

Then the sales page always opens with “here’s the bad news” or “here’s something you

have to know” something that bounces off of that negative state in the last set of questions

in the quiz to CONTINUE that feeling.

Where they go “oh what now!”, and then you go into it.

The reason we do this is to create a massive contrast to the good news that follows which

will change everything for them.

Because, remember...CONTRAST is the basis of AWARENESS, and the more contrast, the

more they will be aware of our solution and product and it’s value to them.

You create a set of generalizations that bundle people up that they can identify with that are

reflected as true from those questions.

The bundles have “negative labels”.

E.g. in the parenting niche - Your parenting style is “Authoritarian”

Parents with this style tend to _____ and because of this, your child will comply in the

short term, but the real effects are going to be seen in a year or two as it does deep psychological damage to the child blah blah blah”

[you insert the bad news as to why they could not get the results based on the last part of

the quiz]

Human beings tend to REMEMBER THE LAST THING THAT WAS SAID.

You explain the bad news, and this sets up and explains the reason why they have had the

problem.

Then you reveal the MECHANISM OF THE PROBLEM ITSELF.

After that, the flip over is easy.

Which sets up the next section which is:

Here’s the good news:

Here’s how you fix it all -> from here you can sell, book a call, do whatever.

If you want to increase compliance, give them a reason why you’re asking.

That’s the gist of it, now some nuances...

You want to ask questions that elicit sensory experiences that bring about things that are

deep down in their minds that they really do not want to think about let alone talk about.

Such as:

I struggle with _____

I have a hard time with _____

I find it impossible to _____

I can't seem to over come _____

If women, add "FEEL"

I feel overwhelmed when _____

Future pace the questions with NEGATIVE POSSIBILITY:

The #1 thing I'm afraid of is _____

The reason we're asking is we need to know how to best help you overcome that.

Here's how it was done in the dating space to great effect:

- I'm afraid that I'll be alone forever
- I'm afraid that I'll meet the wrong guy and it won't work out
- I'm afraid that I'll keep having to use dating apps well into my 40s
- I'm afraid that I'll be the only one in my social circle who's still single

[That's what I'm the most afraid of, let's continue]

Here's an example in the coaching space:

Because there are so many coaches coming into the market, I'm very concerned that:

The reason we're asking is we need to know how to best help you overcome that.

1. I won't be able to get clients
2. My clients will leave me for other coaches
3. I will become irrelevant if I can't generate new clients

On the negative "probe" give them an out in allowing them to say "Something else" if clicked

they type it on or you can allow them to skip it.

Just the act of reading is sometimes enough to bring the problem to light.

This isolates attention by isolating them in their own attention.

What's really interesting about all this is that if you get someone to admit they have a problem, by default you are also getting them to admit that they need help, and you are the

person who can help them.

Here's some examples of what we've done in Fast Forward using quizzes:

Survival quiz

- how much longer could you survive when disaster strikes?

- How safe is your location
- A secret test to test if you can trust your neighbors
- Is your plan going to work?
- The perfect plan for you and your family

Parenting

- Parenting market. You can add in how many days left of their childhood they have left. So you show where they are, and how much they have left.
- There was a study I forgot the name but it said by the time you turn 18, you've spent 90% of the time you'll ever spend with your parents

Dating

- What's your dating style?
- Are you secretly repelling high value men?
- The highest caliber women that would consider dating you
- Are you dateable?

Weight Loss

- How fast can you lose weight
- Discover what hormones are preventing you from losing weight

Biz-Op

- How much are your skills worth?
- How long would it take you to make a million dollars?
- How fast can you launch your own business and make \$10k?

Quit Smoking

- How addicted you are to smoking and how long it'll take you to quit

DFY Ecom

- How much can your ecom store idea make
- How fast can you store scale

Golfing

- How good can you get?
- How much can you add to your drive

Muscle Building

- How much muscle can your body carry without TREN?

- Discover your natural genetic potential

So on and so forth, and I'll leave you with a golden nugget of this post.

If you want to amp up the quiz to generate even more intent, after your set of negative questions, a pressure-release question is this:

“What would you like instead?”

- Choice 1
- Choice 2
- Choice 3
- Choice 4

This frames that they have choice, once they feel they have choice. They are a lot more apt

to act.

The choice they choose would go to the page that has that solution, so this question directs

them to a uniquely personal sales page.

So there you have it, a long post that’s long over due.

As always, if you have any questions, comments, answers or whatever — just hit the comment box below and let me know.

Oh and if you would, smash the like and love button for the algorithm so everyone in NHB

can see it.

To your success,

Alen Sultanic

The Anatomy of Ads - The Why, What, How Structure (How to instantly reduce CPA and increase AOV by 50%)

@everyone

This is something I taught in a 3-hour masterclass back in September in Fast Forward and

in January in NHB+.

With that in mind, it’s a longer read than my recent posts.

This can be applied to ads, emails, Facebook posts, and pretty much anything you want

and it will work.

The expected results on ads are it should cut your CPA by 50% and increase your AOV by

50%

Here it is:

What’s there to say about running ads? Much has been said about it...

...Everywhere you turn, there's someone talking about it and teaching it.

Although mostly from a technical aspect, what campaign structure, targeting strategies and

so on and so forth.

Truth be told, you can learn most of the technicalities of ads in a weekend, just hop into Facebook or Google accounts and start poking around, and you'll figure it out.

But what you won't figure out, unless you spend a decade plus and a ton of money, is the

psychology of ads...

...What affects who, and how that what moves that who from stages of never knowing you

exist to being curious about what it is that you have to offer, to buy just about everything

you're selling.

So this post will hopefully save you a good decade, a few bucks, and a whole lot of mistakes when it comes to running ads.

I shared this in a 3 hour call Fast Forward back in September, then again in NHB+ in January, and today I'm sharing it with you.

Those that have used it have had their CPAs drop by as much as 50% while increasing their

AOVs by 50%.

And it's been used in various offers and markets so it works across the board.

So grab a cup of coffee or take a shot of your finest liquor while I take you into the anatomy

of ads and the WHY / WHAT / HOW structure.

Before we can get into it, we have to talk about the evolution of ads...

If we go back in time, we had three different eras — the banner era, the keyword-centric

era, and the behavioral era.

The banner era was a total shit show where every single website you visited was plastered

with banners, mostly that had nothing to do with what you were interested in.

This was the attention era of advertising and it literally took billboards and put them on websites.

"Hey, you know this would make a great billboard."

"Yeah, let's turn that into a banner and put it on a website."

“Great idea”

It didn't last long because it didn't work.

Not that those hosting banners didn't make money. They made plenty of money...but the

ones who were buying the banners didn't make any money, because there was only attention and not any intention.

Attention without intention = curiosity clicker or non-buyer

Attention AND intention = buyer

So to solve this inefficiency, Bill Gross over at Idealab/goto came up with a genius idea and

asked the question:

“How can we generate intention from attention?”

The answer was pretty simple: just look for where people have an existing intention and then pair it with attention.

Keyword searches had the highest intention. After all...they were actively seeking a solution

to a problem.

And just like that, the world of advertising went from never being held accountable to now

being held accountable, and the Pay Per Click model of advertising was born.

Anytime someone searched for something — an ad would appear that matched the intent of

that search, and because of that entire industries were created, because we now had a way

to tap into people who wanted to buy stuff.

Now, I'm not going to get into the details of how that works here because obviously, you

know, but what you may not know is this...

...As efficient of a model as this was, at some point, it would break the economics.

Every model has a saturation point and that's the point where any additional inputs devalue

the whole and start to break the model.

The way the Pay Per Click model economics started to break down was that you had one

keyword and only about ten companies could compete for that keyword.

So in the PPC model, it basically looked like this:

Keyword = 10 positions that companies compete on, and whoever could pay the most got access to the customer.

The problem and inefficiency of this model were that it made each customer exist in ONE market.

One keyword = one customer = one market.

Say I'm searching for something in the dog training market, and even though I might also be

interested in watches, cars, going to the gym, traveling, etc...at that moment in time, the

ONLY thing I'd be interested in was "dog training," nothing else...

...So the only way people knew what I was interested in is when I would actually search for something.

This idea of one customer = one market was what created the inefficacy that didn't work at scale.

That was Google's bread and butter, and that's what it did the best, and then they moved

over to the Google Display Network (AdSense) and did a bit of the same, but it was based

on the "keywords" on the page.

And then Facebook came up, and well...they didn't have any keywords, so what could they do?

But they had something else...tons and tons of behavioral data, and out of that they created

an algorithm that could do something that no one else could do...

...And that something was the fact that it could identify and base the value of each user on

how many markets they were in simultaneously.

So now if I was interested in dog training...I would see dog training ads, but also everything

else I was interested in too...

...And now a whole bunch of people was selling me things i was interested in.

This was pretty cool, because now "your customer is in multiple markets" emerged.

So now, you were no longer competing with 10 other companies in your space for those keywords.

Now you had no idea who you were competing with.

In fact, you might be selling dog training, competing with a weight loss offer and a biz-op

offer at the same time.

Your customer isn't in just YOUR market, they're in multiple markets, and everyone wants

their wallet share, yet they have limited attention spans and a limited amount of money to

spend and thus limited intention to spend it.

And thus, once again, we compete on economics.

Since your customers are in multiple markets, the value wasn't based on the keywords that

customers searched for but rather on the time value of participation.

Say I never buy something on FB, well, my value to FB is low as I'm not a "buyer"...

...So it won't change much in terms of CPM for me, but when I do start buying, then my

value in terms of CPM goes up, and as such, this is why historically speaking the cost of

ads has gone up and will continue to go up.

When it comes to Facebook — it doesn't matter if you run ads, because if you don't, someone else will, since that customer is in so many different markets at once.

Their primary engine of intent was recency and if the behavior on the network was recent,

the probability of said behavior would be very high, but if the behavior is in the distant past,

the probability of said behavior would be very low.

So if someone became a "buyer" of something on Facebook, they would just start buying

everything else, this is also evident in email lists and such.

In direct response, "once a buyer, always a buyer", this is why if you buy data, so long as it's

"buyer data", you can run promos all day to them and they'll buy stuff.

And as all good things come to an end.

Tim Cook over at Apple woke up one day and decided to take privacy very seriously and decided to destroy the ad algorithms by limiting the pixel from tracking and thus killing the recency.

Overnight the whole landscape shifted and sales fell by 50-75% overnight and never recovered since.

Costs are up, and AOVs are down. Conversions are meh. And every agency claimed they

had the magic sauce on how to make it work in hopes of getting clients.

Most are trying to figure out what to do and you can see this is true by people launching

new ad variations non-stop, guessing as to what will work.

You'll see an offer pop up on your Facebook feed, and the next day, you'll never see that

same ad...just the same offer, with different ads.

That's how I know they're guessing, and the ads ain't working.

Sure they might work a little bit but then crash and burn.

So let's remove the guesswork from the equation, and let me show you a better way to run

ads using the why/what/how model.

...You see, what the algorithm did so well paired you with people who had recency of activity.

That recency represented a high level of intent, and the intent was to buy.

So what everyone got used to having is access to high-intent audiences, which were mainly

composed of buyers, who would of course buy, regardless of how good the marketing was.

This is why your favorite gurus from a few years ago are struggling to make anything work

these days. The pixel carried their handicap.

And as such it doesn't take much to sell to a buyer, all you have to do is just have to be there with a relevant offer, and they'll buy.

You don't have to be good. You just have to be there at the right time when they're ready to

buy.

The problem is, with the pixel changes — there are now fewer buyers than ever and everyone is competing for them.

This is why when you launch ads, it'll crush for a while and then go to shit.

This cycle of up and down.

The up is when FB gives you the buyers they have (recency/intent) and then gives you non-buyers after with no intent.

Ads in front of people with intent = sales

Ads in front of people with no intent = no sales

On the surface level, this might seem simple, but when you understand what's going on

under the hood, it'll open a whole new level of depth to you.

So everyone is competing for the same pocket of the audience, which are highly qualified

leads with intent, aka "buyers".

But there are a limited amount of them, and there are way more non-buyers.

And as you'll see, your ads are mostly created for buyers, but not for non-buyers, and so

they do nothing to move someone from being a non-buyer to becoming a buyer.

My philosophy has always been that in order to grow the business and open up the market,

I want to go after people who don't buy from me, because the ones who already buying/bought from me...I already got them.

So instead of wanting "more of the same", I either change my qualifiers or "create more buyers".

As there are a limited amount of buyers and FAR more non-buyers at any given time.

In fact, I estimate that every audience has about 10% convertibility, meaning, at best, 10%

are buyers, and 90% are non-buyers.

So you and everyone else are competing for this 10%, while ignoring the remaining 90%...

...And the remaining 90% are non-buyers. There are 10x more of them than buyers and best of all...zero competition.

Now the thing is, even though it's 10% buyers and 90% non-buyers, the difference is far

bigger than you might think.

And this is the difference that makes the difference:

Before anyone buys anything, they have to be looking for a solution.

Your product/service that you're selling is nothing more than a solution to a problem.

That's it.

So with that in mind, the entire movement of non-buyers to buyers is this:

Problem -> solution.

What happens is most people running ads are just sitting on the sidelines waiting for the

audience to go "oh shit, I have a problem," and then come into a solution state of mind and

then buy.

But what if you could put them into a problem state of mind and then move them to the solution?

Now we're cooking'...

So you have two mental states:

Audience (non-buyers) 90% (attention) -> Problem State (intent) -> Solution State (buyers)

10%

And herein lies the magic of it all, you can take people from being a general audience where

you can get attention to the problem state, so they enter the solution state and buy your stuff.

Even though when it comes to ads, basically, we're all chasing attention, all attention is not created equal.

Attention without intent is mostly curiosity clicks which cost us money.

Attention + Intention = movement in the mind

Think of it this way:

Attention is when you're AT something and intention is when you move IN something.

This movement from being "outside" to being "inside" is the key.

In order for something to grow, it has to go into something.

Food has to go inside you to be absorbed so you can grow, a seed has to grow into the dirt

to grow, and an idea has to go into the mind to grow.

This attention to intention-shift is what causes movement in the mind and leads it from being

merely curious to being serious about making the purchase.

But in order to create the movement, we have to go into the mind and start doing our work

there, and the mind won't let us in easily...

And that's where the Why / What / How model of ads comes in.

How do you get into someone's mind -> attention to creating intention?

We have to be invited in, we can't just come in uninvited.

There are three ways to get in the mind:

1. Questions
2. Statements
3. Story

Statements operate on true/false model, so most of the time, you make a statement, which

most ads are... audience can go "false" and ignore.

Once the mind accepts something is not true, proving it true becomes 100x harder, one

reason retargeting never works as well.

Statements only work on peak solution state buyers who are hyper-aware. This is why SaaS copy and such is nothing more than a series of "statements", just take a look at Apple's site, nothing but statements.

Then we have good ol' stories that can do the job, but we don't have enough time (which is

the real digital real estate) to tell a story in an ad, so we have to save that for the VSL / Webinar or a TSL.

This only leaves us with the only thing left, which is a question...

...Now if a human brain hears or sees a question, it has to answer it, it will not / can not ignore it.

The reason is that our entire reality is built on answering questions, they are the basis of our

beliefs, thoughts, fears, emotions and everything else.

You can backtrack all of it to a question, and if you ask a question you can use that question

to backtrack it to the question that got that belief.

Now what's interesting is the way your belief became a belief was through an assumptive

question, but that's going to be another post-assumptive question.

And when you run your ads in statement or story form, they only reason they work at all is

because the end user is ALREADY asking themselves the QUESTION.

Because you can not have an emotional reaction without question.

Try it - you can't.

The question is going to be subconscious and also assumptive.

There are 6 questions you can play with, but right now, the only ones that matter are the

why, what and how.

Why is a reflective word, and it often times reflects the past, which is often time where the

problem was and comes from.

So asking someone why will ASSUME that they do have a problem, such as:

"Why you're not losing weight."

See, how there is an ASSUMPTION that they're not losing weight and you're about to explain WHY to them.

This structure of asking the WHY instantly brings them into the awareness of the problem.

"Why you're not getting clients."

"Why you're not losing weight."

"Why is your offer not working."

You can pre-frame it with "HERE", such as "here's why you're not getting clients."

If you put a WHY into someone's mind and they do not say "Wait I'm not fat, wtf?", than it

will go in and start generating an emotional state, on the same not, people that don't have

that problem within won't respond.

So what the why does is it finds the problem deep in the mind and pulls it out into conscious

awareness, where they think about it.

Now that they're THINKING about the problem, they are in a PROBLEM state.

Once they're in the problem state that was generated by the invocation of the WHY in the

mind, we have to now move them, and the movement is to the solution, but before the solution can be presented an idea has to be sold first.

They always buy into the idea of the thing first, than the thing itself.

And that is where the WHAT comes in in the structure, which represents the OUTCOME.

What is the transformative value of what will happen when you are aware of the problem?

“Why you’re not able to get clients, and if you could, you would [future pace].”

The future pacing is really future selling as all events take place in the future, which means

all purchases are made for a better future.

The what is representative of what will happen, the outcome of how their situation would be

better if they could solve this problem that you just put them in.

And then at the end of the structure, you add the HOW, and how implies a process.

When you ask someone HOW or someone asks you HOW, that implies there is a process

to doing something, that it can be done, so in this case

“Why you’re not able to get clients and if you could you would [future pace] here’s the best

way to get clients”.

