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[[Subject Name] – workout product VSL – working version]

[Headline – place on top of video on sales page – alternate headlines at end]

What Every Guy Ought To Know -- About Getting Ripped...

Watch the Video!

[Start Video script]

Hey there, this is [presenter's name], and man... do I have a story for you today!

What you're looking at right here, is the school picture of a good friend of mine named [Subject Name] [insert schoolkid pic].

Cute kid eh?

Let's face it, you can bet that this kid wouldn't grow up to be "god's gift to women", or a "beefcake" by any stretch of the imagination, right?

When [Subject Name] was growing up in Bacau, Romania (which incidentally, is the same city that gave the world Nadia Comaneci, the legendary gymnast!), he was often referred to by the local kids as the "neighborhood weakling".

In fact, some people tended to think he was chronically ill.

[Subject Name]' childhood struggles extend to a common problem that a lot of guys have.

Both while growing up and in adulthood...

But trust me... for guys like [Subject Name], this common problem can only be... *amplified*.

And what is the "problem" exactly?

Being fit and attractive to girls, of course.

For guys like [Subject Name], meeting girls has always been a challenge.

See... this scrawny, sickly-looking kid grew up to be a scrawny, sickly-looking teenager.

And he stayed that way going into his 20's. [show [Subject Name] "before" pic]

So maybe you're wondering how [Subject Name]' story relates to you.

As well as that *universal problem* that a lot of men have.

Being attractive by being fit, as in...

... *RIPPED!* [show pic of ripped body]

So pay close attention.

Watch this all the way *to the end*.

Because I'm going to give you these three essential tips that will dispel a couple of myths, while making your workouts more effective.

Thus improving your chances of getting more *ripped*, and getting on the right path to crushing it with the ladies.

Sound like a deal?

Tip 1. Eating “bad foods” can actually be good for you. You will actually burn fat faster, and gain more muscle! I'll explain why!

Tip 2. Why, most 'generic' diet plans or programs don't work for most guys trying to get ripped. I'll explain why!

And finally...

Tip 3. Why the “old-school” way of bulking up is actually the worst way to build muscle. I'll tell you the right way to do it!

These three tips will help you get more buff, healthier, and yes... on the right path to getting ripped!

So back to the story...

Not long ago, [Subject Name], you know, **this guy**... [show dorky schoolkid pic again]

...was struggling just to make friends, let alone meet girls.

In fact, until just a few years ago, his idea of a fun night was drawing comic book characters and playing video games [change to anything that would be more fitting].

As you can probably tell, [Subject Name] was a pretty lonely guy.

It didn't help that he was raised in a very strict religious family.

His childhood was seriously repressed, which brought on major self-confidence issues.

His self-esteem was nil through most of his young life.

Seriously.

[Subject Name] could never be mistaken for the “cool guy” or the “chick magnet” in his town.

I think you get the idea.

And don't worry, he doesn't take what I'm saying about him personally.

He's quite comfortable with himself these days...

And in just a few minutes, you'll see why.

So needless to say, [Subject Name] wasn't “model material” to say the least.

In fact, many will say that he didn't even qualify for “average-looking”.

Ask him what his dating or social life was like in his teens, he'll laugh and say... “*WHAT dating or social life?*”

Most girls at his school never gave him the time of day.

So yeah, [Subject Name] had quite the hard time growing up.

He desperately looked for the “answer” to improving his looks...

So maybe, just maybe... he would be able to meet the girl of his dreams.

And for years, all he did was *fail*.

Miserably.

Seriously, it got to the point of embarrassment, hopelessness, and **despair**.

No matter what [Subject Name] did or tried, what books or videos he watched, or what workouts he tried...

Nothing... would... work.

[Subject Name] saw a dismal, bleak and lonely future.

One devoid of female attention...

He pictured himself **dying alone**.

Look, we're talking about guy *in his twenties*!

After finally hitting what can only be called “rock bottom”, [Subject Name] took drastic action.

Books, countless workout videos, or any diets weren't going to solve his problem.

There was something he hadn't figured out yet. The secret. The code.

He was determined to **crack that code**, that would transform him into a perfectly ripped male specimen.

He would become the man he'd always dreamed of becoming.

The way he saw it, he had absolutely *nothing to lose*.

He would either determine his own destiny, or succumb to an inevitable future of...

Loneliness. Despair. Misery.

Maybe [Subject Name] got a bit angry at himself, for being the way he was.

Whatever it was, it motivated him.

He was going to get in shape, gain that desperately-needed self-esteem and yes... succeed with women.

Or **die trying**.

He even considered doping, steroids and even growth hormones.

But by that time, he had heard so many horror stories about them, he backed away.

