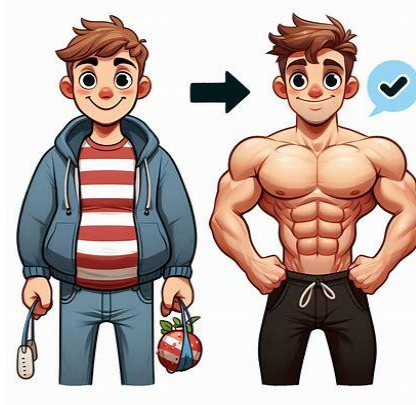


**Post 1 (Getting them to consume your content) -**

**Bulk or Cut? The fastest way to go from skinny fat to shredded.**



.....

If you are skinny fat and want to get shredded, then you should start by **losing fat first**, right?

NOOO!!

Tons of skinny fat guys start cutting or trying body recomp thinking they will look like David Laid.

The problem with those two are...

YOU HAVE NO MUSCLE TO BEGIN WITH.

So, doing recomp will get you 0 gains, and if you're ALREADY skinny, then cutting might kill you lol.

So bulking is the answer? CORRECT!!!

That does not mean you can start eating like shit to 'get calories in'. It will only fade your jawline even more.

Eating clean for at least 70% of your diet will make you look better, feel better, and perform better in the gym.

If your **skinny** arms dont fit your sleeves, watch my [definitive guide to bulking for skinny guys \(or gals\)](#).

**Post 2 (Collect emails with free training log)**

## Why Push Pull Legs fkn sucks



←Average PPL enthusiast 🤔

....

When lifters first start hitting the gym, they always go searching for the ‘perfect’ weekly split, and almost all settle for PPL.

Working out 6 days a week is just TOO much volume.

If you’re the typical high school teen who dances around from one machine to the next, then it may not seem like too much volume at all.

But for the REAL MEN who train with **proper intensity** on exercises like the squat, deadlift, and heavy presses, 6 days a week is not sustainable long-term.

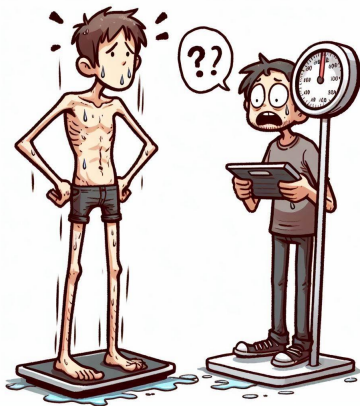
“Bbbut Randum, I have to train 7 days a week. The gym is my whole life 🥲”

Ok, if that’s what works for you, go for it! The ultimate goal should be to find a split you can be consistent with that **still allows** you to **train hard**.

Stop training like an idiot. Try some of the routines in my [FREE fitness bundle](#) to find a split you LOVE!

### Post 3 (selling them “Only Bars”)

For those who can't seem to get the number on their scale to budge:



”bbbut I swear I’m eating 6900 calories per day.”

Everyone says they’d kill to eat whatever they want and not gain weight, but for YOU, it may be more of a chore.

You can go to the gym every day.

Eat chicken and rice until you’re blue in the face.

And NEVER see the weight on your scale increase.

Trust me, I know what it’s like all effort, no results, and lots of frustration.

Once I became hyper-aware of this **ONE mistake**, I began to make progress.

I was finally confident enough to wear shirts in public, and the people in my life started to notice the progress I was making.

So what's this life-changing **secret**??

It's Calories. 🤪

If you eat the number of calories that promotes weight gain...

It's literally **IMPOSSIBLE** not to gain weight.

“Well, I’m eating the calories I should, and I’m still not gaining anything.”

Liar. You’re undereating, or you're not doing it EVERYDAY.

I get it. It's hard to stay consistent.

That’s why I created ONLYBARS, where you can talk personally with me and a community of people on the same journey as you.

You were made for more than mindlessly scrolling on TikTok and missing your ex-girlfriend.

Get off the couch, **put away the excuses**, and make this the year you discover what you're [truly capable of](#).

## Who are we talking to?

Adam is a 5'10, 150lb, skinny fat kid who has a pimply face and can only bench 1 plate. He can access a gym and does workouts but is scared to get fat by bulking and wants to look like an anime character. He is 17 years old and does push-pull legs with the occasional skipped leg day. He is focused mostly on his chest.

## What are their challenges, and where are they

Their biggest challenges may include consistency, lack of motivation, and lack of knowledge in the field. They need help bulking and figuring out the quickest way to their dream state.

## What action do I want them to take?

In the first post, I just want to give them free value and link them to a video.

In the second post, I will redirect them to the free workout program

For the third post, I will redirect them

## What Emotions must they feel in order to buy

In the first post, they must first be disrupted and caught off guard by the picture I will show, and then they will be intrigued by the topic of discussion and believe this is what they are looking for and what they need. And finally i will mix their pain and desires using the triangle and get them to consume randoms content.

In the second post, I will once again use a good image with a not to crazy line to capture their attention. Then I wil talk about a problem or challenge they may be facing, I will then amplify this pain or desire in combination. And finally sell them the CTA to make their lives better and go get their free training log.

In the third one I will once again disrupt them with an image and a stick of dynamite title like, "Why the number on your scale wont budge". I will give them a sob story to get them to feel as though it is meant for them and the guru has also gone through this level of pain. Then I will sell

them a dream state and make the options get outweighed and make the deal seem good.  
Finally i will crank the pain and desire one last time in the CTA