Now if you look at this:

WHY = When asked, finds the problem, and pulls them into awareness, now they’re separated from their browsing environment and instead of thinking about other posts, ads,

etc...they’re thinking about the problem.

WHAT = What is the outcome of solving that problem? People buy for outcomes.

HOW = How to solve the problem, which implies a process, a sequence of steps.

This leads to us to the perfect headline formula I shared here, which increased the optin

rate by 71% and increased the conversion rate by 63%.

Which has the structure of:

“How To Go From Feeling _____, _____ And, _____ To _____ And _____
Once And For All - By _____ - In _____ days or less”.

Notice the HOW. What’s the last thing in the ad structure? The how, so your page is the HOW.

To recap, here’s what it looks like:

So you have two types of people - problem state and solution state, everything in between

is useless.

Taking the 1st step = solution state. You are proactive.

So if they're not in a problem state, you have to bring them into the problem state.

People don't seek solutions -> unless they have problems -> and then people don't buy

unless they're seeking a solution.

Why and when - activate problem / low emotional state.

How / what - activate solution state / high emotional state

Curious -> [Problem Aware -> Solution]

Why -> What -> How

Using deeper identifiers on ads that match your targeting, each ad is goes from broad to

narrow targeting.

Why do coaches fail to get clients?

Why do health coaches fail to get clients?

Why do health coaches who run webinars fail to get clients?

Here's the ad structure:

Problem -> WHY they have a problem = problem [60% of the ad] - put that WHY in the image

Outcome -> WHAT they get = outcome [30% of the ad] - a lot of the abstraction because in

the problem state, they do not know what they want - put most of this in the copy of the ad

And the reason they don't know what they want is they don't know what's possible

Solution - HOW to get the outcome = process - hint at it [10% of the ad] - put this on the

bottom of the ad

Now, I know...DO YOU HAVE AN EXAMPLE SO I CAN SWIPE?

Yes and no...I can't give you the full-on ads that people in FF and NHB+ use as it wouldn't

be fair to them, but what I do is give you the structure you can fill, in, so here's one that's

crushing it now:

Ad Example:

[Start of the WHY, which is the problem]

Weight loss: Why do _____ matter more than calories after 30?

[Notice the deep identifier here?]

Experts are calling it the _____". But it's not a _____ at all...
Men's hormones are _____, leaving them _____, _____, and more
_____ and _____ than ever before.

It hits from all sides: _____ stress. _____ stress. _____ stress.
Ever increasing pressure.

_____, _____. Sitting too much and not moving enough.

Fast food, health issues, bad news...

Societal shifts, viruses, inflation and even war.

Men aren't sleeping right. They can't think straight and feel exhausted all the time.

And without being able to put exact words on it, they just don't feel like themselves
anymore.

It's NOT aging, it's not normal and it's not permanent.

So what's going on?

An environment filled with toxic levels of stress changes men's hormones:

It robs them of their _____, causes belly fat storage, kills their drive, ruins their
sleep

and leaves them vulnerable to mental issues.

When they try to lose weight or get fit by cutting their calories or cutting carbs, it
makes the

problem WORSE.

[Start of the WHAT, which is the outcome]

Fortunately, there is another way.

One that focuses on _____ rather than calories.

Using this approach, thousands of men are recovering their vitality and masculinity and
shedding loads of fat in the process.

With short but effective exercise, diet, and a few key nutritional hacks, men can
naturally

_____...

... and replace them with the _____ that make it easy to build muscle, lose fat,
sleep

well, and feel naturally strong and competitive, just like they used to.

[Start of the HOW, which is the solution]

The key to outsized results is _____...

Click the button below to discover how we optimize men's hormones naturally with the
Hormonal Optimization Protocol.

Alen

p.s. Comment box for any questions you may have, love for the aglo or anything else.
The biggest opportunities online are where there is a lack of regulation that allows for exploitation...

...yet the ones that last are the ones who self-regulate, never exploit, and only focus on creating value.

Over the last 20 years in this game, I've seen many come and many go...

...I've seen fortunes made and fortunes lost...

...And I've seen FTC and SEC come in to clean up the mess.

As I write this, many of your favorite gurus are under heavy investigation from the regulatory

bodies, and the future isn't looking good for them.

I genuinely hope they sort it out, come out better than ever and thrive to higher success

than they ever had before.

The reason I'm writing this short post is a thought that came to me, which is that most fortunes that were made online and kept following the formula:

The biggest opportunities online are where there is a lack of regulation and thus exploitation, yet the ones that last are the ones that can self-regulate, never exploit, and

only focus on creating value.

Historically, you can see this is true:

- Dot Com Boom: no regulation
- Crypto boom: no regulation
- Supplements on ClickBank: no regulation
- Biz Op with high ticket coaching: no regulation
- Finance niche (Agora and such): no regulation
- The list goes on and on...

And in each instance, by the time the dust settles and regulation is enforced, hundreds of

millions and billions were made but kept by very few.

Regulation, meaning...the rule of conduct that is enforceable by consequences.

And exploitation means...all of the participants are not aware of what's going on and are

blinded by fear, need, and greed. The deadly trio of conversions.

As a rule, are put in place, it gets more difficult to exploit openings in the market due to the potential consequences...

...oh you can't say that in copy anymore? Conversions go unless you know how to use deep psychology without having to make claims.

As most humans can't self-regulate emotions, fear, need, and greed, what's interesting is

that those who can exercise restraint in the game always end up on top and stand the test of time.

What I pride myself on the most is my ability to exercise restraint with what I know.

So, food for thought...where do you see a lack of regulation these days? The answer to that

will lead you to your future fortune.

The structure of leads in copy (how to write good leads)

This morning, in NHB someone asked me what makes a good lead in copy and how they

"just know" without having to throw traffic at it.

Here was my answer:

If you think about it, a VSL or a TSL is nothing more than a series of agreements, they must

agree to continue to the next section and agree and so on until they reach the CTA and then

they agree to buy.

If they don't agree, they bounce...hence "drop off rates".

So looking at VSL / TSL copy through the lens of a series of "agreements", then the question becomes, what is the first agreement?

Well, that answer comes out of the thesis of why they're watching/reading the copy in the

first place, and that reason is that they have a problem and they want a solution to that problem.

So, therefore...a good lead should create a good hook, create intrigue, create tension, but

most importantly, get them to AGREE that they have the problem and that if they leave that

page they leave with the knowledge of having the problem WITHOUT the solution, so the

ONLY solution is to watch the rest of the VSL that goes through a sequence of agreements.

So how do I know if an opening is good? Mostly gut feel, but I use the above framework to

validate that gut check...recency, relevance, personalization + agreement to the problem.

Once they agree to the problem, it's done...so think of your copy as a series of agreements,

check, check, check...hit that checkout page and buy.

- Alen

p.s. One more thing...when you have a VSL and you see a massive drop off in the opening,

this is why...they have not agreed to have a problem.

Now, there are two ways to do it...one is targetting, the more targetted the audience, the

more likely they have that problem, as soon as you broaden that out, the drop-offs increase

and economics go south, because of this agreement taking place. So to fix drop-off rates,

fix the agreement and you're set. See my post about "creating buyer identities."

p.p.s. This isn't the same thing as associative states in OPENINGS, an opening is a very

different thing than a lead, and I'll write about that later this week.

NHB Short Posts: Audience Matching Ads With ChatGPT for Higher Response Rates

The more familiarity of the language, the higher the trust, and thus, if the ad is as how they

speak, there will be a better response to it.

Now, getting that "voice" right isn't so easy, but here's an easy way to do it.

Click here to buy something! Jk, there's nothing to buy, but here's how it's done:

Step 1. Take your best ad

Step 2. Run Chat GPT Prompt "Rewrite As (audience)"

Step 3. Cater the ad to the audience segment based on age

Step 4: ???

Step 5. Profit

Example:

Rewrite ad as a 40-year-old white-collar dad of two:

[New Audience Matched Ad]

Rewrite ad as a 50-year-old retired fireman:

[New Audience Matched Ad]

Match age and demographic to the audience.

Oh yeah, you will have to clean it up a little bit, but it'll generate a better response than what

you had.

Enjoy,

- Alen

p.s. The same thing can be applied to openings with the highest drop-off rates in VSLs. Just

think of a frame from "audience matching".

What's Crushing Now: Brady Bunch Ads (Zoom Ads) - 5x ROAS & The Million Dollar Ad

Mornin', I'm writing a monster post entitled "Anatomy of Ads", which is going to be the most

in-depth break-down of how ads work when it comes to the psychology behind ads...

...It's based on a training I did in FF back in September.

That post is almost done, so while I wrap that up...here's an ad format that's absolutely crushing now.

This is running on a Podcast VSL in the Italian market, 5x ROAS and so far has made over

a million.

The idea: Run zoom, put people in a room, then have them give you testimonials as to the

mechanism, concept, revenue, etc...that the thing has generated.

Think Brady Bunch ads lol.

So if you have a Podcast VSL, Webinar, or a VSL...try this type of ad and watch it crush.

So instead of me telling you what it is, here's the ad so you can swipe/model it:

https://www.youtube.com/watch?v=XAX2-d7N_mQ

(This is one of the many ads they're running)

Thanks to Alessio Alex Cozzolino for giving the green light to share this, as I've been working privately with him for some time to blow up his offers.

- Alen

p.s. Comment box for questions, love or a kick up for the algo so everyone in NHB can get value out of this.

STEP 1: Scrolling to Problem State - WHY

STEP 2: Problem State to Solution State - WHAT

STEP 3: Your Solution - HOW

STEP 4: Why What How

Step 4.1: Why

Step 4.2: What

Step 4.3: How

Completed Example Ad 1

Completed Example Ad 2

Completed Example Ad 3

Real Ad

Ad Copy

Conclusion

Notes

In the Anatomy of Ads call, Alen explains how search ads (AdWords etc) are different from social media ads (FB IG YT etc).

When a prospect sees your search ad, your prospect is in the Solution State. Meaning, your prospect is

actively, consciously seeking a SOLUTION to a Problem/Desire. The prospect took the active step to

search for the keywords that lead to a Solution. The prospect is solution-seeking, AKA Solution State.

When a prospect sees a social ad, the prospect is NOT in a Solution State. So your ad CAN'T have the

same approach as it would for a search ad.

So how DO you get a prospect to respond to a social ad, when he's not actively looking for a SOLUTION

to a Problem?

We have to take prospects through a process.

Mindless Scrolling -> Problem State -> Solution State

Most people on FB are mindlessly scrolling. They're just scrolling and looking at stuff searching for a dopamine hit or whatever. They're definitely NOT looking for an ad for your product. Have you ever gotten on FB and thought, "Gee, I hope I get some fuckin ads so I can buy some shit!"? No, and neither do your prospects.

STEP 1: Scrolling to Problem State - WHY

To move them from mindless scrolling to Problem State, we first have to make the prospect consciously aware of a PROBLEM (or Desire, or a Lack).

Problems can be:

- Not enough clients
- High blood pressure
- Aging skin
- Can't make FB ads work
- Lack of attention from romantic partners
- Sucking at sales calls
- Misbehaving dogs
- Lack of connection with kids / spouse / friends
- Whatever

Our ad must first take the prospect into the Problem State.

It doesn't matter if the prospect is Problem Aware or Problem Unaware (levels 1 and 2 of Eugene

Schwartz's 5 Stages of Awareness). We still have to take the prospect into the Problem State. If the

prospect was Problem Unaware before, the prospect is now Problem Aware.

It's not enough that our prospect has a Problem (is overweight, has bad sleep, etc), we have to make the

prospect CONSCIOUSLY AWARE of the Problem. We must bring it up to their CONSCIOUS awareness.

STEP 2: Problem State to Solution State - WHAT

Once the prospect is consciously aware of the Problem (Problem State / low emotional state / unsafe

place), we make the prospect aware of the outcome your product/service provides.

We do this by making them CONSCIOUSLY AWARE of desirable OUTCOME.

Outcomes can be:

- More real estate listings
- More copywriting clients
- Restful sleep and more energy
- Higher testosterone and virility
- Successful FB ads that scale profitably
- Well behaved dogs
- Deep meaningful relationships (friends, children, spouse, whatever)
- Better at getting sex
- Higher sales close rate

- Making money while you sleep

STEP 3: Your Solution - HOW

After we get the prospect out of mindless scrolling, into the Problem State, and into the Solution State, the

prospect is seeking a SOLUTION to the PROBLEM.

The Solution is YOUR UNIQUE MECHANISM. It can be your OFFER, PRODUCT, or SERVICE. But it

can be your UNIQUE MECHANISM.

Example Unique Mechanisms:

- Muscle confusion
- Garcinia Gambogia
- Client magnetism
- “Why What How” Ad Framework
- Automatic Clients Model
- 5x5 Stronglifts Muscle Building Protocol
- One GOOD Ad to Rule Them All
- Unique Mechanism (itself a UM in some copywriting-related courses marketed to newbies)
- “Vocal body building”
- Perfect Funnel Opening
- Perfect Webinar Formula

Notice how these Unique Mechanisms often don't mention the DELIVERABLE or PRODUCT or

SERVICE. Instead, they talk about a unique aspect, component, idea, philosophy, process, system, or

“recipe” that makes your Deliverable / Product / Service DIFFERENT from other alternatives.

STEP 4: Why What How

So let’s put this into practice.

Let’s create a Why What How ad.

Step 4.1: Why

We begin the ad with a question that starts with Why.

We ask “Why (problem)?”

The WHY / PROBLEM part of the ad takes the prospect from mindless scrolling to Problem State / low emotional state / unsafe place / Nightmare State. The prospect is Problem Aware (Schwartz).

Example: Why do women over 35 struggle to lose weight?

Example: Why are copywriters struggling to get clients?

Example: Why doesn't he look at you the same way when you were first dating?

Step 4.2: What

What is the OUTCOME. What is the end result, the “happily ever after”, the Dream State, the awesome transformation the prospect wants to experience?

We state the OUTCOME they will achieve with our Product / Service. We can state this in several ways:

case study, emotionally-heavy story, testimonial, “paint the picture” of the “happily ever after”, etc.

The WHAT / OUTCOME part of the ad begins to move the prospect from Problem State to Solution State

(prospect is seeking a SOLUTION to get the OUTCOME)

Example: What if you could slim down without getting hungry, and without wasting hours at the gym?

Example: My student John Doe used to take every copywriting job he could and was barely making

enough to cover his phone bill. Three months later, now he takes only clients he really wants to work

with... and he has replaced his income from his 9-5 job!

Example: We barely even kissed goodnight... And now, he makes me feel like his queen. I went from

feeling like a "roommate"... to feeling like the love of his life. He respects me and holds me close in a way

I haven't felt for 20 years.

Step 4.3: How

How is the PROCESS / MECHANISM. It can be your Unique Mechanism, or it can be your deliverable.

The HOW / PROCESS part of the ad continues to move the prospect from Problem State to Solution

State (prospect is seeking a SOLUTION to get the OUTCOME). The prospect is Solution Aware, possible

Product Aware (Schwartz).

Example: The reason women can't get those pounds off is "leaky gut". The way to heal your gut naturally

is by following this (whatever XYZ system/method approach).

Example: John and thousands of our other students have finally financial and time freedom after using

"Client Magnetism"... A simple way of building authority and getting clients to ask YOU if they can give

you fistfuls of cash to write a few simple emails!

Example: I was shocked at how easy it was to get back the "magic" in our time together... It only took

"Three Magic Questions" to get back the man I married.

Completed Example Ad 1

Why do women over 35 struggle to lose weight?

What if you could slim down without getting hungry, and without wasting hours at the gym?

The reason women can't get those pounds off is "leaky gut". The way to heal your gut naturally is by

following this (whatever XYZ system/method approach).

It's finally your time to slim down and fit in your high school jeans. Click to go to the next page and see

how thousands of women are turning heads again.

Completed Example Ad 2

Why are copywriters struggling to get clients?

My student John Doe used to take every copywriting job he could and was barely making enough to cover

his phone bill. Three months later, now he takes only clients he really wants to work with... and he has

replaced his income from his 9-5 job!

John and thousands of our other students have finally financial and time freedom after using "Client

Magnetism"... A simple way of building authority and getting clients to ask YOU if they can give you

hundreds of cash to write a few simple emails!

Get our Client Magnetism Scripts today so you can start getting new clients tomorrow.

Click now.

Completed Example Ad 3

Why doesn't he look at you the same way when you were first dating?

We barely even kissed goodnight... And now, he makes me feel like his queen. I went from feeling like a

"roommate"... to feeling like the love of his life. He respects me and holds me close in a way I haven't felt

for 20 years.

I was shocked at how easy it was to get back the "magic" in our time together... It only took "Three Magic

Questions" to get back the man I married.

Click now to learn how the "Three Magic Questions" will make him chase you again.

Conclusion

The Why What How ad takes the prospect from mindless scrolling, into Problem State (low emotional

state / unsafe place), then into Solution State (high emotional state, looking to return to safe/safer place).

WHY: PROBLEM they have

WHAT: OUTCOME they desire

HOW: PROCESS / MECHANISM / PRODUCT / SERVICE that gets the outcome

Alen Sultanic

FF Swipe File Part 2

<https://www.facebook.com/groups/nothingheldback/posts/1467034261363594/>

From Alen Sultanic

Location: By the pool, Charlotte, NC

Morning NHB,

About 13 or so days ago I shared part 1 of the Fast Forward swipe file.

That swipe file is now being used by the top copywriters in the world and beating controls in

dozens of markets and niches.

