

Avatar:

David, 30, is interested in sports nutrition products that can enhance his athletic performance in sports. He is very fond of sports but his favorite is basketball and fighting.

His favorite team sport is basketball because it is fast and his favorite solo sport is fighting because of the adrenaline rush and the excitement of it. He is currently very sporty and becoming a star in both these sports in amateur tournaments will make him become very proud of himself.

Even though it's just amateur sports, he is very passionate about these sports and will gain him respect from his high school peers and friends if he elevates his performance. He will become more admired and respected because of his skill work.

He does cardio and weightlifting besides skill work for these sports...

Current State:

David is just a role player in basketball and his fighting performance is average. He wants to become better in sports especially since he's passionate about it and would love to gain the respect and admiration of his high school peers/family.

Dream State:

David is a star in both sports and has gained massive respect from high school peers and even his high school doubters. David has become exceptional in his performance in both sports that he is touted as a really impressive sporty person.

Roadblock:

David doesn't have the power/strength to compete at a higher level and be respected. He is always outpowered by bigger/stronger opponents and needs to get stronger/build muscle. He is just average strength but that needs to change in order for him to compete against bigger/stronger opponents.

Solution:

David takes muscle building nutrition after his weightlifting sessions. This is to ensure he builds muscle and gets stronger so that he can stand toe to toe with much stronger opponents. Protein shakes to build muscle is definitely the key element here.

Purpose of Copy:

They don't have a welcome sequence that is quite compelling and creates curiosity so I created one spec work to also expand my skill set since this is my 1st welcome sequence and I believe can be a free value and of use to this prospect.

Fascinations:

Muscle Building Cheat Code to Dominate Your Sport
How to Elevate Athletic Performance ASAP
The #1 Key Element to Surpassing Your Opponent and Becoming A Star
1 Simple Prescription to Gaining Respect In Sports
Fuel Your Passion: The Secret to Powerful Performances in Sports
Finding the secret to outperforming your opponent
How to Gain the Advantage Over Your Powerful Opponent
Eliminating Disadvantageous Attributes: The Source of becoming stronger in your sport
Becoming A Feared Athlete to Triumph in the World of Sports
Earning Respect in A Competitive Sports Environment
The Ultimate Guide to Becoming a Sports Champion
The Truth to Becoming A Sports Superstar
Gaining BIG Victories and overcoming that plateaus in Sports Performance
The Stone Cold Facts on Achieving Superstar Status in Sports
Easy-to-Do Strategy to Elevating your Athletic Performance
Removing the Opponents' Advantage and Outperforming them Indefinitely
How to Defeat A Colossal Opponent and Gain that Massive Respect
Finding your Hidden Strength and Defeating Your Opponents in ANY Arena
Defeating Goliath Strategy that will give you glory like David
The Secret to Fighting Bigger Opponents and Effortlessly Outperforming them

Email #1

Subject Line: The Truth to Becoming A Sports Superstar

Hi David,

Welcome to the Best UK Sports Nutrition Store!

Our #1 GOAL is to assist you in elevating your athletic performance in sports to become that **star player** people cheer in the stands.

These qualities are what would make most boys jealous because of how much attention you get in the arena as they play bystanders.

Beware though, The RESPECT could be enormous as many of your high school peers may even reveal themselves as you outgrow them.

They were rooting for your failure in secret as you see who was on your side the whole time.

But, are you going to choose staying an average player or a **superstar**?

If you choose the latter, then click the link below to find out more and accept the changes in your life.

The Superstar Recipe to change your life and become an interesting figure ASAP!

Email #2

Subject Line: Fuel Your Passion: The Secret to Powerful Performances in Sports

Always getting outpowered by a bigger/stronger opponent that it feels like you're an ant competing against a human?

Finding the secret to outperforming this behemoth can be daunting given his advantageous size!

Yet, we are prepared to show you a way to stand toe-toe with this colossal force and come out on top!

Our strength performance strategy involves a **few minutes** after a rigorous weight-training session...

This involves taking up protein that will help build muscle strength that will push your bigger opponents to the floor!

You will become so strong that knocking out Goliath may become one of your biggest achievements.

Are you ready to become such a STRONG FORCE that will shake your opponent and become a star player in his sport?

Click the link below and get started now on achieving glory for your life!

The FAST Plan to seize stardom and gain that respectable admiration in Sports!