managed to get out of their own situation and describe what their life is like now

I show the CTA and say that they will be able to see the results in a short time, they will not need to waste too much time to understand how to train because they will be guided, compare 2 prices and present the special discount for children between 18-25 years if they sign up for 3 months, push them to the CTA by increasing the pain once and showing what they can become.

Objections, time, they don't believe you, talk about the objections reform, minimize them and close, time tell them the truth and how they can find time, they don't

believe you prove that what you say is true because they have trainers available who provide personalized training and tell them to look videos or read comments about how the kids got what they wanted

Exclude people with objections, make them feel involved

- lists roadblock mechanism/solution that will solve the problems

roadblock: stress

solution: the gym, physical exercise increases blood to the brain, helps the brain manage emotions

roadblock: frustrations, broken mind, anger, depression

solution: training, a method of venting, keeps the mind occupied elsewhere and helps to move away from problems for a while, to then return and think better

roadblock: negative power supply

solution: the gym forces/forces you to eat healthy and balanced to achieve your goals

roadblock: low self-esteem, physical problems

solution: gym, physical exercise helps you keep fit, having the body of your dreams consequently increases self-esteem and if done correctly and reduces physical problems, makes the body stronger and more energetic

roadblock: distractions, focus, productivity

solution: gym, part of the time is spent at the gym which therefore helps to avoid spending hours on the phone, physical exercise promotes focus/concentration and consequently increases productivity

roadblock: they have already tried in the past but failed

solution: our gym, in addition to providing beginner-friendly machines, has trainers who guide the kids by giving personalized workouts to each one, they are included in the normal price

- write as much as you can about their current state/ desired state/ roadblock/ solution

current state:

are constantly distracted, negative habits, negative diet, physical problems, are often stressed, frustrated, grumpy, struggle to strain their mind or body, cannot concentrate on simple tasks, low energy
they have problems with self-esteem, when they look in the mirror they are disgusted with themselves

desired state:

their ideal state would be to wake up in the morning with energy and the desire to do something, be able to concentrate on their work and be productive, be able to keep physically/mentally fit and eat healthy, factors that increase their self-esteem and encourage them to continue with healthy habits

roadblocks:

the factors that keep them away from the desired state are stress, which also causes frustration and grumpiness, an always distracted mind, they are unable to concentrate, due to negative nutrition they have low self-esteem, they are unable to accept their body, and often have problems physical and low energy
they are convinced that they will not be able to change because they have already tried remedies in the past but either they were unable to complete them or they did not help.

solution:

the gym is the best solution for these problems, it increases physical movement, frees the mind, circulates blood in the body, is a way to vent, encourages you to eat well and get the body of your dreams, increases concentration and productivity, makes the stronger and more energetic body, it is beginner-friendly and offers trainers for everyone.

- write about the value scale, value equation, and desired outcome

value scale:

I capture attention with an advertisement, post or tik tok, I create curiosity and push them to click on the website, then I start talking about the possible problems they have to create a relationship, I reveal the roadblock and then the solution and connect mine service by describing it as the most valid way to overcome roadblocks and achieve their goals, I show evidence and create authority, I continue to create curiosity and take them to the CTA and give a discount.

value equation:

our gym promises the desired results and we are sure that they will get the result they want because, the gym is equipped with beginner-friendly machines and trainers for each one, the trainers will formulate the diet based on what the kids like but making it healthier, the trainers are committed to helping you achieve the results you want in the shortest time possible

- level of awareness and sophistication

awareness: they know that the gym has many benefits but they struggle to achieve results without having a guide and someone to help them

sophistication: they know the potential of the gym and how it could help them they just need some guidance

- explains how a potential customer gets from point A to the sales page

reads the post or watches the advertisement and gets curious and goes to the sales page where I increase their pain and then I talk about how the gym can help them and I show the tests, the feedback and then I present the discount and the CTA

Personal analysis:

I don't know if I used the words correctly

I'm not sure if I have convinced the reader enough and if he will click the link

Maybe I could have written something more in the objections

I probably used a little too much (words in bold, underlined, italic effect)

the title is not convincing

maybe it's too long

I need to put more pictures there

INSTAGRAM POST

The solution you are aware of...

you perfectly know the solution that can solve most of your problems

it is not any kind of drug, essential oils, capsules not even meditation and relaxation techniques.

This is the only solution that could actually change your life and finally become the person you want(dream body, more productivity, low self-esteem)

you are perfectly aware of it but you don't know all its benefits

[click here and read about the incredible capabilities that this banal but effective solution has](#)

LONG FORM COPY:

The simplest and most banal solution to your problems

you are in a state where you feel **unproductive**, have **low self-esteem**, are always **distracted** and have many **negative habits**.

When you wake up in the morning the first thing you do is check your phone, your meals are based on rubbish and you are always distracted

As a result you get a body you don't like, stress, low productivity, physical pain...

when in the evening you think about what you did all day you feel disgusted by your lifestyle, you would like to change...