Jason Parker and Charles Kirkland made a post here 6 days ago that said

"We used a bunch of Alen's swipe copy in a new offer. It's now our control and it's crushing."

Zac Hanson is using it to get clients excited to work with

"Give them something they can use right now will radically increase your value to them and

use Alen's Doc to quickly bang out the copy and send it over"

And many many others who have privately DMed me.

The way this swipe file came to be was that in Fast Forward I do Hot Seats and Fast Feedback for everyone there...

...And during those sessions, I'll come up with everything from offer names, hooks, ideas,

openings, body copy, closes, upsells, downsells, crossells, bumps, bump copy, back ends,

book a call scripts, and so on and so forth...

...If it's even remotely related to anything we do in the game, I'll do it.

Oftentimes, because I have a high level of unconscious competence, the "stuff" will come

out, then go back into the subconscious mind, and where afterward I'll completely forget

what was said.

Luckily, we had a few people who were creating private swipe files of all the work there.

Brandon Vasquez in his come-up in NHB+ and Fast Forward started creating his own personal file from all of this in Fast Forward by watching a lot of the Fast Feedbacks and

Hot Seats.

He was in Charlotte a few weeks ago and told me about the secret swipe file and I asked

him if it was cool that we share it with everyone here in NHB, he thought it was a great idea.

Yi Yang who's also in Fast Forward was creating his own version of the swipe file which you can see in part 1.

So we shared Part 1 about two weeks ago, and today here's Part 2:

https://docs.google.com/document/d/1gBqhCYhfo7i207A37TBGbILaKh68dLj0Ltcn_pwDXpo/edit?usp=sharing

It has everything from openers, and hooks, to closes, etc...

I write and "think" copy in structure, so whenever I write something it can be used in any

niche, hence why Automatic Clients copy is now being used in 3,000+ offers, it works.

So the structure will be straightforward for you to model.

Here's the link to the Google doc which is Part 1 of the collection:

<https://docs.google.com/document/d/1R2gExGZNtk6K3WBvoA3E2T9Slc8ju24VQHm3S0zPdSU/edit?usp=sharing>

And here's the link to Part 2:

https://docs.google.com/document/d/1gBqhCYhfo7i207A37TBGbILaKh68dLj0Ltcn_pwDXpo/edit?usp=sharing

This is my part of the contribution to the game that has given me so much and I hope that

this will give you as much as it has given others.

To your success,

Alen

Hi, (name) here...

And I saved the best and most important thing for last...

And it's actually a question...

And this question is going to determine where you go, how far you'll go, and most

importantly how fast you'll get there...

The question is...

What if you and I could trade places?

You see there's two paths to success...

There's the easy and PROVEN path...

And then there's the hard path...

Typically when it's your first time doing something, then that means you're on the hard

path...

Because you're going to make mistakes, _____, and _____

But the easy path is to have someone show you who's already learned the lessons

...Who's already made those mistakes...

That's why I'm inviting you to let me help you solve that...

And as promised, you will be able to make 300-500 a day...

But here's what I didn't tell you...

Is that you can actually make 500 -1000 a day...

And the reason I didn't tell you that to begin with is because I didn't want you to think it was too good to be true...

But here's why it's not...

(SHOW STATS)

Now here's the difference...

The question isn't whether you'll make it or not using this system....

The REAL question is how fast you'll get there...

And that's why i'm here to show you how to get there as fast as humanely possible because life is too short to put in all the hard work and then get the prize...

I believe we should eat the dessert first...

Have fun first...

But you can only get that by letting someone who did it the hard way show you first...

SNEAKY UPSELL

Congratulations and welcome...

[TIMER]

Your account is being created and will be ready in 10 minutes but while that's getting ready, let us show you the first lesson of the course

[VSL UPSELL PITCH]

STEP INTO THE UPSELL PATH METHOD

Congratulations! I'd like to welcome you to blah blah blah and in just a few moments you're going to get access to blah blah balh

Now you have a choice to make first...

Would you like to get access to your product?

Or would you like us to show you _____that's going to help you with

_____ so you don't have to _____? - (problem state line)

[Show me (solution to problem)]

[No thanks, take me to the members area]

HOW TO ASK FOR A RAISE FROM CLIENTS

Here's where I'm at currently in my personal and professional life and this is what needs

to change...

In the last 6 months I've invested XYZ amount of time and money to get better at this and the result will show that it's paid off..

I'm growing your business...

Its doing very well...

And we're only going to do better

But because of my skills I have a lot of other people wanting me to partner up with them

and theyre wanting to give me x amount,...

But because of my time commitment with you, i can't do that, so here;s where i'm at...

I'd like to stay with you but I can't unless xyz is met...

Money is a commodity - it's everywhere....

What i have isn't a commodity - my unique experiences, my skill set it's not everywhere...

And you can always get more money but you can't get more of me...

But with this raise, you're not really paying me...

Because with this raise you'll get your money back and then some...

That's what skills can afford you.

So i'm essentially working for free because you're going to make so much more money than the investment.

Working too hard and too much to be generating revenue that you can't take home...

By the time you put up the money for ad spend...

By the time you pay the copywriter...the media buyer...

What do you have left to show for it?

You might as well have a job...

So let's change that.

And in fact...

Let's do it right now...

Here's what's going on...

You know the feeling...

Some people seem to just win with whatever they post...

While others work super hard and still...

Crickets...

So what are the winners doing to get those wins?
And what are the rest doing that kills their engagement?

The difference IS what makes all the difference.

The creators getting high engagement don't worry about the optimal time to post...
...the number of posts per week...

Or the trending content style...

While those working their asses off to get crickets are focusing on following trends,
researching hashtags and micromanaging every piece they post..

The great content creators who land the best brand deals didn't start out with a huge
following, or incredible engagement...

In fact, most started out with the same struggle that you're feeling right now...

But they had an advantage that opened up opportunities and placed brand deals
within
their grasp...

They discovered the formula that gets engagement...

Gets follower growth...

And attracts the brands you want to do paid collaborations with...

I've taught this formula to over 5000 content creators...

Refining and improving it so you can join the top 1% who are winning paid brand deals
and taking charge of their time to live the lives they want.

Watch the free masterclass and start to see the changes in your content, engagement,
followers and paid collaborations...

You know the saying...

The rich get richer, and the poor get poorer?

If you look around these days...

it's more true than ever...

...Yet the question is...

...What exactly are the rich doing to get richer and what are the poor doing to get
poorer?

One thing is for certain...

The rich don't __, __ or __

While the poor __, __ and _

What's interesting is...

Most of the rich didn't start out rich...

In fact most started out with below average means...

Yet there is only one advantage the wealthy have used up until now to get rich.
Right now...
Most people are waking up early every morning...
Going to work...
They're doing xyz...
And only making xyz...
They are only allowed to take one vacation a year...
And then there's another small group of people who are waking up...
Doing [more enjoyable thing]

They go to a coffee shop...
Work 3 times less...
But make 3 times more than the other guy...
And here's what they do differently...
They don't have jobs...
They don't have _____
And they don't have _____
Instead, they're known as _____ that companies all over are paying xyz..
And the reason I know this is because I am one of those _____...
These days there are only two ways to get clients...
You can either get them by paying for them with your hard earned money...
Or you can pay for them with your time...
Here's what that looks like...
If you go the money route...
You gotta pay for ads...
Which means you have to do _____, _____ and _____
OR...
Yes, you can put in the time...

And do _____, _____, and _____ to pump out content 24/7....
But then you have to deal with _____, _____ and _____
Until you finally [Point of no return]
However, there's a little known third way to get clients...
Without spending any money...
Without spending time...
And without doing xyz...
In fact...

We use this 3rd way to _____ so we can _____

It only takes _____, _____ and _____

And because of this we're able to get 15-20 prospects every week and convert them to high paying clients...

We call it the xyz method...

And here is how it works...

Instead of doing _____ like everybody else,....

What we do instead is focus on _____

And then we use _____ to _____

Once you set this up, then you can finally _____ without _____, _____ and _____

Here's How we helped over XYZ people get rid of _____ when _____, _____, and _____ wouldn't work...

You see...

There's two types of _____...

The _____ that come and go...

And the ones that stay...

And if you're reading this page, that tells me you have a _____ that hasn't gone away for quite some time...

Maybe months...

Maybe years...

Maybe for as long as you can remember...

And I'm here to tell you that based on working with XYZ people successfully getting rid of _____...

Is that [other solution] and [other solution] might get rid of it temporarily but it will always

come back...

Because they don't address the root of the problem...

Here's the REAL problem...

If you've had a _____ for more than two weeks...

Then here's what's happening...

FACT...

You don't need new _____, new _____, and you don't need to keep starting over.

What you have used to work, and I'm here to tell you it can work again...

But only if you know what to change to make it work again.

The only thing it's missing is just a little tweak to refresh them...

... like getting an oil change instead of buying a new car....

So, how about instead of paying thousands for new _____, new _____, and a new _____, only to risk it through _____

Why don't I refresh your _____, your _____, and your _____, so it works again, for functionally free?

Because once you use this process...

Then it pays for itself...

And then the rest after that is all money in your pocket...

This will save you _____, _____ and _____

While giving you the certainty to _____

Just ask yourself...

Would you rather improve what's already proven to work?

Or risk your time and money on starting over with something new?

Once you learn how the mind really works on a deep level, you'll be able to know deep human psychology which will allow you to create offers and this/it will make you one of the best marketers in the game.

Then once you're the best marketer in the game, people will recognize, see and hear about you.

Once you learn how the mind really works on a deep level, you'll be able to know deep human psychology which will allow you to create offers and this/it will make you one of the best marketers in the game.

Then once you're the best marketer in the game, you'll be able to launch offer after offer, and make as much money as you want.

How much you make and what you spend it on is entirely up to you.

If you want that Lambo, it'll be yours.

If you want that penthouse, it'll be yours.

When you go out, people will recognize you and come up to you asking what you do for a living.

And when they ask you for what time it is, you'll check your Rolex or Patek to see what time it is.

"If you need to think about it....

...you still haven't trusted your gut and joined the women who are experiencing breakthroughs in _____ already..."

If you could do it alone, wouldn't you have done it by now?

If you could make money online, you would have made it already.

The reason you can't figure out how to make money online is (insert reasons), and the reasons are linked to your product and your help.

The end result is if there is one thing they think about is how they can't do it without you.

FOLLOW UP EMAIL

Hey,

_____ here and I noticed that you didn't grab our _____

And that's okay because I suspect the reason you didn't grab it was because you don't think it's going to work for you...

You don't think you can do it...

That your case is unique...

That your situation is different...

Whatever the reason is, that's okay because many other women before you had that same thought but they decided to join and gave it a shot anyway...

And here were the results they had...

[results]

And the reason i know this will work for you is because [MECHANISM]

And once you do this, then everything becomes easier for you...

If you still don't think it works for you, just reply to this email and tell me why...

OR you can click [here](#) to take the first step to a newer, slimmer, fitter, sexier version of you...

The only thing keeping you from dating attractive women isn't _____, _____, or any other problems such as _____

The real problem is that you feel like you can't approach them...

And you feel like you can't approach them because you don't know what to say...

But once you know what to say, then you'll be able to _____, _____, and _____

Now the only thing is when it comes to knowing what to say is that there are certain things that women are hyper responders to...

Certain ideas...

Certain topics...

...That most men are not naturally aware of...

And those that are aware of them are able to _____, _____, and _____

But once you become aware of _____, then the problem isn't going to be HOW to talk to women, it'll be WHO you want to talk to because you'll have more choice than ever before...

And the reason this is only known to a handful of guys is because it's accidentally developed by guys who naturally go out, socialize, meet women, etc... But most men are not aware of this and that's why you're at a loss for words when it comes to starting a conversation with them...

So I'm going to show you to - _____ in the next 7 minutes...

So after you know how to _____, _____, and _____, you'll go from _____ and _____ to _____ without _____

And that's when you'll _____

You know the agency business is the best business out there because of _____

And you can make _____, _____, and _____

AND because it's such a damn good business and you were smart enough to get into this business...

BUT SO DID EVERYBODY ELSE!

And now there's hundreds of thousands of agency owners just like you who are doing the same tactics, _____, and _____

In fact...

Right now as you're watching this video there are over hundred thousand agencies out there and because they all want the same thing you do...

More clients...

More _____

And _____

And they're all making the same exact promises...

Making the same exact guarantees...

And selling the same exact services...

Which means...

You have no advantage...

You're just another agency...

And I'm sure you agree..

Because you've seen your results go down over the years...

What used to take 1 email to make a sell

Now it takes 5

What use to take _____

Now takes _____

And the reason is because all the customers are no longer responding like they used too...

They're more on guard...

So the only solution still left is now to make crazy claims, make crazy guarantees, work until you die...

And we both know this setting up a trap for yourself because there's no way thats sustainable...

It's a race to the bottom...

So wouldn't it be nice if you could _____?

And the way you can turn that into a reality is if you know how to do _____

And once that happens, then _____ happens

But that can only work if _____ happens...

So lets talk about examples...

[EXAMPLE 1/ANALOGY]

The reason people _____ is because they don't think they will _____...

Just think of [This particular example]...

But with [Other Example]...

People don't...

Because they know that [Other Example] will last and work...

Here's another example...

The reason people will spend an arm and a leg on _____ is because in 20 years they know the damn thing is still going to work and still have value...

You see the point I'm getting out?

So here's why this works...

People with money are busy making more money which means the last thing they want to do is stop making money and get on calls with you, answer emails, and respond to strangers in their inbox that they don't know or trust...

They don't work with a million people or a ton of new people that randomly email them...

They work with a small group of people that _____

If the zucks, bezos and Elons in the world...

Before they were as resourceful as they are now...

All had 24 hours in the same day like we do, then how can they accomplish so much

more than you and everybody else?

And what is that something that allows them to magnify the output of their time so they can be more productive?

Is it _____?

Nope.

Is it _____?

Nah.

And it's definitely not _____

It just comes down to one thing...

And one thing only...

The only way to do it is to get more time and the only way to get more time is to free your zone of genius.

Look...

As the business grows...

business gets complicated

And the only way to deal with complication is use more of your time but there's only so much time you can spend

And that's where _____ come into play...

They do things like

_____, _____ and _____ (DESIRE STACKING)

Think of yourself as a doctor...

Where the only things that you have to deal with are the important things...

The things that matter...

The rest of the problems are solved by other people and are solved in a way that you didn't even know they existed...

That's why _____ are so good to have...

They take care of all that so you can focus on _____

What many don't realize is that _____ are a whole other breed of assistant...

There's a big difference between _____ and _____

A _____ is someone you can buy on upwork and is just an order taker...

They don't think for you or solve problems...

The problem with just having _____ is that you spend more energy and time

TELLING them what to do than it takes to actually do the thing...

So you might as well just do it yourself instead of paying them...

But an _____ does all the problem solving for you...

What turns average _____ to indispensable is personalization training from a CEO

who's been there and done that.

So they know what you need before you even need it...

So they can anticipate problems...

So let me show you how you can have somebody like that doing these things for you
by

the end of the week.

Quitting drinking is the most difficult thing that you'll ever do alone...

Because honestly if you could, you would've already done it

And the reason you can't is because _____

That's what makes it so hard to do it alone...

But when you have a coach...

—[similar example]

Becoming a famous architect is the hardest thing to do alone...

That's why so few people do it

Because if everybody could do it they would do it...

And that's why so few do it...

But the ones that do do it..

They Go on to _____, _____ and _____

What you realize when you meet them is that they're no different, or talented than
you...

Once you realize that, then you can realize what you're truly capable of

And that's what I'm doing here.

To show you that.

If you look around...

Everyone has to buy 3 things...

What they want, what they need, and what they have to...

We must have electricity...

We must put gas in our car...

We must pay taxes...

And we must have a _____

Because it's required by law...

And every once in a while every _____ gets _____...

Which it makes unsafe...

Which means it MUST get fixed...

Which means every time _____ happens, there's a customer.

And on average there are XYZ amount of _____ being replace which means on averages there XYZ amount of customers at any given time
Which makes this one of the best and biggest opportunities for a business out there...
Now you can go and start a _____ business...
But the thing is that many people can just [do it themselves]
But not many people can do _____
And that's why i'm going to show you how to get into the _____ business so you can _____

UPSELL selling book a call

Hey _____ here...

Congrats...

I went from rags to riches...

One of the things about this business is that some people make a lot of money

And then you have guys that dont...

And the difference isn't in skill...

And It's not _____

It's not _____

It's actually their personality and what industry they go into....

So some guys do extremely well in industry X, Y, and Z

I've personally made XYZ amount selling for [BIG GURU FIGURE]....

Now, you can become the best _____ in the world but if you're in the wrong market, you'll never make money...

Now because you're unique...

We need to have a conversation to see what your superpower is and what makes you special so we can figure out what market you would best make money in....

(on the phone now)

Hey welcome to the call

You're a good fit for this market and this market

And here's 17 reasons why you should go into it and why you're a perfect fit.

You know the biggest thing they tell you when it comes to becoming a _____ is that you have to go to school, do y, and do z

But they never tell you is what happens when your business starts to get going...

A few months ago, I had someone come to me who was a new _____ and she worked really hard night and day...

She created a website, posted to her socials every single minute...
And she got leads and gave them all these wonderful ideas...
And for every 10-20 leads, one would hire her...
And that was great..
UNTIL she went to a house party with one of her clients and other people were there...
And they were all talking about how wonderful their _____ looked and it turns out
that this one client had given away all her work for free to her friends...
And now she pretty much gave free work to a lot of people that she could have easily
made thousands from...
And if she had a contract in place, then that wouldn't have happened...
And this is why every business has a contract...
Even the movie business...
Lawyers...