Success would have to come "all-natural".

So does [Subject Name]' story ring close to home with you at some level yet?

Isn't that why you're watching this video?

Aren't YOU looking for a solution?

Don't worry, you're in good company.

In fact, millions of men in the US alone are in the same boat.

Whether or not you care to admit it, [Subject Name]' story probably relates to you at some level.

As it did to me and a lot of other guys.

Guys are who are doing everything they can to get noticed!

Like going overboard on clothes and accessories, pretending we're someone else, or trying to imitate what guys in men's magazines do.

Anything we can think of to get girls' attention!

But let's face it, doing all that doesn't solve the problem.

Isn't there a better way that doesn't require you to fake it? To act like somebody you're not?

Isn't it a better idea to have the “package” that will get girls to notice you?

Then motivate them to find out who you really are *on the inside*?

See, as this picture readily attests... [show dorky kid picture again]

There was *not a snowball's chance in hell* that [Subject Name] could ever grow up to be a “chick magnet”.

He did everything he could to build muscle and gain more confidence, so he can finally start seeing some kind of success with girls.

And not just *any* girls. Not just the **low-hanging fruit**.

Beautiful, sexy, smart and successful women.

Girls that were “out of his league”... the ones who were going for the ripped guys, or the guys with the killer cars and *bling*.

You know, the **crème de la crème**.

Now, I know what you're thinking...

Wouldn't have [Subject Name] been better off just setting his sights more realistically?

Maybe get into somewhat better shape, improve his looks and aim for women who were more within his range?

Well, that wasn't enough for [Subject Name].

Just getting to the point where he would score with average girls or women he didn't consider hot, wouldn't cut it.

For [Subject Name], it would be **all or nothing**.

He was on a **do or die** mission to become the hottest guy on the field.

The quintessential “babe magnet”, that ranked with the best of the best.

Only that would make his dreams come true.

And I think we all know what happened...

To say that [Subject Name] just continued to fail...

Fail to levels that defied logic...

Fail to the point that he just became a parody of himself *was an understatement.*

Which you can only imagine, how depressing that must have been.

At that point, it wasn't even about making himself fitter or more attractive to girls anymore.

By that time, it was just a matter of just gaining some self-respect!

But then, just before [Subject Name] was ready to throw in the towel... things started to happen...

He started noticing changes.

Real, profound *changes.*

He was getting more toned, bulking up and gaining amazing definition.

And he wasn't just getting temporarily "pumped" after a hard workout session. His muscle mass was building up *by the day.*

His upper body strength increased to levels that he never imagined he could reach.

He could bench press and deadlift more than he thought he ever could.

Within just a matter of weeks of turning that corner, [Subject Name] started getting *shredded!*

Here's something interesting I haven't mentioned yet...

See, the whole time [Subject Name] was failing, he kept a detailed journal.

He notated and logged everything.

I mean... **everything.**

Every workout, every set, every session, every calorie, every cardio run, everything he ate and drank, every night's sleep, every discernible piece of data...

He logged it all diligently.

Some may even say *obsessively.*

Everything.

Here's something else I haven't yet mentioned about [Subject Name].

He's quite the analytical type.

Despite his limited formal education, [Subject Name] understood the value of data.

You can say that [Subject Name] was the ultimate *nerd*.

Which apparently didn't help him with girls either.

Thanks to his meticulous data-keeping of his workouts and diet, he figured out the essential elements and details that **worked**.

On the same token, he was able to figure out what **didn't work**.

He eventually filtered out all the useless stuff, while focusing his time and energy on what yielded results.

He tested, tweaked, experimented, and yes... **failed** a mind-blowing number of times during the process.

Despite his spectacular failures, [Subject Name] trudged on...

He continued honing his routines, building on what he learned.

He focused on the details, the nuances...

Until he started seeing results more and more... *faster and faster*.

That's right, [Subject Name]... who incidentally now looks like this >>>> [show pic of him now, fully ripped]

Went from being a sickly-looking weakling to a perfect male specimen that turns heads in any room he enters.

He now has no problem whatsoever meeting and commanding the attention of any girl he wants. He also commands respect from most guys too.

So, how did he do it?

How did he crack that code that so many guys have been unable to?

Well, it's obvious isn't it? He did it the **hard way!**

He did it by failing *over and over again*.

By learning from his mistakes, and zeroing in on what provided the best results!

By figuring out what nutrition or dieting actually worked, vs. what was bogus.

He endured an **insane amount of failure to get there!**

Trust me... anyone else, myself included, would have **given up long before** [Subject Name] started seeing results!

That's what makes his story so incredible!

By just staying focused and repeatedly... unabashedly failing, over and over again...