Now I want you to think about everything you do during the day, what you don't like and what you would like to change

And now to what you would like to become.

Just think that every day you *wake up energetic* and ready to face your day, you *eat healthily* and when you start working your *concentration* takes hold of you, you don't notice how time passes, you have improved mentally and your *productivity* increases more and more...

imagine yourself having healthy habits, proper nutrition and when you look in the mirror, finally having the *body of your dreams...*

You are proud of how you managed to change your life with a solution that was banal at first sight, but which improved your *physical* and *mental state* and completely changed you to be what you are today.

How would you feel?

Certainly happy, proud and satisfied with the decisions you have made, strong because it takes willpower to implement certain actions, you can finally say that *you succeeded*, you have a better life than 60% of the people in the world.

The solution to your problems is PHYSICAL ACTIVITY

Exactly, **physical activity**.

Many people are not aware of all the potential and benefits of physical exercise...

and I bet you don't either.

You certainly know that it is good for your health and is important, but what if I told you that it is much more than you think and is capable of solving most of your problems?

Physical exercise:

- *Improves physical well-being and increases self-esteem*

increases the body's resistance, helps prevent metabolic and cardiovascular diseases, improve the quality of sleep and reduce excess adipose tissue

- *Control your stress*

increases blood flow to the brain and releases endorphins, allowing you to counteract the effects of stress

- *Helps mental health*

it is a relief method, it affects serotonin levels which improves mood during the day, has an antidepressant effect and helps calm the mind

- *Improves concentration*

it allows greater concentration and productivity thanks to its benefits, reduces distractions and helps to relax the mind and improve the ability to focus on specific activities

You will probably have told yourself several times that you don't want to be lazy, you will have started exercising but it didn't go the way you wanted, you started with the same *negative habits* again.

But I understand you, it was *predictable* because you were alone, *you weren't followed by someone...*

Our gym is equipped with complete training tools, if you are a beginner, even beginner-friendly, therefore suitable for completely new people.

Plus it provides a very important element that you won't find in ordinary gyms.

You will have a personal trainer at your disposal, who will follow you in every field...

- diet
- training
- mental and physical health

You will be able to have your own *personalized training* to help you achieve your goal in the most effective and fastest way.

This isn't all...

For the kids who continue reading until the end I have a little surprise.

Reach your goals, improve mentally and physically
Just like guys like them did...



16 ore fa

Primo impatto

Ho iniziato 3 giorni fa seguito da un'istruttrice, ho trovato competenza, professionalità e tanta pazienza...bella esperienza

Data dell'esperienza: 15 febbraio 2024



22 lug 2022

Cosimo....la mia forza!!!

Non posso che dare 5 stelle a Cosimo pt, non solo per la professionalità, la passione e le competenze che dimostra nel lavoro che fa, ma perché i suoi allenamenti stanno cambiando letteralmente la mia vita, dal punto di vista fisico e SOPRATUTTO mentale, donandomi quel benessere interiore, quella forza e quella determinazione che credevo proprio di non avere!!!

Grazie Cosimo

Sabina

Data dell'esperienza: 22 luglio 2022

These are youngster's who a few months ago were in the same situation as you but decided to change and *today they are happy* with the choices they made.

Do you really want to transform your life?

JOIN OUR GYM

make your choice

Normally having a membership in well-equipped gyms costs on average **765.33 euros** per year.

Our gym will only charge you **68.00 euros** per month, including personal trainer

It's a deal not to be missed

you won't find other gyms that charge you less than you should, especially by providing a fundamental element, such as a personal trainer.

The surprise is that I'd give you a *discount*

for youngster's people aged 18 to 25 who sign up for gym courses for 3 months they will have a **special discount** of: **10%**

Still not convinced?

Within **1 month**, if you are not satisfied and do not want to continue the journey, you are free to **cancel the subscription**

And you will receive the first month's refund.

You will be thinking of every excuse you can think of for not making the right choice:

“I don't have time” / “I'll never make it” / “it's not for me”

Try to reflect on your day and think about when you waste hours on your cell phone without realizing it, I can guarantee you that, you have the time

If you think that the gym is not for you, you are getting confused, in the world things are not made for you but it is you who must make choices to adapt

If you say that you will never make it, you are wrong, you can read the reviews, the comments of guys like you who have succeeded and had the same thoughts as you

What are you waiting for, you have no more excuses if you are serious about the fact that you want to have a different life,

You must act **NOW**

What other excuse is keeping you from making the decision that will make you better?

You can go back to *continuing* your life as a lazy person who doesn't want to do anything in life and be a loser.

Or you can *choose* to become what you want,
demonstrate your *potential* to yourself and others and
finally be able to say that you have achieved your goals
and are *satisfied* with them.

It's up to you to choose...

CLICK THE LINK AND GET THE MEMBERSHIP

RECEIVE DISCOUNT IF YOU ARE AGED 18-25