TAKE THEM THROUGH THE TIME TIMELINE - OF FAILURE

And that's why I made this video for you...
Because here's what's going to happen...
1. You're going to open the product and start reading the book.
2. You're going to start to see how easy it is to make money online
3. You're going to see just how much opportunity there is.
4. You're going to get start reaching out
5. You're going to get your first client
6. You're going to get your first promo
And then...
When things are looking good...
Everything is going to fall apart...
And the reason I know this is because it happened to me..
Here's what happened...
Not knowing _____ caused _____ to happen...
—
And that's why I'm going to make sure none of that happens to you....
Because i'm going to show you _____, -_____, and _____
But the first thing I need to know is what is it that you're missing...
And to do that, i need to get to know you....
So book a call...

Take a look at what I'm holding here...[SHOW PICTURE]

I'm gonna show you how this simple _____ can land you _____ in the next XYZ days...

...even if you don't have _____

...even if you're _____

...even if you _____

...and even if you're currently struggling to do _____ with _____, _____ and _____

This _____ method flat out works.

In fact, when I taught it to _____[testimonial name]_____ ...

He used the _____ to do _____...

And he recently used it again to XYZ [proof]

So the _____ is getting results.

And the reason it works so well is simple...

Is because it allows you to _____....

Which means...

There's no competition...

And here's the best part...

This method _____ doesn't even cost _____ to get started...

The ones my friend sent cost less than _____

And he only needed _____ to achieve _____

So for \$XYZ he was able to _____

Would you pay \$XYZ [fraction of cost] to land a [BIG RETURN]

I hope so.

Cause that's a hell of an ROI.

Anyways...

Like I said, there's literally no one else doing this right now.

So the opportunity is ripe for you to _____...

Which is why I'm hosting a training in about 12 hours showing you exactly how it works...

On the training I'll give you the actual [PROCESS]

And I'll also give you [BONUSES] that you can use to [OUTCOME]

Plus...I'll also show you how to get [EXTRA SWEETEN THE DEAL]

And I'll even show you [curiosity outcome bullet] (this is important because you want to make sure it _____)

So I'm going to show you all that on the training today.

The training will take place at _____

If you can't make it to the live training...

Or if you have to step away for any reason...

The training will be recorded and you'll get a copy of the recordings, along with all the [BONUSES]

So that's what it's all about.

I was originally planning to sell this for XYZ

But after giving it some thought...

I want to make sure this training is affordable for [AVATARS]

So instead of charging \$XYZ...

The training will be just \$XYZ.

You can also split that up into two payments of \$XYZ if that's easier on your cash flow.

So that's the deal.

I will be limiting the training to 150 people...

That way there's not thousands _____ using this method

So if you want to be one of the first on the ground floor to use _____ to get _____, _____ and _____

I suggest you snag one now while you still can.

I'll be shutting down the checkout page for this training in about 12 hours.

Let me ask you a question...

When's the last time you checked your email?

Today?

Yesterday?

How many emails did you receive?...

I don't know the answer...and maybe you don't either...

Because I know one thing is certain...

And that one thing is...

That you get a lot of emails...

Now here's the real question...

Who's emails do you read?

There's only 3 types of people in your inbox...

People you know...

People that you like...

Or people that you know are going to give you some value...

—

Most people try to overcome saturation by sending shorter emails...

And on the surface level...these emails look great...

They have openers...They have clickers...

BUT...

They don't make money...

So here's what we do different...

—

And if you're not at least getting x percent open rates...

That tells me something...

And that something is that people don't want to read your emails...

So your list is dying...

Your leads are worthless...

In a sea of emails they see every day...

They're not only going to be opening your emails...

But they're going to be looking forward to it, too...

And if they're looking forward to opening it...

That means they're looking forward to reading it...

And if they're looking forward to reading it, then that means they're going to be looking forward to buying whatever you're selling...

Because we don't pitch...

Instead we use the [METHOD]

I guarantee I'll add another 5-50 new paying clients to your consulting or coaching program without you having to run another ad...

..And here's why I can promise you that...

Plus why this won't cost you a cent and why we'll actually end up paying you to do it...

Now, first things first...

You already have 10-50 new clients in your business and you don't even know it...

What's more is...

What if I told you that you're only 3-5 emails away from being able to generate 5-10 new

booked calls...

And convert 2-5 of those booked calls into high paying clients?

See this email below?

It made XXXXXX

--

Here's what makes this different...

Because we're not trying to get openers or clickers, we're trying to get buyers...
Because the only thing that matters at the end of the day....
Is how much they buy...
Not how much they read,,,
Any day of the week I'd rather take buyers than readers...
You have a lot of buyers on your list and knowing how to pull out the buyers is very different than just pulling out the readers...
Opening up an email...clicking on a link...doesn't mean anything if they don't buy...
And that's the difference...
....That's the difference that allows us to make our clients thousands of dollars...
And Chances are if you're not extracting all the value out of your emails, then you're most likely optimizing for buyers and clickers...
Why do so many people struggle to break free from the 9-5 and make money online when there are so many people doing it?
Well the answer is actually simple...

It comes down to one thing and one thing only...
And it has nothing to do with how smart you are...
Nothing to do with how much capital you have...
Or your connections...
Instead...It involves finding the RIGHT business model for you...
And most of the time, what that really means is finding the path of least resistance...
That's why business models like ecom, amazon fba, airbnb, are an immediate red flag — simply because there are too many variables, too many unknowns, and too many mistakes...
There's a better and proven way to build a business that gives you _____ without _____
And that's email copywriting...
You know those emails you get from brands in your inbox?
Well, let me tell you a few secrets about those emails...
Number one...
Those brands make bank off those emails...More than you would think...
Number two...
The majority of those business owners obviously don't write those emails themselves...
Instead...
They hire what's called a freelance email copywriter...

And number 3...

There are clients who happily pay them 5-6 figures a month to month to write short emails...

So if you don't like the idea of spending large amounts of money to make money right now...and put up with risk with ecom, affiliate marketing, amazon, or real estate...

And would rather develop a valuable skill that you can learn in just a few weeks (Or even days) for a few hours of work per week.

And will always be in demand...

Then click the link below and I'll show you an example of a short email that I got paid \$300 to write.

Here's something that no one will ever tell you when it comes to _____ and the real reason why most _____ are struggling to get [OUTCOME]...

...And why it's only going to get harder in the next 6-12 months — unless you do this one thing.

And in order to know what that one thing is...

First, we have to talk about what the real problem is in our industry...

You see...

The real problem isn't that there aren't enough _____...

It's not _____...

It's not _____...

It's not _____...

It's not _____

After all, if it was, then no one would be in business and there would be no _____...

You see the real problem is that there are just too many _____ in your area fighting for a limited number of _____...

And when there are too many _____, then the choice of WHERE to go, goes to the _____ [audience you're selling to has the power]...

And then the _____ get to decide who, how much, and when the _____ get paid out...

So more _____...less _____ per _____...

I'm sure you've seen the trends over the years...

Every year there are xxxx new _____ entering the market and many of them start their own practices...

And that's why more leads, more discounts, fancy agencies, and all the other things you've tried aren't going to be the solution to the problem you have...

The solution is that you have to dramatically do something different than everyone else if you not only want to stay in business, but grow your business

Think about it...

If you were the only _____ in your area, then you could just open your doors....

And do zero marketing...

Zero advertising...

Have zero meetings with _____...

And ask for zero referrals...

And your [BUSINESS] would be full of [AUDIENCE] begging for your help...

Just like it used to be back in the day...

Because you're their only option...

But unfortunately...that's not the case...

Because every month or two...a new [competition] opens up...

Another [competition] starts running ads...

Another [competition] starts hosting events...

They start whining and dining on your referral partners for your referrals, and then they start coming for your patient list...

Which means that you not only have to fight to get new _____, but you have to also fight to keep the ones you have...

And that's why it's becoming a lot harder to run ads or do any kind of marketing for your practice...

And that's why so many practice owners are stuck on the phone chasing leads, and operating every little piece of the business 25 hours a day, 8 days a week, 366 days a year...

If you don't stand out, then you don't get the ideal cash pay patients...

And that means you can't scale...

How do I know?

Because marketing agencies are really good at one thing and that one thing only...

And that is making you promises and getting you to buy their services...

But getting you results?

That's another matter...

The reason being is that they're running an agency...Not a practice...

So they're deeply disconnected from you and I have to do it everyday...

And they'll try to get you more people in the door by running discounts on your

services...

But we all know cheap deals generate cheap customers...

So this what we do instead...

We turn your practice into premium practice in your area, that stands out and generates

premium customers that pay premium prices

Without going through insurance, _____, and _____

Once this happens, those customers won't even look at other [COMPETITION] because

after all...

Everyone wants to work with the best...

And we already know you're one of the best...

And now it's time to show the rest of the area...

And when you're the best, then the other kind of _____ will automatically refer their patients to you because their reputation is on the line...

They care less about the money and more about the results....

When it comes to health, money is the last thing that is important to them...

Now you can why being the best isn't the best choice...But the only choice...

We've developed a system that's designed to _____

The first thing we do is that we look at everything you're doing...

And then we find out what your weaknesses are...

Is it your reviews?

Your appointment setting?

Your services?

Your prices?

We look at everything...

And then what next, is to replace all your weaknesses with our systems that are proven to work...

Then once we have all that, the next thing we do is start generating leads...

And the way we start generating leads is through intent based targeting...

—

As much as we love helping everybody, there's just some practice owners that we can't

work with unless they have xyz...

Here's the type of person we can help...

We can help you if xyz,

BUT if you xyz, then we can't help you...

So if you're someone who feels like they're a good fit, then go ahead and book a call and we'll talk and see how we can implement all this for you...

This is not for everybody and may not be for you...

And one of the first things is that if you're already working with somebody in your area then we can't work with you...

The reason being is that we believe in honesty and integrity

And our highest values are getting you results...

And our systems will do just that, but we can't get you results if everyone in your area is

using it...

So we need to know where you live, look at competition, and go from there...

(BEFORE YOU GO INTO THE CLOSE)

We're not going to sell you anything...

We're just going to show you results...

And then you decide if you want to buy

Cold DM's, cold out reach...

It all works...

IF you have 24 hours in a day and have nothing else going on....

But if you have business or have xyx...

Then what you'll find is that you're randomly DMing strangers that get upset at you, LinkedIn capping your messages, and _____

The truth is that completion is based on time and the only way to compete on time is through automation

UPSELL

Congrats...

No more belly fat

It's your turn to _____

It your turn to _____

It's your turn to look good, feel good, and _____

And that's the promise we'll keep when it comes to your belly...

But What about the rest of you?

But what about your love handles?

Your chin?

Your arm fat?

Here's your chance to get a FULL transformation where you love every part of yourself just as much as your new flat belly that you're going to get...

How much did you pay in taxes just now?

X?

Y?

Z?

Well, what if you could reduce your taxes while helping out people instead of helping out

the government fund wars?

[Have a picture where on the left there is war and on the right there is an orphanage and let have the question "Do you want your taxes to go here or here?"]

You might not have a choice of how your tax dollars are spent but you have a choice of where they go.

You can choose to have your tax dollars go to fight wars that don't need to be fought or

you can choose to have them go to children in need and save them from going hungry.

We're a company that's making that be an option for you.

Your tax dollars are changing the world either way.

For good or for worse...

So what side do you want to choose?

It's not that ecom doesn't work...

Is the way you built your ecom store that doesn't work...

What if you had someone build a store for you, _____ and _____?

What if you had someone literally copy and paste their entire business over to yours?

What would happen?

The thing with ecom gurus is that they teach and sell you what doesn't work anymore....

Because if it still worked...They would go all in on that...

Just think about it...

Once the gold has been dug out, what's the next best thing to sell?

It's the shovels...

So along now you've been buying the shovels to mine for gold that's not there...

And the reason is because _____

Here's what we do...

Here's our stores...

Here's what they look like...

Here's what kind of money they make...

And here's the return...

And the reason we're showing you these stores is because YES you can go build this on your own and it's possible to make this much money in ecom...

But it's going to take you 6 months..

And you'll have to deal with xyz

OR we can just build it for you.

Why are men's bodies different from women's bodies when it comes to losing weight?

Most weight loss programs are designed for men by men and only work for a very small

number of women...

The reason being that women are hormonally different from men...

Women's ratios of hormones such as testosterone, estrogen, cortisol, etc are very different from mens...

And what's more is that there are hormonal and energy cycles that affect these ratios...

If you diet against these cycles, you'll find yourself craving foods, tired, fatigue, and breaking your diet...

...if you diet with these cycles, you'll find pounds and inches coming off effortlessly...

Women have different energy cycles...craving cycles...mood cycles...

So they need to use a different approach to get the outcome they want...

And chances are that nothing in the past has worked for you because you wouldn't be here now on this page...

And the reason that nothing has worked for you is because you have used programs and methods made for men...

It use to be that you could put up an ecom store...run traffic to it...and make money...

It use to be that you could just throw up an ad and the facebook pixel would triple your money

And It use to be _____

But now the algorithm has changed...

Getting customers is getting harder...

The cost is going up...

Conversions and AOV are going down...

And more and more people are leaving ecom...

But here's the good news...

They're are still stores out there that are making money because they know they have

to do something different now...

And what they're doing differently isn't anything special or BIG...

Rather they are focusing on something small...

Micro-optimizations...

You see...

Until now, there were only one or two things that could move the needle...

It was things like xyz

But it wouldn't be long until your competitors see you and make the same changes...

So that's why we take a different approach...

We make micro changes that can't be easily seen or detected...

But Add up to BIG numbers in revenue...

So which one would you rather have...

1% improvement over 30 days?

Or 1% improvement that compounds on top of itself...

Congratulations!

What happens next is going to change your life...

You're going to go from _____ to _____ to _____ to _____....

And you're going to lose weight faster than ever...

With weight loss comes a new body

New clothes...

New xyz

And a few new problems...

Because you'll be so losing weight so fast, which means that you're also going to get loose skin...

So loose it can't catch up...

And because it can't catch up, what happens to most people is that they lose weight and

feel better but now they have to hide their bodies under clothes...

So we're going to make sure that as you lose weight, that you never have to hide your body, you can feel good, you can be proud, you can go to the pool and beach and you don't have to feel ashamed in front of your significant other

And you're going to love what you see in the mirror...

And to do that...

What we're going to do is give you something else that's designed to shrink your skin as far as the scale shrinks in numbers...

This is how we're going to help you reclaim your body...

Look, Shopify is a billion dollar a year company...

That tells us that a ton of money is being made through ecom and that it can be a good business...

But the thing is that there's only a handful of people making 99% of the money...

So what happens is you got all these people wanting to do ecom so they can make

money...

They'll launch a store, they'll invest money and xyz

But then they realize it's a lot harder than it is and they give up and they fall off...

And then the next person comes in and rinses and repeats..

So there's only two ways to make money with shopify...

You either build a store, spend a shit ton of money testing and optimizing it and still be exposed to a huge risk of failure...

Or you buy a store that's already profitable...

It's the same thing in the real world...

You buy a McDonalds and you can see profit on the horizon...

Or you open your own store and compete with mcdonalds...

They famously say that restaurants fail 99% of the time...

From my time being in the ecom space, you can apply that same saying here...

Either way building a store or buying a store is going to cost you the same amount of money in the long run...

Except one scenario eventually pays off...

Where the other scenario never does...

What you can't get back is the time it takes to build a store...

Not to mention one that doesn't make any money...

We're one of the few guys who know how to build stores...

Everytime there's a lot of opportunity...

There's a lot of competition...

And everytime there's a lot of competition...

There's a lot of failure...

What makes this ecom store work better than all the other ones out there is that we do xyz differently...

There's a little known place in south mexico...

...Next to _____

...That's been operating for the past 17 years...

...Where A list actors and actresses, elite top level entrepreneurs, and pro athletes go to recharge, rest, and reboot their energy levels, creative juices and _____
You'll never read about it in Forbes magazine...

See it on youtube or Instagram...

...It's a place where people go to change, transform, and find themselves...

...It's not a place where people take pictures to post about on social media...

This place isn't big and it can only host 11 people max at any given point, and there's a 17 month waiting list to get in...

EXTERNAL BLAME/RESPONSIBLY

Here's the real reason why smart, sexy, and fun women tend to ignore, reject, and not want to date men over 30 — Unless they have this one quality about them...

You'd be surprise to know how much these influencers make off their merch which are essentially ecom stores...

Mr.Beast make xyz...

This guy makes xyz

And this guy makes xyz...

But what's interesting is that there's people out there that make more than them that you

never hear about...

But the important thing to know here is how they do it...

And they do it by getting on youtube and churning out content like a full-time entertainer...

But you didn't land on this page to become an entertainer...

So lets talk about the business side of things...

The golden ratio is the reason why men over 35 find it near impossible to lose weight, build muscle, and have energy — regardless of how much they workout, how much they

diet, or rest they get...

If you find yourself with stomach fat, chest fat, poor sleep, and low energy chances are your golden ratio of hormones is off balance..

Once you balance it out, then you'll be able to _____ and you'll never have to _____ or _____

When you do this, you'll be able to _____

And when you can do then you'll also be able to do _____

But the reason you can't is because of _____

Selling a high ticket is great...