[Subject Name] was able to master the one thing that he knew would give him the confidence he needed.

The required sequence to getting ripped!

It all basically boils down to this...

[Subject Name] went through all the pain, failure and frustration with a *purpose. A mission!*

He continuously tweaked and fine-tuned his program.

After more than **two years**, [Subject Name] was finally able to enjoy the fruits of his labor.

Was it worth it?

Well, what do you think?...

[show a few pics of [Subject Name] at the gym, with beautiful women, posing on the beach with girls, etc.]

Over the course of his journey, [Subject Name] reached a conclusion:

It's not about how many reps you do or how much weight you lift...

or about how many hours you spend in the gym...

or how many miles on the treadmill or burpees you do...

or even about taking steroids and getting artificially pumped...

Wrong!

It's simply about following a very **well-defined, sequenced blueprint.**

Learn that **blueprint**, master each aspect of it.

And you will become **ripped, healthy and awesome** too.

And yes, you can do it in as little as [x] days.

- ☒ Without endless hours-long sessions at the gym...
- ☒ Without **trial and error**...
- ☒ Without needless injury and pain...
- ☒ Without doping, steroids or hormones...
- ☒ Without following cookie-cutter workout programs that cost you megabucks and do nothing...
- ☒ Without having to fork out big bucks for a personal trainer...
- ☒ Without using lame, faddish workout gadgets...
- ☒ Without banging your body up ala *CrossFit*...
- ☒ Without drinking 5-6 protein shakes a day...

None of that.

Just follow the system that [Subject Name] mastered.

Customize it to fit your body type and goals.

There is no guesswork, nothing left to chance.

With this **blueprint**, you'll quickly notice changes and lasting results!

And when you see results that fast, you *stay motivated!*

Remember, there is a **mind-blowing** amount of data behind this **blueprint**.

So here's the most interesting part of the story...

See, guys who knew [Subject Name] noticed the changes too.

They saw this scrawny nobody become massive and ripped *before their very eyes*.

And of course, they wanted to know how he did it.

[Subject Name] saw an opportunity, and seized it. He became a personal trainer.

And the rest is history!

[Subject Name] was so confident of his blueprint that he knew his clients would see similar results!

And boy *did they ever...*

[insert 2-3 testimonials here, positioned as clients who were personally coached by [Subject Name]]

By becoming a trainer, [Subject Name] was able to prove that his blueprint would work for virtually anyone who applied it.

His own clients *are the proof!*

Most of whom had never seen any real results before.

Pop Quiz:

True or false?

“To get truly ripped, it requires major lifestyle changes, virtually a “religious conversion”.

The answer is... **FALSE!**

Look, most of what you think you know about working out and getting fit is to be honest... **bullshit.**

And you know what?

We have all bought into the myths. [Subject Name] included!

This is thanks to the mega-billion dollar *fitness industry.*

All the workout plans, fitness programs and gurus want to convert people into their fitness “cults”... then get them to stay perpetually dependent on them... *forever.*

You know what I'm talking about...

All those high-priced workout videos, supplements and programs that promise “fast results”.

Sure, you notice some toning, some tightness, some bulk.

So you stay with them... while finding yourself continuously buying more products and supplements!

Yet, you never quite seem to get to the point of being truly *ripped.*

Why?

The gurus want you to keep *needing them.*

If you get totally ripped, you won't need them anymore.

You won't pay outrageous prices for their one-on-one training sessions or seminars...

Or keep buying products and supplements!

This is the *dirty little secret* of the fitness industry.

This is why guys like you and me end up paying big bucks over years, without the desired results to *show for it!*

Think about it for a minute.

How much money have YOU spent on fitness programs and "solutions" up to now?

Exactly.

And there's the **painful truth...**

The fitness industry doesn't want you to have lasting results.

I repeat:

The fitness industry doesn't want you to have lasting results.

Like a junkie, their goal is to get you hooked.

Addicted to a never-ending chain of "programs", books, videos, courses, magic diets, miracle routines, the latest and greatest exercise gadgets, and whatever else they can think of.

To keep you *buying* for as long as they possibly can!

[Subject Name] **struggled** his way through a **painful and expensive** process in order to learn this hard truth.

He didn't just spend thousands of hours experimenting and **failing...**

He also spent thousands of dollars on courses, videos, books, equipment and gurus that he couldn't afford to buy!

Only to end up frustrated, broke and with no real results.

And now, [Subject Name]' is committed to putting a stop to that *endless spending* by people like you.

Now that he has *cracked the code* and understands what it really takes to get the ripped body most guys only dream of. He wants you to have it too.

Like his homegirl Nadia Comaneci revolutionized the world of gymnastics, [Subject Name] wants to *revolutionize the fitness industry!*

Bold words coming from a Romanian guy who grew up scrawny and sickly, eh?

[during this part, show clips of various [Subject Name] workouts, doing various exercises on different parts of the body]

It's obvious, [Subject Name] couldn't be more of an *industry outsider* if he tried.

Despite this, he has experienced great success in a short time.

Why? Simply because he is not willing to play along with the rest of the industry.

He wants his clients to succeed in getting ripped, and fast. *For life!*

His clients learned this early on, and it paid off for them too.

[Subject Name]' goal is to teach you...

...what you need to know to get ripped...

...what you need to know to eat right...

...what you need to know to get fit with both your body and mind!

And then, never need another fitness guru or coach again. Ever.

You will be able to maintain your ripped state on your own, *for life.*

No more wasting hundreds of dollars per year for the latest/greatest workout routines, products or anything else!

For [Subject Name], that's *success!*

Here's all you need to understand about what you'll learn...

Getting the right plan, the right **blueprint** and the right **SEQUENCE** from the very beginning... is **CRITICAL**.

Let's look at why the right blueprint and **SEQUENCE** are so important *with a real-world example...*

Imagine you were building a house...

You would first need to design it right? That requires the BLUEPRINT.

Then to build that house, you need to gather all the materials at the construction site, right?

Then get all the tools and equipment you are going to need...

Then lay the foundation...

Then cut the wood, construct the frame, and get the plumbing and wiring in place...

Then you would get all the walls up, the siding and finally... the roof.

Then you would do install the fixtures, paint and make the final touches.

At the end of all that, the house is essentially built.

So as you can see, those are not only the basic steps to build a house, but they are also in the proper **sequence**.

Now what if you improvised on the design as you went along, with no blueprint?

What would happen if you took one or more of those steps out of their logical **sequence**?

What if you tried to build the walls before laying the foundation, then installed the wiring and plumbing afterwards.

What if you tried to put the roof on first instead of last?

What kind of house would you end up with?

Would it **even be a house**?

This rather silly example should clearly show you the importance of **sequence**.

And believe it or not, this is what most guys **get wrong** when trying to build their bodies.

Sequence **matters**, in *all you do*.

Whether it's building a house, baking a cake, starting your car, getting a job, seducing a woman and yes... getting your body *ripped*.

Success is all about the **sequence**.

Just remember that one **key concept**.

Because it was one of the hardest things [Subject Name] had to learn.

And it's why his program will work for you!

The [Product Name] Blueprint, developed by [Subject Name], consists of [x] essential steps to getting your body muscle fully developed, optimized, and... *ripped*.

[insert applicable graphic]

You start with the most basic steps, which involve proper conditioning and preparation.

Then you simply work your way through building all your muscle groups... in the right **sequence**, with a *proven blueprint and system!*

Your pace is based on your own rate of progress, what your desired goals are and what your body can handle.

Back when he started on his journey, [Subject Name] didn't understand the importance of sequence.

It cost him almost two years of **wasted training and money!**

In fact, because of that, his workouts actually worked *against him*.

It was only once he looked at his stats and data that he realized what he was doing wrong.

Once he identified each "step" that was beneficial to taking his body to the next level of his desired progress, he realized something important...

The key to getting his body ripped in the fastest, most optimal way depended on the right **sequence**.

So over the next year or so, he focused on just that.

Testing and tweaking the order of the workouts and focusing on certain muscle groups, until he determined the **optimal sequence**.

SUCCESS!

[Subject Name] had *cracked the code*.

Obviously, this worked for his clients as well.

And without the horrific time curve [Subject Name] experienced.

They saw amazing results *in just weeks!*

And that's what **The [Product Name] Blueprint** is all about.

Getting the right sequence and balance to your workout program, coupled with the right system.

From Point A to Point Z, the status of... RIPPED!

OK, so now would be a good time to go over those **Three Tips** that I promised you at the beginning of this video...

Believe it or not, these tips are mostly common sense.

But you would be surprised at how often people get it wrong, and it costs them dearly.

Here we go...

Tip #1: Eating “bad foods” can actually be good for you. You actually burn fat faster, and gain more muscle!

There are actually a couple of times each day that eating what most people consider to be “unhealthy” foods, can in fact help foster peak, lean muscle growth.

It takes strategic timing, knowing when to eat “cheat foods”.

During these short daily anabolic “windows”, your body will allow essential nutrients that are relevant to muscle-building to be delivered directly to your muscle tissue.

Besides, just eating “healthy” all the time is in a word, futile. Just hoping that you’re taking in the right amount of calories, protein and nutrients and always at the right time, is scientifically impossible.