IF...

You like being on the phone all day...

Doing _____.

And doing _____

And you know what?

The money was great...

But we were working 12-15 hour days non-stop...

Which meant I had no time or energy for anything else...

Like _____, _____ and _____

Even though i wanted to do xyz, it left me where all I wanted to do was to have a beer, shut off my brain, and stare at the tv...

Talk about massive, MASSIVE burnout...

This is one of the reasons why you'll see guys in sales really stressed out

In fact, if you think about it....

And look around....

What you'll realize is that all sales professionals are all burned out, stressed out and tired...

And never really happy...

That's why drugs and drinking is really rampant in that industry. It's a coping mechanism...

A life with a new body...

And with that...

There's something you should know...

...Yes, you will lose fat...

...From your belly, arms, and thighs and everywhere else...

...Yes, your clothes will fit better than ever...

...And yes, others will start asking you what's your secrets...

But one thing that will also happen...As it does for most women who lose weight fast...

Is that they get loose skin.

So yes...

You'll have a new body, a new life, new confidence, and one new problem...

And that's why we're going to make sure that problem never happens...

...No matter how much weight you lose or how fast you lose it...

—

Now it's time for you to decide if you want to have the body of your dreams or a body

you still have to cover up...

You're reading this right now because you're obviously serious about reclaiming your

body...

And you know there's a possibility that you will have loose skin...

So here's your chance to make sure that never happens to you...

And it's backed by our money back guarantee, so what do you have to lose other than never having lose skin again?

Click the button now and your order will automatically be upgraded...

Now you're going to reclaim your body because you're not going to have loose skin...

But now the question becomes are you going to keep it?

So let's make sure you keep it forever...

...And the cost?

Let's talk about what it's going to cost you NOT to do this...

...The cost of you not having your own offer is going to cost you years of working for someone else...

...Making other offer owners rich...

...Cost you years of opportunity...

...And ultimately never reaching your real goal of a million-dollar business...

... Because your current model just can't scale that high...

...So while you spent years making your clients millionaires...

...You never got to enjoy the same benefits of your OWN work!

...And the price? It doesn't matter because what you're going to get works and because

it works, it's going to cost you nothing since it's going to pay for itself many times over...

...So the real question is, how much are you willing to pay for the value that you're getting...

...how much are you willing to pay for the fact that you're finally going to be able to build

a 7-figure business...

...And get everything that comes along with that 7-figure business...

...A business that's going to give you the life you've always dreamed of...

...And anything you want in life...

...Want that dream house? Your business will generate money and you'll be able to pay for it...

...That car you always wanted? Done...

...Being able to genuinely take time off whenever you want or need...

... To be there for your family and not have to answer, alert, or ask anyone permission?

Well with no need for clients, you're finally the TRUE boss and free to adjust your days as needed...

DESIRE STACKING

And what's really important about being able to lose 50 pounds?

You'll finally be able to fit into that little black dress.

But you know what this is all about isn't how you look...about how good you'll feel when

you walk around, that's priceless.

And once you feel good - imagine all the energy you'll have.

UPSELL

CONGRATS!

Here's what's going to happen next...

You're going to get the book, crack it open and immediately be on your way to knowing how to _____

You're going to be able to do _____, _____, and _____

For some it might take only two weeks to optimize your hormones...

For others, it might take 3 months...

It doesn't matter because you're going to eventually get there either way..

It depends on how overbalanced they are...

Because let's face it...

Your body didn't get to where it is now overnight...

So we're not going to be able to fix it overnight...

—

You're going to have to do _____, _____, and _____

OR...

You can shortcut the whole process and take 8 highly specific herbs that are designed to work naturally with the body to increase testosterone, lower cortisol, and _____

The first herb you can take is _____

(Here's what it does and how it works...)

Then 2nd herb..

Then the 3rd herb...

So that's the herbs you can take.

So you have a choice...

You can either go get these herbs separately...

OR

You can take this supplement I created for myself after studying _____ that's based on these 8 herbs...

It's the same supplement I take and all my clients take like ...

[Here's what it does and how it works]

[NAME - BEFORE/AFTER]

The worst thing in life is looking back and thinking what could've been...

And like I said...

It could take you 1-3 months to get results, but why not start getting results faster today?

Why not start feeling better today?

Instead of losing 10 pounds of fat, what if you can lose 20 pounds?

Instead of losing weight, what if you can have abs?

Instead of adding 10 pounds of muscle, what if you could add 20-30?

Alen Sultanic

FF Swipe File Part 1

From Alen Sultanic

Location: By the pool, Charlotte, NC

Hey guys,

So in Fast Forward, I write A LOT of copy on Hot Seats, Fast Feedback, and in the lounge for our members.

I came up with openings, closes, hooks, ads, transitions and everything else in between.

Oftentimes, the copy just comes out of me in a stream of consciousness and I don't remember what

I said or how I said it.

So it comes out of the subconscious and then goes back into it.

The copy is all over the 300+ calls I did in there.

Brandon Vasquez stopped by Charlotte, NC (where I live) a few weeks ago and me, him, Loren

Pinilis and Charles Kirkland hung out. Loren and Charles are two of the top media buyers in the game who absolutely crush Facebook ads. And he said that he actually compiled a ton of my copy into his "secret stash of copy swipes" that he's been using for quite a while to crush it. Now, when I say crush it, most of you don't know it but Brandon Vasquez started out as a freelancer on Upwork a few years ago, got into NHB+, and then upgraded to FF, learned everything in there and now he's one of the top CMO / CRO's in the game scaling a \$40 million a year offer. The guy crushes everything he touches. In addition, another FF member who's also a killer Yang was also compiling a lot of the copy nuggets as well into his own docs. You'll find his additions on the bottom portion of the doc. We shared them with NHB+ and FF, and everyone loved it, so we're now sharing them with you to use in your arsenal of copy. It has everything from openers, and hooks, to closes, etc... I write and "think" copy in structure, so whenever I write something it can be used in any niche, hence why Automatic Clients copy is now being used in 3,000+ offers, it works. So the structure will be very easy for you to model.

Here's the link to the Google doc which is Part 1 of the collection, Part 2 will be released on June 24th (When Brandon has time to compile it, and remove privacy of peoples offers). Originally posted and shared in the NHB group here:

<https://www.facebook.com/groups/nothingheldback/posts/1454737402593280/>

COPY PAYOFF EXAMPLES

In the next 7 minutes, I'm going to show you _____ that will _____ and free you from

_____ so you never have to _____ again....

All without _____

Once you _____, then you'll be able to _____ and you'll never have to _____ or

So after you know how to _____, _____, and _____...You'll go from _____ to _____ without _____ and that's when you'll _____

And when you know how to _____,

You'll be able to _____

Which will free you _____

Once you allow yourself to do this, it becomes a shortcut to _____

This is going to free you from _____ that's holding you back and allow you to _____ so you never feel _____

And it has nothing to do with your _____ or _____ or _____

....No

...It has everything to do with (this one thing that's outside of you - so it's not your fault)

...nothing to do with you....

And if you knew this one thing when you first started, then that would have _____ so you could have _____

And if that would've happened for you, you wouldn't be watching this video right now....

But because you are here....

in the next 7 minutes im going to show you _____ that will _____ and free you from _____

_____ so you never have to _____ again....

And all without _____.

All that and more will happen for you....

But only if you allow it....

And once you do allow it to happen for you....

it'll give you the _____ you've always wanted....

Which will turn into the _____ you've always dreamed of....

and you'll be able to finally experience _____ you deserve but you never had a chance to reach....

So close your eyes and once you open them...

You're looking at your future....

Because when you know how to _____ then you'll be able to _____ so you can _____

And the only reason I was able to _____ is because I cracked the code to _____ that run

on auto pilot...

And when you know how to _____ ...

You'll be able to _____ which will allow you to _____ so you be free to _____

And Im not the only one either, because I taught this to _____

And all we're doing is _____ that allows anyone between _____ and _____ to do _____

Here's an example of a _____ that only took me _____ to create and _____ to scale

and _____ to automate.....

This _____ generates _____ every month...

So if you'll like to _____, I made a short video that will show you how to _____ without _____

_____ so you can _____

TIMELINE LANGUAGE

First you'll _____, then once you have _____ then you'll be able to _____

You can now have _____ so you can finally _____ without ever having to _____ and that's when you

become _____

Then what we do next is _____, then once we have all that, the next thing we do is _____

It wasn't until I _____ That I _____

And Once I _____, I decided to show others how to _____

And once you do _____, You'll see how easy it is to _____ and then you'll be able to _____ for

good.

So after you know how to _____, _____, and _____...You'll go from _____ to _____ without _____

_____ and that's when you'll _____

First we're going to give you _____, and it's going to give you _____, _____, and _____.

And once you have that, it's only going to take you X amount of time and energy to get _____.

Next XYZ is going to happen, then XYZ will happen. (You're creating a procedure in the way you're

pitching the product) - (this happens even in the close...)

for procedural or women in the close..

And the first _____ that happens when you join is _____ and then XYZ is going to happen.

Then once you enter the members area, you're going to get _____

ASSUMPTIVE QUESTIONS

They always open with

And the reason

And that's why

And that's how

They're explanatory statements (It's a statement pretending to be a question that creates a void

After you start it, then you can just go on and on and on....)

The way to do it is...in your copy just write questions and answer them and change it

EXAMPLE:

Before:

So why do I need to do this?

After:

So the #1 reason you need to do this is this...

...It all comes down to _____

(**After you start it, then you can just go on and on and on...**.)

Which brings us to _____

Then the question becomes _____

And what this really means is _____

And the way it works _____

But the ultimate question is _____

OPENERS

There's only two types of coaches...

...the ones that make money and the ones that watch them make money.

That's it.

If you're watching this video, chances are you're tired of seeing a few top-tier coaches make most of the money in your industry.

And in the next 7 minutes, I'm going to share something with you that's going to change

that and take you from watching others make money, to actually making serious money.

I'm talking about if you're stuck at \$5k a month, you'll go to \$20k a month...

...If you're at \$20k a month, you'll go to \$50k a month and if you're at \$50k a month, then you'll hop to \$250k a month and if you're at \$250k a month, then we'll take you to \$1m a month.

And to make those leaps, you need to know the difference that makes the difference between those that crush it and those that don't.

It has nothing to do with having a better funnel, better ads, better content, etc...

All those things will get you ALMOST there, but won't get you there.

So if you want to cross over the line of becoming a \$50, \$100k or \$250k a month coach,

here's what they all have in common:

They close more leads, and because they close more leads, they can get more leads, and that means they get all the prime leads out of the market, and you get the left overs.

There's a lot of companies out there that do xyz...

And their stuff is great IF you're okay with only _____

The problem is that it's not enough to get _____. _____ and _____

Because what's missing is xyz...

And after investing xyz money...

And putting in hours....

Here's what I realized what it takes to finally go from _____ to _____

You need _____, _____ and _____

And that's why I created xyz

After learning from them and realizing and having to come up with the missing pieces...

I finally have a system that works that's fully complete...

Right now as you're watching this video, there's a [avatar] somewhere right now, somewhere in

the world achieving [outcome]...

And right after that, somewhere in the world there's another who's making \$10,000, and right

now there's another who's making \$100,000, and there's even one making \$1m...

And for every one of those guys that are crushing it, there are thousands who are losing money

And thousands who lost \$1000, \$15,000, even \$50,000...

And if you've ever [actions that led to failure] you know how that feels...

What's the difference between the two?

The ones who make money [are doing things that make them successful]

And the ones losing money [are not doing things that make them successful]

And in the next 7 mins I'm going to show you how to go from [hell situation] to [heaven situation].

And the reason I know some of these guys is because they're some of my clients.

There's only two types of people when it comes to doing business...

People that do business with you and the ones that don't...

There's the people that respond and the ones that don't respond...

And then there's the people that give you money and don't give you money...

Despite the differences...

When you're running your ads...when you're doing your socials...when you're doing your

groups...

You're paying for both of them...

Because here's the thing...

A lot more people will NOT respond to you, open your emails, or give you money than people

who will...

Hence why you only have a small percentage of getting clients...

Today in this video I'm going to show you a process of how we can change that for you.

Because whether you realize it or not...

Most of the money is not from people giving you money...

It's from the people who are NOT giving you money...

They're called the UNCONVERTABLE...

So I'm going to show you a little process that you can use in email to convert an extra 15 to 20

percent of people to give you more business...

And the reason we know this works and that we can do this...

Is because we've developed a process that we can use across multiple markets from this to this

to this...

You can see for yourself...

Check out these results..

We used this on this list for this niche...

And look what happened...

And this list for this niche and look at the results that came through....

What we do is a little different...

We don't sell blast...

We don't do _____...

We don't do _____...

We don't do these types of XYZ sequences...

Instead we do....

PITCH

- what you'll do for them...

- what you'll give them

- why its limited

- how long it takes

- the outcomes etc

Why do _____ find it so difficult to do _____ and _____?

After all, they have _____, _____, and _____ going for them...

.But despite all that...

._____ doesn't happen and that _____ never lies....

So the real lie is that you can _____, and still be _____

But having _____ and dealing with _____ doesn't feel too good does it?

So the choice is yours....

Do you _____, _____ and keeping your _____ or do you continue being _____ (unhappy)

....

So here's how to _____, _____, and get _____ and become the _____ you proudly are....

And it has nothing to do with _____, or _____, or _____.....

in fact all you have to do is change one thing that will allow you to _____ so you can _____ and it

will give you _____ which will free you to _____

This is the one thing I personally use to go from _____ to _____

And i'm not the only one either...

xxxxx other people are using this same little known method to _____ without ever having to

_____

It's called the _____

And it's waiting for you on the next page where all you have to do is click the link below to

_____

You're not just going to click to discover _____

you're clicking that link to _____

That link is your path to _____

That link will show you how to _____ So you'll be able to _____

HOW COME ADS

How come your store is not getting enough sales and is stuck?

How come you still have to continue to _____

How come you _____

And most importantly, how come others are doing it so easily while you barely can keep

the lights on?

After all there are plenty of other e-comm store making millions in sales and it's actually *easy* for them.

And they don't have to ____ (daily activity they hate) ____.

In fact, these successful store owners...

Don't ever worry about _____ and make a ton of money and can buy pretty much anything they want

Don't ever think about _____ and are 100% in control of their schedule, which means they can do whatever they want, whenever they want (spend time with friends and family, get in shape, go on dates, or anything else)

Don't even try to _____ and

In fact they take multiple vacations per year that, to the average person, would be

once-in-a-lifetime “dream vacations”

You know one of the best reasons to run an eCom business is because _____,
_____, _____.

And that’s exactly the reason that millions of people are doing it.

Up until a few years ago, before Covid, the rise of eCom companies was a steady growth of XXX per month...

...During Covid and after, everything changed.

Everyone stays at home and wants to do exactly what you do, and now there are xxxx being formed every day.

Making it harder than ever before to not only run a store but scale it.

Before you could _____, now you need _____

Before you could _____, now you need _____.

Before you could _____, now you need _____.

And that’s why as many are coming into the business, even more are leaving it.

Not because they want to, but because they have to.

So what I’m about to share with you in the next XXX minutes, is going to show you how to _____ so you can _____ and not only save your business, but let you stay in business, and ultimately scale your business.

My name is _____ and I’m the guy that eCom store owners come to when nothing else has worked.

I do one thing well and one thing only and what I do is very simple:

I don’t focus on buying you more traffic.

I don’t focus on _____

I do _____

I never _____

Instead, I focus on one thing and one thing only — and this one thing is what allows you to increase your average order value by 30%, 50%, 70%, and even 200%.

And the reason I can do that is because I developed a little known methodology called _____ that allows you to _____.

And this works in every single industry.

It’s been done in _____, _____, and _____.

And it also worked on _____ that generated \$3 million a month, and _____ on that generated XXX and on _____.

So as you can see, it doesn’t matter if you’re in _____ or _____ or _____, because the process is one and the same, and it works no matter what.

Here's how it works:

1. You spend money to run ads
2. People come to your page curious
3. Some buy, some opt in and others leave
4. The one that buy are the ones that make you money and the rest cost you money
5. I focus on the ones that buy and I get them to double, triple and in some cases quadruple how much they spend with you.

The way I do that is:

1. I take what you have
2. I blah blah
3. And then I blah blah blah

To be honest, it only takes me about one hour to do this, and that's why I'm reaching out to you...

...Because I have a few spare hours to potentially help you out.

Here's what that would look like:

1. We get on zoom
2. We blah blah blah
3. We blah blah blah
4. We blah blah blah

And then if we're a good fit.

I take everything we discussed, create _____ for you and your team implements.

Within mere minutes of implementing here's what your results will look like:

(insert results)

That's the deal and here's how we can do this deal.

1. Book a call
2. Balh blah
3. Balh blah

And if you have any questions, send me a DM and we'll talk.

As a woman, I used to work hard...

10 hour days...

5 days a week...

But i didn't start making REAL money until i started doing a lot less

For example...

I had a client last week that took me 30 minutes and I made 500 bucks...

I realized men are wasting time because everything you're doing when it comes to

cutting body fat, building muscle and getting ripped is not only wrong, but also dangerous to their health...

...You see, if you go on YouTube, Twitter or IG, what you'll see is experts giving you advice, and yet if their advice worked, wouldn't you already be in shape?

So knowing this, I tried everything they talk about and I ended up _____ and once I realized what they're wrong about, it became easy to be right, and here's what they're all wrong about _____.

Now you can see why _____

How would you like to turn one client into two...

...Two clients into four...

...Four clients into eight...

...Eight clients into 16...

...And way past that...

All while working LESS.

Because you're able to do this WITHOUT pushy sales tactics...

...Without Sneaky marketing chokeholds...

...Without Putting flyers on car windshields...

...Without Posting a SINGLE video to social media...

...And without spending a single PENNY on paid ads.

It all comes down to doing one simple thing other performance coaches aren't doing...

...Allowing you to become the go-to coach in your area...

...Fill up your schedule with athletes...

...Giving you CHOICE of who you want to work with...

...And creating a performance coaching business that's set for steady growth month after month.

It took me 10 years to discover this...

...But once I did...

...Everything took off...

...I started earning consistent 5 figures every single month...

...Was able to help my athletes get amazing results, no matter their sport or age...

...And was even able to open my own facility...

...And hire coaches to take over some groups, so I could stop trading my time for money.

But you don't need a gym to do this...

...It all comes down to one simple thing that normally takes coaches YEARS to do...

...In fact...

A lot of coaches even give up before they discover this...

But in a second... I'm going to show you how to shortcut years of guessing...

...Skip the feast or famine cycle...

...And jump right into a thriving performance coaching business...

...That you can take anywhere you want.

But before I do that...

...I want to tell you how I discovered this...

...So you know how it works in the first place.

Hi, my name is _____

And over the past few years, I've been able to work with the best of the best athletes in the MLB, NFL, NBA, and [CREDIBILITY]

In fact...

In the past few years alone...

I've worked with 57 pro athletes across 6 sports.

X..

And x...

And on top of that...

I host a YouTube channel with over 500,000 subscribers...

...Where I'm able to share performance advice with athletes all over the world...

...But before all this success...

...Before the internet following...

...I was just a broke personal trainer...

...A trainer trying to find the BEST way to transition into coaching athletes...

Because to be honest...

I was tired of coaching stay at home moms who complained about the entire workout...

...And it was barely paying the bills.

Meanwhile all my friends were buying homes, going out on the weekends, eating the food they wanted...

...While I was pinching pennies...

...Keeping to my diet of ramen and PB&J's...

And doing everything I THOUGHT it took to make it as a performance coach...

Like putting flyers on windshields outside of football games...

...Constantly prodding my network for possible leads...

...And even XXXX....

The ups and downs continued for years.

Some months, I did great.

And others, I barely scraped by.

And the cycle didn't stop...

...Until through years of studying...

...Trial and error...

...Field-testing...

...And pounding the pavement...

...I came up with a repeatable way to deliver results to ANY athlete who walked through

the doors of my gym...

Any age.

Any sport.

It didn't matter.

Whereas before, I was copying what other coaches were doing...

Programming exercises I found online...

Now, I have a SYSTEM for delivering results...

And once this clicked...

I realized there's a reason the biggest businesses in the world...

Like McDonald's, Amazon, Walmart, and more are able to bring in billions every year...

...And it can create similar "windfalls" for performance coaches.

...And the reason they're able to do this...

The difference between performance coaches who make it, and those who don't...

Is a system.

Because a system allows you to deliver repeatable results...

Which is WAY different from what most coaches are doing...

Because most coaches are simply guessing...

Taking exercises and drills from other coaches...

Plugging them into a workout...

Crossing their fingers...

And hoping for the best...

Maybe some athletes get results...

But most won't...

Which creates a revolving door of athletes...
A roller coaster for your monthly income...
And even...
Word getting out - hurting your reputation.
But that all changes once you have a system.
Things really do become as simple as plug & play...
And you have the confidence you can deliver results...
...No matter the athlete...
No matter their age...
No matter their goals...
And once this clicked for me...
Everything took off...
Without me spending a single penny on marketing...
...And without me having to “pitch” my services.
Athletes found ME on their own...
...And practically “closed” themselves...
Because when I started delivering consistent results to the athletes HAD...
...Their friends took note...
...Their parents started telling other parents...

...And soon, I was overwhelmed by athletes wanting to work with me.
Over the next few years...
...I was able to open my own facility...
...Hire coaches, so I could earn money without trading my time...
...And cemented my reputation as the go-to coach in my area.
And it was all thanks to developing a system...
Now, you can go and try to do this on your own...
But it takes years...
Thousands spent on courses, books, and seminars...
Trial and error...
Field testing...
Months in the feast or famine cycle...
So you can try that...
Or, you can take my system...
Because I’m about to hand it to you now...
It all starts with X, which is the crux of what we do...

Because without this...

It's like using a GPS without knowing where you're starting from...

You'll end up hundreds of miles from their destination...

So this is the starting point

****GO INTO SYSTEM*****...

Now, over the past few years...

...I've shared this EXACT system with handpicked coaches who were eager to grow as performance coaches...

Like ****, who did x and x

XX

XXX

And what I found is that the way to get the BEST results with this system...

...Is to tailor it to the needs of each performance coach...

This way xxxx, yyyy, and zzzzzz....

That said...

For a limited time, I'm making some of my coaches available to help YOU tailor this system to your performance coaching business...

We'll pinpoint where you're at...

The weak areas in your business....

And give you a step by step plan for where you want to go...

Whether that's periodization...

Speed training...

Plyometrics....

Or something else.

And remember...

When you use this system...

And when you're able to deliver results repeatedly...

You don't need to post all over social media...

You don't need sales tactics...

And you don't need to spend a penny on ads...

Because YOU become the go-to coach in your area...

...And when you have that reputation...

...You don't need any marketing or sales...

...Your reputation... And more importantly... Your results...

Sell themselves.

Now, obviously my coaches need to coach, too...
...So there are only so many slots available...
...And I KNOW there are some hungry coaches out there chomping at the bit to jumpstart their businesses...
...So I know they'll go quickly...
...And again...
This is at no cost to you...
...So go ahead and click the book now button below this video....
...Then select a time that works for you.

At your scheduled time, show up with a pen and paper...
...And get ready to get the exact system that'll shortcut you to the success you're after...
Again, when I started using this system in my business...
...Everything changed for me in the best way...
...My schedule was PACKED...
...My income stabilized and steadily rose...
...I was able to open my own facility...
And so much more.
And I'd never been here if I continued doing what most coaches out there are doing...
In fact, I'd probably still be begging for athletes...
...Or maybe I would've hung it all up and grabbed a desk job.
That said...
I don't wish YEARS of trial and error on any coach...
...So take what's working now...
...It's at no cost to you...
...And you'll have a HUGE advantage over the other performance coaches in your area...
...No matter how long they've been in business...
Because when you're doing things that other coaches aren't...
...You get the results they can't.

So let's get started.
Start by clicking "book now" below...
...Pick the time that best fits your schedule...
...And you'll have the roadmap to the success you want.
No more guessing.

We'll talk to you soon.

If you're a performance coach, you don't just have one job...

You actually have... Five.

Your first job is to get athletes in the gym...

Then, you have to COACH those athletes...

After that, you have to SELL those athletes.

Then you have to PROGRAM for your athletes...

And finally, you have all the stuff you have to take care of outside the gym.

This is a **** balancing act.

And it leaves you feeling overworked and underpaid...

Spending 10-12 hours in the gym every day...

Bending over backwards to find time slots for athletes...

Maybe even feeling burnt out.

So if this sounds familiar to you at all...

You're probably working TOO hard.

Because it isn't until you start DOING LESS that you actually make REAL MONEY as a performance coach.

And doing LESS means no more pushy selling...

No more sneaky marketing chokeholds...

No more putting fliers on car windshields...

Or posting on social media...

Or blowing money on ads that don't work.

It means doing what you set out to do - coach athletes...

...While getting paid what you deserve.

All of this comes down to one thing most coaches aren't doing...

But when you do it...

It positions you to earn MORE while working less.

And when this happens...

Not only do you make more money...

But you also have way more energy to coach your athletes...

Which means better results for them...

And a better reputation for yourself.

Soon, you could be the go-to coach in your area....

The coach with CHOICE of who he wants to work with, and who he doesn't want to work with.

And all that starts with doing LESS.

It took me 10 years to discover this...

...But once I did...

...Everything took off...

...I started earning consistent 5 figures every single month...

...Was able to help my athletes get amazing results, no matter their sport or age...

...And was even able to open my own facility...

...And hire coaches to take over some groups, so I could stop trading my time for money.

But you don't need a gym to do this...

...It all comes down to one simple thing that normally takes coaches YEARS to do...

...In fact...

A lot of coaches even give up before they discover this...

But in a second... I'm going to show you how to shortcut years of guessing...

...Skip the feast or famine cycle...

...And jump right into a thriving performance coaching business...

...That you can take anywhere you want.

One that YOU run, instead of it running YOU.

But before I do that...

...I want to tell you how I discovered this...

...So you know how it works in the first place.

Here's the dirty secret that none of the gurus will tell you...

By the time it stops working, that's when they decide to make a course on how to do it...

So they can start making their money again...

That's one of the reasons they _____

So when you buy a course, you're really buying what used to work...

Because why would they tell the world what's working for them and create competition?

And look...

Once you start buying 10 of these courses, you start to realize none of it really works...

—

Information changes...

_____ changes...

_____ changes....

You never get access to things that work RIGHT NOW...

That's why there's such a high failure rate...

So the best way to really make money with _____...

Is just to get out there and figure it out on your own...

I mean you don't get good at sports by reading about them...

You get good by getting out there and playing....

Or you can have someone do it for you...

And when we started doing it, we made plenty of mistakes...

But once we started figuring things out and making a dollar here, a dollar there...

That's when things started taking off...

You know when people lose weight, well old habits are hard to break...

If you change your body too quickly, then what ends up happening is that your body will resist it.

That's why if you know how to hack your diet, then you can get the best of both worlds..

Because really the best diet in the whole world is when your body and mind doesn't think you're on an idea...

And when do you think you're not on a diet? When you can eat whatever you want...

So in this program, we're going to show you how you cheat, diet, and still lose weight...

So you never feel like you're on a diet, because people who are really in shape feel this way...

Here's the current state of the industry...

The whole era of ecom courses is dead...

People aren't getting results with that because typically what happens when the concept

stops working, then they'll finally stop keeping it to themselves...

Package it up and sell it to you...

So you can buy courses if you want, but you'll just find out the hard way...

Most people watching this podcast right now did find out the hard way...

The reason being that the world moves so fast these days that by the time something is

taught in a course, it no longer works...

That's why we do things a little differently...

We don't sell courses because we like to get people results...

You used to be able to _____ but now you're _____
You used to be able to eat whatever you want but now you're gaining weight...
You used to have a lot of energy but now you're tired...
And the little energy that you do have goes to work, family, life obligations...
And it rarely goes to you working out and taking care of yourself...
After trying everything such as low carb, keto, fasting...
It wasn't until i started looking at what is one thing that i'm not doing that I should
doing...that could have a massive difference?
That's when I started researching hormones...

And i started increasing my testosterone,,,
Then the next thing I know, the more I increase my testosterone, the more weight i
loss...
The more energy i had...
This was the missing piece...
This was the golden ratio...
I stumbled onto something incredible...
Something happens to a man's body when they turn 40...
This happens
_____ happens
And _____ happens.
But what really happens underneath it is a series of hormonal changes that causes you
gain weight, feel tired, and _____
And at 35, is where the belly starts to form and gain weight...
And what's interesting is that everybody out there will tell you to workout more, diet
more, count the calories, and do keto...
But you still continue to gain weight...
So you're ability to lose weight and have energy has nothing to do with _____

It has everything to do with what's causing that to happen...
Because the biggest culprit of you gaining weight is emotional eating...
But the solution isn't to stop emotional eating...
It's to figure out what's causing the emotional eating and what's causing that is
cravings...
You've had emotional eating all your life typically around that time of the month where
you crave chocolate and sweets..
Except this time...

It's now every single day...

That's why we work with women to identify xyz and once we change this, then we get results...

The number one reason recruiters struggle to get clients is because there's too many recruiters...

After covid, all the people that worked for recruiters became recruiters.

So everyone is fighting for the same thing.

However, there are a few recruiters that make 7 figures and these recruiters aren't any better or smarter. And the only difference is that they have systems that work for them so they don't have to work.

and so that's why they can do more work as a single recruiter vs one agency that has 50 recruiters all because of systems.

That's why when I developed my systems 5 years ago, then when I went from struggling

to maintain 6 figures to making 7 figures consistently, traveling the world, not working, etc.

There's a well kept secret in the coaching business...

That is only known to a few coaches.

The few coaches who know this secret get to ____, ____ and ____.

The rest who aren't in on this get to watch them ____, ____ and ____.

You might think that ____

And you might think that ____

And that is (pause)... not it.

The secret is...

The highest, best, well paid coaches don't chase clients...

They don't run ads...

They don't write sales letters...

They don't run emails.

They don't set up webinars.

They don't promote anything.

(add more)

And yet... they have all that.

The reason they have it all is because they're not the ones doing it.

Hi, my name is and I'm the one that does all that for some of the highest paid, best fitness coaches in the industry.

Like (what you did)

Or (what you did)

Or (what you did)

And that's why they can do something you can't do...

Not because they're better than you, but there's someone else doing all of it for them.

And if you had the same talent behind you...

Maybe...

Just maybe, you could do the same too.

You already have 50 to 100 clients in your business and you don't even know it...

What if I told you that you're 3-5 emails away from generating 5-10 booked calls and convert 2-5 out of those booked calls into high-paying clients?

See this?

This is an email we sent out that generated _____

See this?

This one generated _____

And this one generated _____

Now this is a stand email:

It gets xyz opens and xyz clicks...

But what that really means that 90% of the people never open it and 99% never click.

And that's a waste...

You're wasting time... You're wasting money...

In fact, you're not only doing that but you're ruining your reputation...

That's why your email performance goes down....

And what's even worse is that these are the same people that see you on facebook, instagram, constantly pitching...

And now everytime they see you, they think you're the "pitch guy"...

With the hidden pitch email method, you're getting xyz opens and xyz clicks

While at the same time building up a relationship with your list, building up your brand with a loyal following, and generating tons of revenue without burning out the list...

Ever heard of that expression that people love to buy but hate being sold to? That's exactly what we do

You know when it comes to making money online... especially ecommerce...

The biggest thing standing between you making 5,10,15,20 thousand dollars is one thing...

And one thing only...

Until now...

You had to be

And _____

But those days are over because _____ has entered the game and it's disrupting everybody and everything....

It's kicking ass, taking names, and not holding back...

And the same smart money that was early on crypto...

The same smart money that was early on xyz stocks...

The same smart money that was on tesla...

That same money is here.

Right now.

So if you're about smart money, then here's why you need to stay here and watch the rest of this video....

Because i'm going to show you how to take _____, flip it upside down, and make an easy 5-15K a month with so little work that people are going to wonder if you're drug dealer...

Hi _____ here

And In this video i'm going to give you something that's going to take your _____ business to 4K a month...

It's not a course...

It's not _____

It's not _____

In fact, it actually has nothing to do with _____ at all

IN FACT...

The only way to get 4k a month is by doing xyz....

That's why we're able to _____ without _____, _____ and _____

But here's the thing...

People that make X amount of months, do it usually one or two ways....

The first way is where you do it yourself...

Where it takes you 2-3 years, 5 years of mentorships, and _____

Or you can take this other path and skip the line and do it 4 to 6 weeks from watching this video...

Here's what's going on...

Hi my name is _____

One of the things that allowed me to go from here to here is because I had XYZ
I took the easy way and it allowed me to _____
There's you and there's the business but let's work on you...
Because if there is no you, there is no business, so here's how to become the greatest
you possible...
The you that's free...

The you that has greater clarity, confidence, and courage...
Because the biggest challenge women have when finding the business that works for
them is that they lose themselves...
So then you're forced to choose...
...Do I keep the business or do I keep my sanity?
...Do I _____ or do I _____
But it doesn't have to be that way...
Here's how you can have it all...
You can go to the gym...
You can workout...
You can lift weights...
You can diet...
You can eat your protein...
You can get the right amount of sleep...
You can do everything right...
And you'll NEVER look like...
The Rock...
Chris Hemsworth...

Mark Whalberg...
Or Jason Momoa...
And I can tell you plenty of reasons why...
But I know for a fact that it's not because...
...They train harder than you...
...They have better diets than you...
...They don't sleep more than you...
But what they do have is one advantage over you...
And I'm going to reveal it in the next 7 minutes...
And once you have this advantage...
You'll be able to look like blah blah blah...

(INSERT TESTIMONIALS)

And the results all come from what's in this little vial...

(SHOW VIAL)

Do you ever sit back and relax after a long week...

...And look back at your life...

Thinking...

How did I get here?

How did I accomplish everything?

Thinking just how lucky and fortunate you are...

...Feeling blessed and thanking the universe for everything you have in life...

Or...

Do you sit back and wonder...

...What went wrong?...

How did you work so hard...for so long...

And end up where you are...

With nothing to show for it...

...except for a few nice office Christmas parties, a pile of credit card debt, wishing for a life that you could have...

A life you could have...

If you only knew how to make it happen...

Because if you don't have all that...

Chances are you don't know how to get it...

Otherwise, you would have it already...

And the reason you are where you are is because you've never asked the right question...

And the right question is...

What do the people that have it all do differently than the ones that don't?

Do you remember when you set out to achieve all your dreams, goals, and ambitions?

...When you thought it would be easy...

...When you thought it would be _____

...When you thought it would only just take a few months...