This is probably the biggest mistake guys make when “diet planning”. It’s also the number one source of frustration, since they don’t see progress the way they’re hoping.

Much of that has to do with *how you're eating*.

Tip #2: Most diet plans or programs don't work for most people.

Just blindly following some general diet or meal plan you come across in a book or magazine will almost always *fail*.

Why? Because a meal plan has to be customized for *you*.

Your meal plan has to address several variable factors including:

- Age
- Body type
- Metabolism
- Current weight
- Height
- BMI
- Current rate of exercise
- Among several others!

Recent scientific research gives us new insight on the different body types and how they respond to various foods.

The three main body type categories are:

- Ectomorphic
- Mesomorphic
- Endomorphic

What most people don't know is that each of these general body types respond to foods *differently*.

How you eat and what diet/meal plan you implement has to correspond with factors that are unique to you.

Remember that!

And finally...

Tip #3: The “old-school” way of “bulking up” is the worst way to build muscle!

You've heard it in gyms and weight rooms the world over...

“Bulk up first, then cut!”

As universally accepted as this concept is, *it's wrong*.

It almost always leaves you with less muscle, and more fat.

Why? Because the traditional way of “bulking up” usually results in serious imbalances of insulin.

The body actually develops a serious insensitivity to insulin. Not responding to insulin properly kills muscle growth while increasing fat storage.

Simply put, the more you work out “old-school”, the more fat you accumulate.

Your body has no choice but to keep producing fat cells. [show photo examples - optional]

These are fat cells that your body will likely retain *forever*. This is due to a chronic condition called, Fat Cell Hyperplasia (or FCH). It often becomes permanent.

So remember, chances are that any fat your body accumulates due to FCH stays with you... *for life!*

Worse, “old-school bulking up” has other dire consequences and risks!

Including:

- High blood pressure
- Higher cholesterol retention
- Higher levels of estrogen.
- Increased fluid retention

- Lower levels of testosterone
- Liver/pancreas damage
- Among others!

Undoing the damage that can be reversed requires serious dieting and major cardio over an extended time.

However, you can't do any kind of muscle workouts until you've done that first!

So remember, *bulking up first is dangerous stuff.*

These three key tips will get you on track to getting ripped and in a healthy way!

Remember, when it comes to getting ripped, proper nutrition and balance are *essential.*

The secret to getting ripped is by having sharply-focused nutrition that is in tune with your sharply-focused workouts.

Consider all your variable factors: age, weight, height, metabolism and body type.

Then, you need the proper balance of nutrition and exercise and in the right **sequence.**

That's what [Subject Name] will show you!

Originally, when [Subject Name] devised his blueprint, he wasn't too keen on sharing what he learned with just anyone.

He was actually planning on keeping it all a closely-guarded secret, exclusive to only his high-paying clients.

Why?

Obviously, the knowledge [Subject Name] now possessed was **hard-earned.**

He wasn't going to just let other guys in on it, only to become his competition on the local social scene!

It wasn't until I approached him to share his blueprint after coaching me, that he reconsidered.

See, [Subject Name] changed my life. [show before/after pic of 'presenter']

I hired [Subject Name] to train me while I was in working in Romania on a company project.

[Subject Name] did more to get me ripped in just [x] weeks than all the trainers, fitness coaches and other "gurus" I had used before him *ever did, combined.*

It was easy to see why.

[Subject Name]' blueprint and training style were of a caliber that I, a longtime workout and fitness enthusiast, had *never seen before*.

I saw an opportunity to help a lot of guys just like me, *across the globe*.

Plus an opportunity to *revolutionize the fitness industry!*

See as I said before, too many guys spend crazy money trying to get ripped.

Only to find that no matter what they buy, videos they watch or new workout techniques they try, they just can't get there.

[Subject Name] agreed that we can truly help these guys. Guys *like you!*

At some point, he came to a realization...

This would be a great way to reap revenge on an industry, that had taken advantage of him and countless others, for *far too long*.

Plus it would help make his personal training business even more successful than it already was!

So [Subject Name] came aboard my idea, but with **one condition!**

We would do it *his way*.

He wanted his labor of blood, sweat and tears, to change guys' lives *once and for all!*

He didn't want to become a “**guru**” or celebrity workout coach.

He didn't want to get on a seminar circuit.

He just wants to help people and show the industry that it is possible to change people's lives without turning them into *junkies!*

His “blueprint” would be a complete program, packaged in a way that it could help any guy who wants to change his life, once and for all.

To whatever levels *they wanted!*

And now you can benefit from all of [Subject Name]' hard work with...

[Subject Name]

The [Product Name]!

[insert graphic here - optional]

- ❑ **No need** to go through a painful multi-year, failure-ridden learning curve to get the body you've been trying so hard to build.
- ❑ **No need** to endure the painful trial and error, pain, health risks, and devastating blows to your self-esteem...
- ❑ **No need** to guess your way to getting ripped!

Simply follow the program and you will see results.

[Product Name] will work for **any** guy. Regardless of age, health, body type, or any other factor...

Even if:

- ❑ you're thin with little or no muscle mass (like [Subject Name] was!)...
- ❑ you have spent months going to a gym with no results (like I did!)...
- ❑ you're overweight and/or had past health issues...
- ❑ you have low self-confidence or self-discipline issues...
- ❑ you think you're too old or out of shape to get ripped!

If this guy can go from this... [insert before picture] to this... [insert current ripped photo], **anybody can!**

The feedback on **[Product Name]** has been nothing short of overwhelming!

I'll just let them tell you:

[insert a few testimonials text or video here, between 2-3]

Check out more success stories below this video, when it's over in a just a few more minutes!

The next success story can be yours!

When you order **[Product Name]**, you receive immediate access to the program based on the level package you choose...

Here's what you get:

The [Product Name] Beginner-level package includes:

The Full Level 1 Workout Routine (Beginner) – Includes Instructional Videos for each exercise contained in this level – [x] exercises for all [x] muscle groups!

A total of [x] hours of routines and a detailed [x] – week program!

You also get the following ebooks and supporting materials (in PDF Format):

- ❓ **Nutrition Guide** – All the essential information and guidelines of all the essential nutrients and how you will utilize them to get ripped!
- ❓ **101-Recipe Cookbook** - easy, delicious recipes for your meal planning!
- ❓ **Supplement Guide** – Get the ins and outs on supplements and how to save big money on them too - [Subject Name] tells you how!
- ❓ **Gym Equipment Guide** – A full breakdown of the equipment you are going to use, and even suitable substitutions!
- ❓ **Somatic Type Guide** - Knowing and understanding all the somatic types is essential. [Subject Name] breaks them all down, and then gives you an easy way to find out your own Somatic type. With this information, you can literally cut the time you need to get ripped *by half!*
- ❓ **Brain-Muscle Connection** – To fully succeed in getting ripped. It's fundamentally important that you understand your brain's role in the process of building muscle! This is a topic that is not often discussed by the fitness “gurus”. You'll learn everything you need to know with this module!
- ❓ **Eight Comprehensive Meal Plans** – Plan your meals perfectly, in the right sequence and portions! [Subject Name] takes all the guesswork out of tracking calories, avoiding fat, and other issues that can easily keep you from getting ripped!
- ❓ **Exercise Execution Guide** – Let [Subject Name] show you how to exercise your workouts perfectly to keep your [Product Name] program as efficient as possible!
- ❓ **Home Workout Routine (PDF + Video)** – These workouts help you “fill in the blanks” and keep all muscle groups fully optimized. You can do these workouts anytime: at home, at work, or even when traveling!

**Everything is organized
and structured.**

No guesswork!

**All video exercise modules are
short and focused on information.**

No fluff or filler!

**Start at your own pace
and on your schedule.**

**Great for busy professionals
with limited time!**

All published materials are in PDF format.

All videos are in Mp4 format – Can be read/viewed on any computer, tablet or mobile device.

Note: Level 1 (Beginner) is where the vast majority of [Subject Name]' clients start.

The [Product Name] Blueprint is comprised of THREE LEVELS.

To get more details on Level 2 and 3, see below this video after it's done in just a couple more minutes!

**Upon Completion of all three levels, you
will be fully-ripped and ready to maintain.**

For life.

**You will never need another
coach, product or guru *again!***

GUARANTEED!

Are you in somewhat better shape than a beginner?

Consider starting at Level 2!

At this point, I think it's **extremely** important to discuss the real value of **[Product Name]**...

See, these days, [Subject Name] commands a top hourly rate for his personal training.

In fact if he were to be providing personal training services in a major US city, his hourly rate would be well *over \$200 per hour*.

This is how much [Subject Name]' "one-on-one clients" pay for what he covers in this program.

[Subject Name] is in such demand, that he's often booked for *weeks*, if not *months* in advance!

Which just tells me, we should probably charge more for [Product Name] than we are! :)

Look, **The [Product Name] Blueprint can change your life.**

And there is no denying the insane amount of **value** that's packed into it!

Think about it...

To hire [Subject Name] for just one hour a week for a year would cost over \$10,000!

Based on the value of this revolutionary program and what [Subject Name]' time is worth, if you could get The **[Product Name] Blueprint** for just **\$500** that would be an insane value!