And here you are...Still stuck in the same place with the same dreams, goals, and ambitions...

Except this time...It's not the same...

Now there's uncertainty, self-doubt, stress and worry...

You might be at a fork in the road where a decision needs to be made...

...A decision that's going to determine the rest of your life...

...A decision that's going to _____

And that decision is do you keep trying or do you quit...

If you keep trying doing what you're currently doing, then you're just going to get the same results as you've always have gotten — So that won't work...

...If you quit, well that won't work either...

So there's only one way out...

Webinars...Book a call funnels...Application funnels...

They all make tons of money and work...

... 3 years ago...

...When you didn't have a million other people doing the same thing you're doing...

...When the Facebook pixel was good...

...When the economy was great...

But times have changed and things are different...

And I don't need to prove that to you...

Because your stats are proving it to you every day...

Your stripe account is proving it to you every day...

Your show up rates...The quality...is proving it to you everyday...

And you might consider trying out an agency over there or maybe that agency has the secret...

But it's not that...

It's this...

It's not about what you say...

It's about what the customer hears...

And what they hear depends on your ability to communicate it...

So often now you could either communicate it on a phone call..

And the problem with a phone call is that you have to spend 45 minutes educating them

and by the end of that they're tired...And they give you the "I'll think about it"

Or you could do it on a webinar but nobody wants to spend 2 hours watching a webinar...

Here's a better way...

There's two types of ecom store owners out there...

Ones that make money...

And ones that don't...

If you're already making over 7 figures with your store then this is not for you...

But if you're under the 7 figure mark and want to discover how to get there...

Then this is going to be the most important page you ever read because it's going to show you how to _____

You'll also discover...

-Bullet

-Bullet

-Bullet

So if you haven't broken 7 figures yet, then here's what is holding you back...

You see...

There's only one thing you need to know how to do...

And that one thing is knowing what things people want to buy...

If you know they'll buy it, then all you need to do is give them what they want...

The question is...

How do we know what they'll buy?

Well we spent 20 million figuring this out so you don't have to...

And it all comes down to this one thing...

The xyz process that allows you to _____, _____, and _____

Without _____, _____ and _____

The difference between who you are now and who you were isn't much...

It only has to do with 3-5 key hormones that have changed over the last few years...

And because of that change...

You may have gained body fat...

You might feel tired....

And so on and so forth...

Some days your body is perfect and these hormones are well balanced...

You have energy...

You don't have cravings...

And other days it's the complete opposite...

And once you know how to balance the hormones naturally, then you'll be able to bring your body back in balance...

What if i told you can make 300-500 per day in side income selling simple products

LIKE THIS in your online store...

Even better...

What if told you can make this type of money...

WITHOUT needing any previous experience...

WITHOUT needing techy or coding skills...

And even WITHOUT needing more than 1-2 hours a day to run the store...

The secret is a new type of online business that I call the "_____"...

And little did you know there are people all around the world who have been using this secret business model to make life changing money.

...Escape the matrix...

And live lives they've always dreamed of.

In fact...

Instead of just sitting here and telling you...

I'm actually gonna SHOW you one of my _____ inside my computer right now...

(SHOW STORE)

The store right here only takes me one hour a day to manage...

And this is just one of my stores...

In fact, I have four other stores just like this depositing cash straight into my bank account day after day...

The best part?

All you need is a laptop and an internet connection to get started...

And in the next 7 minutes...

I'm going to show you EXACTLY how to start your own _____ from scratch in just 3 simple steps...

So you can start making a full-time income with part-time effort...

In as little as 90 days...

Hi my name is _____

And to be perfectly honest with you...

I never thought I would make a video like this...

Because just a few years ago....

I was (emotional story) ...

Yeah...you heard that right...

And I worked 12 hour days, 6 days a week...

This job made working at walmart look like a fucking dream...

—

Everytime after work i would get on social media and it seemed like everybody was making money online while I was here doing shit at the factory...

So when I started this business, I knew it had to match what I wanted in life...

I knew it had to run on auto-pilot...

I knew it had to _____

And I knew it had to _____

Because what's the point in making money from a business if it felt like another job...

It had to be a business that WORKED FOR ME....

So that's when I knew becoming a youtuber was out...

I didn't want to _____

Becoming an influencer was out....

Because I knew that would mean i would have to _____

And affiliate marketing was DEFINITELY OUT because _____

So that only left me with one thing which was Ecom...

Because I knew if i could do it right, it would allow me to _____

—

I launched my first store...

Didn't do so well...

Launched my second store...

Third product was a hit...

That's when I knew I had something on my hands...

Do you why I'd rather run a 6 figure affiliate marketing business making 300-500 a day selling other people's products rather than posting videos on tiktok and youtube...

Rather than becoming a sales closer or starting an agency...

Rather than selling on Amazon or buying crypto coins...

Rather than building a shopify store....

Or any of the hundreds of other ways that people tell you that you can make money online?

It's because I can get a non-stop, perfectly automated income stream that flows right into my bank account, working only 30 minutes a day...

You don't need a business...

You don't need to fulfill any services...

You don't even have to handle customer support...

All you need to do is pull out your phone, promote other people's products, and let life changing money flow into your bank account.

Everyday I generate sales like these...

And that's just from one product I promote...

And the list goes on and on and on...

I've got tons of 6 figure systems in different niches....

In my 20's, I was really fit...

In my 30's, I got fat...

When i hit my 40's i found myself dealing with _____, _____, and _____
I tried...

And _____

But nothing worked until I figured out how to _____

After that, here's what happened for me....

[BEFORE and AFTER]

And here's what happened when I shared it with other men just like you...

[BEFORE and AFTER]

Click here to discover how this can finally be the solution you've been looking for your entire life from getting abs to losing weight to _____

The truth is at the end of the day you just want to make money the simplest and fastest way possible so you can live your life the way you've always imagined...

Because what's the point of making money if you can't enjoy it?

And that's why when most people start their own business...

They end up spending most of their time doing _____, _____, and _____

But what they don't know is that they could just get all the benefits today by short-cutting

their success...

So let me show you how to do that....

CLOSES

CLOSE - EMOTIONAL SPENDING

Here's what your life looked like before being aware of _____

You had to study...rely on luck...

But now you're stepping into the 1% club where things become effortless, easy, and automatic for you...

So it's not a matter of how much wealth you're going to attract...

It's a question of what you're going to do with it...

You can go on vacation...

You can pay off debt...

And you can pay off _____

You can do whatever you want because the choice is yours...

But the first choice you must make is getting _____ system so you can activate it...

You're finally getting a shot at success...

You're finally getting a shot at life changing income...

And you're finally getting a shot at the dream car, the dream house, the dream vacation...

...freedom, peace of mind, and full control over your finances...

The [PROGRAM] will do that for you and more...

Now, when it came to creating [program], we thought about writing a book but we realized that wouldn't work because it's hard to show you visually...

So then we thought about creating a course, but there's a lot of detail to share and info to convey that would be impossible to properly share by just giving you videos alone...

And then we thought about doing in in-person workshop, but we quickly realized that's it's not possible for people to fly in from all over the world to attend — all just for an hour

or two of group training...

And then we realized something...

And that something was that the only way to truly make you successful is to coach you one on one and meet you where you're at, personally walk you through the rules, and how they work so you can learn them and start using them right away...

Which is why we're going to do something for you, that no one has ever done for you...or ever will do for you...

Which is to have one of our team members to get on a call with you, take a deep dive into how your xyz journey has been so far, see what you're struggling with, and we'll show you how are mechanical rules can solve your problems and make you a profitable

_____ right now.

Now this call is not for everyone and it might not be for you...

It's only for people who are very serious about becoming highly profitable _____ and are very serious about their income...

And those who are very serious about _____ in a simple, repeatable, and consistent way without any analysis, guessing, or predicting...

In short, this is only for people who are finally ready to make real money from

_____.

_____ that's easy, simple, and fun.

And here's what it means when you get on a call with us...

Insert outcomes

And it ultimately means that your hobby will turn into a professional _____ career...

There will never be a moment of confusion on what to do because you'll have clear rules to follow...

If you're truly serious about _____, then you need the __upsell 1 _____

Because it's the only way we can ensure you get every benefit out of _____front end_____

...others are finding out about this, they're downloading the mechanical rules and using the [program] to generate, 10000,20000, 50000, and even 3000000 in a single month...

Building bank accounts bigger than they ever dreamed of...

Like...[testimonials]

Now you can see why it was so important that you watched this video until the very end...

The decision about whether or not to get on this call is the decision that will make or break your success.

So now the question is...

What does being a successful _____ mean to you?

What does making an extra 10k to 20k a month mean to you?

What does the ability to consistently pull money out of the markets mean to you?

I can tell you what we paid to create this...

We spent over xxxxx to create, test, and fine tune everything we're giving you here...

And i can tell you something...

You're not going to pay anything near that because this call isn't going to cost you anything other than 30 minutes of your time...

That's it.

And in that 30 minutes that we talk, you're going to discover something that most traders will never know or find out.

And that something is....

Just how easy and fast it is to _____

So book a call below, pick a day and time that works for you and we looking forward to taking you under our wing, mentoring you, and showing finally how trading really works so you can start making money as a _____ instead of _____

And if the slots on the calendar are all booked out, that's just because there's such a

high demand for these calls but you can always come back and try again in a few days.

For now, go ahead and check to see if there are any positions open.

CHECK CALL AVAILABILITY CTA

Still here?

Still thinking about it?

Ask yourself why?

Because 30 days from now two things will happen...

Either you'll be 30 days older or you'll be 30 days older and be able to _____ without _____

The only difference what happens 30 days from now is the decision you make...

If you leave this page without doing anything, then you'll continue to _____, _____ and _____ without knowing _____

But if you book a call, you'll _____, _____, _____ and you'll know _____

You're not spending money...

The only thing you're spending is 30 minutes of your time...

And in that 30 minutes you're going to discover something that you've been looking for since the day you decided to become a trader.

You'll discover _____, _____, and _____

So once again...30 days from now, are you going to be 30 days older? Or 30 days older

with _____?

If you're serious about _____ then the decision is easy.

Click the link below, book a call, and we'll take you from _____ to _____

"first we're going to give you _____, and it's going to give you _____, _____, and _____.

And once you have that, it's only going to take you X amount of time and energy to get _____.

Next XYZ is going to happen, then XYZ will happen. (You're creating a procedure in the way you're pitching the product) - (this happens even in the close...)

for procedural or women in the close...EXP

And the first thing that happens when you join _____ is _____.

After that, then _____ going to happen.

Finally, once you enter the members area, you'll have access to _____....

As long as you're one of the first 300 women who order today, you'll receive you [Product Name]

...and not only that, but the cost of shipping right to your doorstep is covered too. You don't pay anything for delivery! And even though we're holding your [Product Name] , the only thing we can't do is hold it for long. The first time we did this, we sold out within a week

So if you're someone who's __ and if you're someone who's __ and if you're someone who's __. So if you're a woman who's __ and if a woman who's __ and if a woman who's __

Then you've already made the decision, otherwise you wouldn't have read this far. So let's take everything we've just said about how you'll __ and you'll __ and you'll __ and lets make it a reality for you.

:

CRO MESSAGING/COMPLAINTS/DOUBTS — putting doubt in the close:

How can you scale a webinar if the math doesn't workout? How can you get outcome if (negative)?

Now that you know how _____ works and now that you can see how _____

And now that you know you need _____ to _____ and you have to have _____

How can you make _____ work if _____?

EXAMPLE 2:

How can you run a clinic...

Do _____ and _____

And focus on lead gen at the same time?

COMPLAINTS/DOUBTS IN THE BODY COPY:

So you now know how this REALLY works...

And you've seen _____

So the question becomes now...

How can you do xyz if _____?

And that's why in the next 7 minutes i'm going to give you...

And _____

So you can do it....

If you're going to _____. You have no choice but to _____ and when you do, How are you going to _____ if you _____?

What did it cost you not to live your best life full of abundance...

What did it cost you _____ to only end up with _____?

What did it cost you _____

This is exactly why the _____ system will put an end to all the what ifs and what could have beens

This is the last solution you'll ever spend _____ on.....

Because after this point, everything you want is going to happen for you and come to you effortlessly....

But to give you access to _____ we need to know you're serious and that you;'ll put it to use and the only way to do that is by having you commit to it by trying it out for 30 days....

And that's why we initially offered it at _____

But decided to actually lower the bar of commitment to _____

CLOSE

There's little risk by starting today...

In fact, all you lose is a few minutes of your time if i'm wrong about this...

But what if i'm right?

What if _____?

What if _____?

What if _____?

All that and more is waiting for you on the next page but only if you Want and allow it...

Because that's where abundance and wealth awaits you.

The new you is calling from the other side.

And the only thing that stands in your way of all that, is a decision to

_____.

A decision to _____

A decision to _____

As soon as you click that button below, you're making a decision to _____ and you're

stepping into _____.

So what are you waiting for?

My name is _____

And congratulations to you for taking action to overcome your _____ I can't wait to see what life has in store for you.

GOOD CLOSE For Webinar:

How many of you have been trying to lose weight for a year now? Or two years? Or 5 years?

How many of you have lost it, gained it back. Yoyo dieted like crazy, and ended up back

where you are now?

How much did that cost you in money and time?

How much did you spend on gyms? Fad diets?

How many minutes or hours did you spend at the gym?

And lets not just think about this in time and money...

Lets think about what it REALLY cost you...

It's cost you social outings...mental health issues...xyz....

(then at the end when you drop the price, their comparing all this lost to the measly cost

of your program)

Yangs Additions

It's not going to work.

You should give up...

And quit thinking about the fact that you can lose weight

because what makes you think another diet is going to work this time afterall

you've tried

how many?

keto, paleo,atkins, carnivores

and how many supplements did you try?

And here you are without results

so just leave

You know what the hardest thing about a great relationship is

To get to the point where you're truly deeply loved

Which is also the best part of the relationship

That's when

the doubts

insecurities

blah blah

fade away

and warmth

knowing comes in

This page you're reading

is going to show you how to go from

Alright, here it is...

You already know the biggest lie in jiu jitsu:

That size, strength, and athleticism don't matter.

Yet when you look at the top performing athletes today, that couldn't be further from the

truth...

In a game where everyone has the same technique, the edge goes to the person who's built different.

And it's not just how you perform on the mats either...

That spazzy white belt or corn fed college wrestler punishes you for every competitive roll.

You feel aches and pains, and sustain more injuries between classes when it feels like you're smashing against a wall that's trying to kill you.

Sure, you might have won, but at what cost...

It's much harder to implement your game when your opponent's sheer strength shuts you down.

Which impacts your technique too...

It can take months or even years to develop moves because there's zero room for error.

So you progress at a snail's pace between each belt...

Meanwhile, someone who's started after you runs through the ranks at lightspeed because they're faster, heavier, stronger, or younger.

It's not technique as much as it is their aggression.

And your rival in another gym... the one who you'll see at tournaments in your weight bracket... has no one to slow them down.

It's time to even the odds.

In the next 7 minutes I'm going to show you how to reverse all that.

So that you go from being dominated to dominating your opponents...

So that you go from gassing out to having seemingly endless cardio...

So that you can confidently impose your game before the buzzer and try new techniques with a high success rate.

So that you can recover FASTER and train harder and longer.

Even if you're in your forties like me.

Hi, I'm [influencer]...

—

[News clips of current events]

What happens if that happens

What happens to you

What happens if the price blah blah

What happens if blah blah

And it's not a matter of when, because it's already happening...

And...

If you don't have at least \$10,000 to your name or a way to get it today

Than this is going to be the most important video you watch

Because it's going to show you a little known way

The IF flip over

is the qualifier

stock market crash investors losing everything

What happens to you...

..When that happens...

What happens to your life savings, investments etc...

You have a secret reputation and you don't even know it
before you show up

they know things about you

that most don't

they know

blah blah

they know blah blah

they know blah blah

and you have no idea that they know

and that is how they use it against you

your reputation precedes you

shows up before you do

and you might think that you build your reputation as you go

but
it builds you as you go
and today
we're going to change that

—

They say when it comes to making money in real estate and earning a passive income, you need to save thousands of dollars just to beg the bank for a mortgage with a 6% interest rate.

All the experts say that your credit must be outstanding after a decade of solid financial habits, and God forbid you miss a payment.

And they all preach that buying a house to rent or flip is the best investment vehicle, despite the risk of bad tenants, damages, or an economic downturn.

But what none of them will ever say is that right now you could be taking on properties that cash flow \$250 - \$1,000 per month each with no money down.

— -

You might not know this, and you might not realize this, and you might not be aware of this...

...But you used to be good with women.

You used to be able to look them in the eyes...

You used to be able to smile at them...

You used to be able to talk to them...

Have a conversation with them...

And not be nervous at all.

You used to be able to do all of that... UNTIL...

Somebody told you that's not how you do it...

Until somebody told you gotta say certain things, a certain way...

Until somebody told you that weren't good enough...

And what happened was...

You started trying to be like somebody else.

You started trying to be this guy or that guy or that guy or that guy...

And in the process of trying to be somebody else...

You forgot who you were...

You forgot how good you were...

You forgot how awesome you are...

You forgot how attractive you were to women...

And you lost yourself.

You forgot who you were, brother.

And here you are years later trying to figure it all out.

And in the next 7 minutes what I'm going to show you is something completely different... something that you'll never see anybody or any dating coach teaching...

And that something is there's nothing to learn... only to remember.