Well, if you order during this limited time offer, you won't even pay that much...

Not even **\$250...**

Click on the button below that says, "Get Me Ripped!" and get full INSTANT access to **The [Product Name] Blueprint Level 1** for...

only \$[x].00! [price point?]

That's right, for less than the cost of a month's membership at a top-class gym, you can be on your way to **getting ripped!**

With the same exact blueprint that his clients pay **thousands of dollars for.**

I know, it's an *amazing offer.*

And remember, [Subject Name] has his reasons...

He **wants to share** all he has learned to *make a lasting change!*

For this to happen, it needs to be accessible by **anyone, regardless of budget.**

And most importantly, [Subject Name] is committed to *shaking up the fitness industry.*

For him, the days of people paying "gurus" perpetually for disappointing, mediocre results *are over.*

And with this incredibly **low price**, we can just leave it there.

It's more than enough to prove the incredible value of what we're offering you today.

Hey, the meal plans alone are worth *no less than \$200.00!*

So at this point, this limited-time offer should be a complete **no-brainer.**

But there's more.

We're backing it all up with an **IRON-CLAD 60-Day Guarantee.**

That's right, when you get access to **[Product Name]**, you will have a **full TWO months** to give it a sincere try.

You be the judge.

If you don't think that this program is anything less than **gold...**

...if it doesn't **transform** you into a ripped specimen of male perfection, that will have women gazing at you with mouths agape...

No problem!

Simply request a **full, complete refund**.

You'll get your money back with no quibbling, no fuss, and **no questions asked**.

So the risk is all on [Subject Name] and myself.

You **risk absolutely nothing** to try out **The [Product Name] Blueprint!**

[insert a few more testimonials here – about initially skeptical buyers whose lives completely changed - optional]

Start changing your life today!

Click the button below to gain full instant access to **[Product Name] Level 1** right **NOW!**

At this point, you have a choice...

- You can keep going on through life with the body you were given genetically, instead of with the body *you want*.
- You can keep hoping that someday, that beautiful girls will notice you for your personality.
- You can **keep trying** to “magically” transform your body with crazy workouts, steroids or insane protein diets.
- You can continue fantasizing about being the guy that gets the **hot girl** that every other guy in the room wishes he was with. (Trust me, it's an awesome feeling!)
- You can keep **buying books, videos, diet programs and courses** about how to “get ripped in 3 days” or any other product that *ultimately fails*.
- You can **keep doing what you're doing** and **keep getting what you're getting**.

Or on the other hand, you can...

- Take action **now** to finally transform yourself, and *get ripped... for life!*

- See real changes and success both with yourself and with girls, and within just a few weeks...
- Get **fast results** from a **proven system, developed and perfected over years**...
- Finally enjoy a **never-ending stream of attention** from beautiful, smart, and **sexy women!**

If you're ready to make a change, then you know what to do.

**Click on the button below this video
and let's get you started - TODAY!**

Remember, There is NO risk on your part!

So take the first step now.

So on behalf of [Subject Name] and myself, we look forward to seeing you on the inside, and getting you ripped!

[END of VIDEO]

**Start Getting Ripped TODAY With
[Product Name] Level 1 For Only:**

**[xx].00!
Get Me Ripped Now!
[insert buy button here]**

The Full Level 1 Workout Routine (Beginner) includes: Instructional Videos for each exercise contained in this level – [x] exercises for all [x] muscle groups!

The videos show [Subject Name] performing each of the different exercises and workout routines to show you how to do them.

When it comes to working out, execution is *everything!*

These videos show you the perfect form, balance and how to best avoid any kind of injury or strain.

Optimize and perfect your workouts to get the best results in the shortest period of time!

All videos are shot in high-quality HD.

A total of [x] hours/minutes of workouts - a detailed [x] – week program!

You get the following ebooks and supporting materials (in PDF Format):