Remember what you did right and what you did to be naturally attractive.

Because you already know how but you just don't remember...

Let's go back to when you were little...

When you were just a little boy you had no problems playing with girls on the playground, you had no problems talking to them.

And you had no problems talking to teachers, friends, parents, or anybody.

When you were about 10 years old, you could still do it.

But when you hit your teenage years, that's when it all started.

You were told if you dress like THIS, you'll get girls.

You were told if you speak THIS way, you'll get girls.

You were told if you do THIS thing, you'll get girls.

And then when you got into college or you graduated, you were told if you just got THIS

job or had this car or wore these clothes, you'd get the girls.

So your entire life you've been picking up other people's baggage and mistaking it for your own.

And you never considered for a moment that maybe, just maybe...

You always had what it takes to get the girl, get dates, or get a girlfriend, okay?

Because let's be honest here...

Every single man in your family tree figured it out, otherwise you wouldn't be here.

Your dad figured it out...otherwise you wouldn't be here.

Your grandfather figured it out...otherwise your dad wouldn't be here.

Your great grandfather figured it out... otherwise your grandfather wouldn't be here.

...you get the point.

Every single guy in your family figured it out...except you.

And the reason why... It's because you're trying too hard and pretending to be someone

you're not.

You might blame it on some external BS reason like your looks, age, status, how much money you have or don't have, whatever...

But the truth is...

There's guys with worse looks than you, older than you, shorter than you, and less money than you, less success than you...getting the girls.

So it's none of those things.

Hey my name's _____.

And the reason I'm able to tell you this is because that's my story too, until I remembered who I was.

Once I remembered who I was...

--

Can I be honest with you?

I'll be honest with you, if you're honest with me, but in order to be honest with me...

...You have to be honest with yourself.

Are you where you set out to be when you got started?

Are you ____

Are you ____

And if you were...then you wouldn't be here watching this video...

--

You know how everyone tells you to __. Every financial guru, every tv show, every book, every blog, article and youtube video, they all tell you the same thing.

Yet, despite that...very few blah blah and it's also one piece of advice that people who retire early avoid like the plague, here's why:

—

Something interesting happens when you _____

You begin to get tired, fatigued, and getting through a day becomes near impossible without a few cups of coffee, and maybe a nap?

After lunch? Forget it, you can't even think.

The reason this happens has nothing to do with _____, _____, or _____.

It has everything to do with _____ and when you _____ then _____ because once you _____ everything changes...

From _____ to _____, to _____, because you see your body works differently than you think.

You might think that it's designed to run at high speeds only once in a while, but in reality it's created to run at high speeds _____.

The question then becomes, how do you accomplish this? The answer is in the body's mitochondria, the little power cells of the body that generates all of the energy that you

could ever need...

—

There's a well kept secret in the coaching business...

...That's only known to a few coaches.

The few coaches who know this secret get to _____, _____, and _____.

The rest who aren't in on this get to watch them _____, _____, and _____.

You might think that _____.

And you might think that _____.

And that is (pause)...not it.

The secret is...

...The highest, best, well paid coaches don't chase clients...

...They don't run ads.

...They don't write sales letters.

...They don't write emails.

...They don't set up webinars.

...They don't promote anything.

(add more)

And yet...they have all that.

The reason they have it all, is because they're not the ones doing it.

Hi, my name is Cath Reohorn, and I'm the one that does all that for some of the highest paid, best fitness coaches in the industry.

Like (what you did)

Or (what you did)

Or (what you did)

And that's why they can do something you can't do...

...Not because they're better than you, but there's someone else doing all of it for them.

And if you had the same talent behind you...

Maybe...

...Just maybe, you could do the same too.

—

The X Opener — “You don't deserve to use this opener”...

Should be used where you really need to shock the customer, jolt them to get their

attention. Works extremely well in a saturated market where there is a lot of noise.
You don't even deserve to be on this page...
Have you ever seen an X on a treasure map?
What if I told you , "You're sitting on it...and you don't realize it yet..."
What if I told you you've just stumbled onto a goldmine beyond anything you could've
ever
dreamed up...
You have no clue as to the power of what you are about to be offered...
But whether you know it or not...
You ARE just 10 clicks away from..
the only software tool that taps into a completely new, completely unexposed cash
juggernaut that's about 100 times bigger than Clickbank!
Yeah. I said 100 time bigger than Clickbank....and about 200 times bigger than every
single
Internet marketing launch put together...
We're talking about a NEW money making universe...
where even the Rankest newbie can rake in \$500, \$600 and even \$1,000 per day
Starting Now!!

Without breaking a sweat...and without spending ANY serious time in front of a
computer
screen.
You're about to be handed your own exclusive VIP pass to tap those kinds of profits
within
minutes..
You ain't in Kansas anymore, Dorothy...And that's why this may NOT be for you...
I'm betting 90% of you will run from this message like scared little girls..
My suggestion? Go back to your old life...another uneventful day being you..
And wait for the next big product launch from somebody named Kern, Jenkins or
Reese to
end your financial problems forever...
Because...
if every strategy you know of for making money online MUST involve the words
Clickbank
and Google...
This ain't for you...

This is not for you if you're convinced it's IMPOSSIBLE to make more while working less or not at all..

This is not for you if you are uneasy about sneaking up on other 8 figure super affiliates and shamelessly pumping a hefty slice of their cash profits effortlessly into your own bank account...

If that sounds like something you're not ready for...

You might want to head back over to Facebook, Youtube or some other site that keeps you distracted from your failure...

Believe it or not I could care less WHAT you do next

I've got the money and the students I need!!

This is NOT for you...

And it will NEVER be for you...

BUT...

If you're open to the idea of cutting ahead of the pack.

If you can see yourself exploiting technology to work less or barely at all...while laughing all

the way to the bank...while everyone else in our industry remains a slave to their workload...

And you want to do it easily...

- Without any Google
- Without Any Yahoo or Bing.
- Without any Clickbank

- Without writing single piece of content.
- Without learning a single HTML code..
- Without a product.
- Without building a list.
- Without a domain name.
- Without any connections...
- Without a SINGLE marketable skill your name...
- Without any media buys...
- Without kissing butt to any pompous CPA network

If that's you... I want you to sit back...shut up.... and listen up.

Because you do need to hear this...

Here's the ironic thing...

Go back 3 years....I was just like you...Hell I was you.

--

The Shame Opener — "It's a shame you didn't know about this opener that we've been using for the past decade".

The opening copy has one job, and that job is to open the door in order to get in the mind

and begin to change it.

In order to do that, it has to stimulate the mind to REACT.

The big difference between REACTION and ACTION, while we have the CTA (call to action)

on the end of the offer, a reaction is needed at the beginning of the offer to get the emotional engine going.

So if you want to write thought-provoking openers, think of "creating reactions", once you

look at it through that lens, everything will become so much easier for you.

This opener is so simple yet it's such a gut punch that it just displaces your soul when you

hear it because it makes you accept your deepest limitations and lack of ability to acquire

your desire, and then it compares it to someone who does it so easily that is supposed to be

"much less" than you, and then it slings you out into the copy full of emotion.

"It's a shame there are beginners making 10-20k a month when you struggle so much to get

a client" -

"And I know because I was ashamed of myself after trying and failing _____ times to (get the outcome)...

...Looking around and seeing everyone else (some type of outcome/success) while struggling to make any progress...

And that's when I took a long hard at everything I was doing and realized why I was failing...

...It had nothing to do with _____ or _____ or even _____.

It didn't matter how much I worked, how hard I worked or what I worked on...

...All because everything I thought I knew about _____ was wrong, and the only difference between myself and those that were better than me was that they had a (system, process, formula) that worked, and I didn't...
...So I decided to scrap everything I knew about (topic), ignore the gurus, and start doing my own research”...

—

Eulogy Opening

6 months ago she was on her way to losing 50 pounds...
...3 months weeks ago she finally could fit into her size 4 dress...
...A Month ago she was finally free from the shame of her body...
...Two weeks ago for the 1st time in 20 years, she went to the pool and was finally happy...
...And a week ago was when all her health problems started after taking the _____ drug for the past 12 months...
...And today we gather here to say goodbye to Jane Walsh and reflect on the life that many of us silently live...
...A life of suffering...
...Maybe a life you know...
...A life where you look in the mirror and aren't happy when you look back at you...
—

The biggest lie when it comes to _____, is _____, _____, and _____. After all, if that was true, then how is it that _____ and _____ are able to _____.

...And the biggest truth that you'll never hear elsewhere is that _____, _____, and _____ so you can _____.

The difference between women who _____ and _____ is _____.

Chad Opener

Thank you for filling out that short quiz...

Your personalized analysis is ready.

And I can tell that it will be a TURNING POINT for your physique.

To make it understand why — before I reveal it to you — I have to briefly introduce you

to James.

[image of Nerd]

James lives every summer with the nightmare of taking off his shirt at the beach.

He is tired of having to 'suck his gut in', and feeling suffocated under clothes that seem to steal his breath...

And he's really frustrated that the women he's attracted to never pay him any attention...as if he was INVISIBLE to them.

So James decided to change:

He signs up in the gym...

He rides the stationary bikes and treadmills until he's soaked in sweat...

At the dinner table, he abandons his beloved pizza, sandwiches and chips, welcoming tuna and salad...

James avoids sweets, convinced that they are the cause of his weight gain.

But despite everything...

James can't get rid of his hated 'belly fat'...

Burn the 'love handles'...

And sculpt toned pectorals.

In fact after weeks of trying — he even gained 2kg!

Then, on the other hand, there's Lorenzo.

[insert Chad image]

Lorenzo doesn't go to the gym...

He doesn't do cardio...

He doesn't avoid carbohydrates...

He eats his favorite foods guilt-free...

And he trains only 18 minutes from his home...

Yet despite his relaxed lifestyle, Lorenzo is MORE ripped than most men training hours in the gym.

How is that possible?

[insert image of Nerd next to Chad]

How can Lorenzo - at 49 - maintain such a defined body...without even trying...

...while James, a 27-year-old who 'does everything right'...sees no results?

Well...here's why...

Because your ability to burn fat and build muscle DOESN'T simply depend on how sweaty your workout is...

How restrictive your diet is...

Or your age...

The MAIN difference-maker comes down to ONE thing:

Your hormones.

The good news is...

Despite what you've been told...

“From-To” Openers

Landscaping is a phenomenal business...

...You get to _____.

...You get to _____.

And you get to _____.

Until you get to having _____ clients.

Then it goes from a phenomenal business to a real problematic business, because that's when you go from working 40 hours a week to 70-80 hours a week.

You go from having to manage a small crew to dealing with people calling out non-stop.

You go from making clients happy to making sure clients aren't upset at you.

And you go from having a dream to having a nightmare.

And that's the point that either makes or breaks everything.

That's the point that gets to decide if you stay at 6 figures...

...or go to 7 figures.

That's the point that _____ or _____.

And by the end of this video, you're going to have everything you need to go from _____ to _____.

My name is Chris Penney and _____.

—

Opener that shifts on an over-saturated mechanism:

As a coach, everyday, be it on Facebook, Instagram, Youtube, or Tiktok...

...Everyone is trying to _____

The only problem for that is that if it doesn't work, you're out of luck, out of money, etc...

...And yep, most of these guys will tell you that “or you don't pay”...

...But when it comes down to it, they don't work for free...

And then you end up paying, and when it doesn't work...

...You're stuck in a hot mess trying to get your money back.

All those guys who said 'or you don't pay' will make you sign a 20-30 page contract that

gives them an out every single time.

So as a coach, what are you going to do?

You can _____, or you can _____, or you can do this _____

How about something different...

How about this...

...Instead of _____, _____ and _____.....

You....

Inviting Close (For women)

Why not give YOURSELF a chance to _____.

Why not treat yourself to _____

Why not make yourself happy to _____

Afterall, you're only going to be this young ONCE, so why not make it last? While it counts?

This isn't just about the fact that _____

It's not about that _____

It's not just about _____

What this is really about is you taking care of the person that matters the most, the person you see very

day in the mirror and the person that's going to be hard to recognize when you look 10-20 years

younger...

...Looking back, smiling, thinking "wow, this really works?"

So it's time for you to meet the new you, and all that begins with you accepting the blah blah blah and

we'll ship it to you.

The After Close — an easy way to motivate fence sitters into buying

*Button: "Check Call Availability"

Still here? Still thinking about it?

Ask yourself why? Because 30 days from now two things will happen.

Either you'll be 30 days older or you'll be 30 days older and __, __, __ without __.

The only difference what happens 30 days from now is the decision you make.

If you leave without doing anything, you'll continue to __, __ and __ without knowing __.

But if you book a call, you'll __, __, __ and you'll know __.

You're not spending any money.

The only thing you're spending is 30 minutes of your time.

And in that 30 minutes you're going to discover something that you've been looking for since the

day you decided to become a trader.

You'll discover __, __ and __.

So one again...30 days from now, are you going to be 30 days older or 30 days older and __?

If you're serious about __ the decision is easy.

Click the link below, book a call and we'll take you from __ to __.

Identity Close

As long as you're one of the first 300 women who order today, you'll receive your jar of _____.

...and not only that, but the cost of shipping right to your doorstep is covered too. You don't pay

anything for delivery!

And even though we're holding your Jar of Age Brilliance, the only thing we can't do is hold it for

long.

The first time we did this, we sold out within a week

So if you're someone who's _____ and if you're someone who's

_____ and if you're someone who's _____.

So if you're a woman who's _____ and if a woman who's _____ and if a

woman who's _____.

Then you've already made the decision, otherwise you wouldn't have read this far.

So let's take everything we've just said about how you'll _____ and you'll

_____ and you'll _____ and let's make it a reality for you.

Good Karma Close

"you're not paying for this, you're buying it because you're passing it forward to the next person

inline" hahahahaha

There's the cost and the price...

What it'll cost is next to nothing...

...Only a few minutes of your time, __ and __.

Now the price isn't much...

...In fact, the only reason there's a price at all is to give it to people who are serious about this

and for you to "pass it forward".

And this isn't the money we'd keep, lord knows I have more money than I know what to do with.

The money will be used to maintain and upkeep this web site to help the next person get

access.

So in a sense, you're not really paying for the audios, instead...

...You're paying it forward.

It's my way of creating more good karma in the world.

No Choice Close

Or you can continue doing what you're doing...

You can continue __

You can continue __

You can continue __

Or you can hit the button below, grab __ and stop getting ignored, rejected and overlooked on

__ and finally go from __ to __.

Once you __ you'll __, __ and __ without ever having to ____.

This works

The decision is easy

There's a guarantee

So there's no excuse for you to continue being ignored, rejected and overlooked on dating apps,

when you fully know that you can do something about it.

So the question is, are you going to do something about it or continue to let it happen to you?

I'll see you on the inside

BAC TYP Close

All done

Congrats you did it

You just took the 1st step to __

Where you'll go from __ to ____

Without ever having to ____

The first step was the second most important step in your journey to ____

The most important step is what happens on our call where we ____

So here's the next steps so we can help you ____

We've already assigned one of our top ____ to walk you through ____

Where they'll show you how ____

You'll see how you can ____

Which will allow you to ____

Within week you'll notice your body changing from ____ to ____

Your cravings will ____

Your energy levels will ____

(add more outcomes here)

And the reason we're so confident this will work for you is because it worked for others who

were in your position not too long ago

Just like (female name) who was ____ after our call she was able to ____ without ever needing to ____

and is after she tried just about everything to ____ from ____ to ____

Here's what she had to say

Or (female name) who just ____ months ago also was on this page and after her call she was able

to ____

Here's what she had to say

Or (add another one)

Here's what she had to say

We have 100's of stories of women from all over France who thought they could never take

back control of their ____ and are now for the first time in their lives able to ____

We helped women from every kind of situation and we'll be able to help you as well

All you have to do is ____, ____ and ____ don't worry about ____ because ____

We sent you an email with (insert what they got)

In that email you'll find (what they get)

We'll also send you a text message as friendly reminder too so you don't ____

And just before our call, your assigned coach will send you another email and text

Because we have 100's of women from all over France wanting our help with ____ you must be

sure to show up on your call otherwise we'll have to give your spot to the next person in line

So if you're ready to __, __ and __

If you're ready to _

If you want to _

And can see how you'll be able to __

Then just mark the call time and date on your phone and you'll walk away from that call with __,

__ and __

The weight will drop off, the scale will move, the clothes will fit better than ever

And we have to warn you...after you might have to rebuild your entire wardrobe because most

of your clothes won't fit as well any more, but I guess that's a great thing as you'll be able to

step into a new you

And if you want us to help you even more to step into the new you, then you can also fill out this

second (form name) where we'll get even more details as to how to best help you.

This is completely optional, and the reason we need a little more information from you is

because our coaches need to know __, __ and __ so we can spend more time helping you on

the call instead of asking you these questions, because these are the questions we'll need to

ask you on the call, so anything that you can do here to help us will allow us to help you even

more.

Check your email, check your text for that and we, here at (company name) look forward to

helping you __, __ and __.

BAC 'There's An Investment' Pre-Close

"And if you're not willing to invest in yourself, then why should we invest in you?

Why should we __

Why should we __

Why should we __

But if you're someone who is willing to invest in themselves, then we'll __

We'll __

We'll __

We'll __

Once you're ready to __ and you're serious about _ then we'll __, __ and __ without you ever

having to __ again...

...And all that begins with you investing in yourself, because once you start investing in yourself,

the world begins investing in you.

(add the rest of the close here)"