- ❑ **Nutrition Guide** – Gives you all the essential information and guidelines of all the essential nutrients and how you will utilize them in the program to get ripped!
- ❑ **Cookbook with 101 easy, delicious recipes for your meal plan!** - As mentioned in the three tips I gave you in the video presentation, There are three main body types that react differently to different foods. [Subject Name] and his team of nutritionists and dieticians researched this topic heavily in order develop this comprehensive library of recipes. They're quick and easy! Each recipes is optimally designed to provide you the right balance of calories, carbs and nutrients that your body needs to get the most out of the [Product Name] program. Best of all, they're *delicious!*
- ❑ **Supplement Guide** – [Subject Name] did an incredible amount of research on this subject alone. This guide will show you not only which supplements to get, but which ones to avoid. You also get a guide on how to customize your supplements based on your personal goals. Best of all, [Subject Name] can recommend generic brands and substitutions that will save you big money over the name brands supplements that you find at your typical GNC store. This guide will easily save you hundreds of dollars a year on *supplement purchases alone!*
- ❑ **Gym Equipment Guide** – [Subject Name] gives you a complete breakdown of all the equipment you will need for your [Product Name] program, including suitable substitutions and replacements for each.
- ❑ **Somatic Type Guide** - Knowing and understanding all the somatic types is essential. [Subject Name] breaks them all down, and then gives you an easy way to find out your own Somatic type. With this information, you can literally cut the time you need to get ripped *by half!*
- ❑ **Brain-Muscle Secret Connection** – To fully succeed in getting ripped. It's fundamentally important that you understand your brain's role in the process of building muscle! This is a topic that is not often discussed by the fitness “gurus”. You'll learn everything you need to know with this module!
- ❑ **Meal Plans PDF (8 Meal Plans)** - Your meals will be planned and structured perfectly for your [Product Name] program. In the right order and with the proper portions. Your meals are just as important as your workouts! [Subject Name] takes all the guesswork out of tracking calories, avoiding fat and other issues that can easily keep you from getting ripped!
- ❑ **Exercise Execution Guide** Let [Subject Name] how to exercise your workouts perfectly to keep your [Product Name] program as efficient as possible!
- ❑ **Home Workout Routine (PDF + Video)** – This is literally a stand-alone workout program! It's designed for you to perform optimal workouts in your home without the need for any special equipment. These exercises help you “fill in the blanks” of your gym workouts and keep all muscle groups fully balanced and optimized. Shot in high-

quality HD, they will give you an arsenal of workouts that you can do anytime: at home, at work, or even when traveling!

Everything is organized and structured for the [Product Name] program.

All video exercise modules are short and focused on information.

No fluff or filler!

[insert 3-4 testimonials here]

Start your workout program at your own pace and on your schedule.

Great for busy professionals with a limited amount of time!

All published materials that come with [Product Name] are in PDF format –

All videos are in Mp4 format – All can be read/viewed on any computer, tablet or mobile device.

There are THREE LEVELS available. The other two levels are:

Level 2 – Intermediate – you get two comprehensive training routines for each for 12 weeks:

Additional focus is placed on lean muscle/fat loss for overweight individuals, as well as further building on lower muscle mass for thin/underweight individuals.

This level includes a whole new array of exercises that build on the workouts you did during Level 1. All training/exercise routines are designed for individuals that are on the intermediate level in bodybuilding. This level prepares you for the advanced level (Level 3).

Level 3- Advanced – you get two comprehensive training routines for each for 12 weeks:

Focus is placed on further building lean muscle and fat loss on overweight individuals, as well as advancing building lean muscle on thin/underweight individuals.

This level includes a whole new array of exercises that build on the workouts you did during Level 1 and 2. All training/exercise routines are designed for individuals that are ready for the advanced level in bodybuilding.

NOTE: When you complete one level, you will be able to easily upgrade to the next level via your member's dashboard!

Start Getting Ripped TODAY With [Product Name] Level 1 For Only:

[xx].00!

Get Me Ripped Now!

[insert buy button here]

Are you already above beginner level?

**Then start at Level 2, while taking
advantage of our special upgrading discount!**

Start Getting Ripped TODAY With [Product Name] Level 2 For Only:

[xx].00!

Get Me Ripped Now!

[insert buy button here]

This upgrade includes everything you get with Level 1!

Here are some of the most common questions we get from guys about **[Product Name]**:

How do I know that this will work for me?

This blueprint has been **years** in the making. It's based on a ton of data and testing, done by [Subject Name] over the course of more than two years. To put it simply, nobody has ever done this before.

See, [Subject Name] was determined to crack the code. He had to do it. Because of his own personal situation and physical appearance, it was either get ripped or be miserable and/or die alone.

If you look at [Subject Name] now, and his amazing results, all you have to consider is this.

If it worked for him, it will work for **you**.

What if I'm a workout "virgin"? What if I have zero experience with anything remotely involved with working out and getting ripped? Will this still work for me?

It will **especially** work for guys like you if this is the case.

You need to remember, that **[Product Name]** is a blueprint. It's based on what has been proven to work for any guy.

It's that simple. So if you follow the steps, the sequence, without reinventing the wheel or overthinking it, you will see results. Remember, we **guarantee it**.

What if I'm overweight?

If you're overweight, no worries. [Subject Name] has a special set of workouts and meal planning to get you started on the right track. You'll not only start losing weight, you'll be on the fast track to converting much of that stored fat into muscle at an accelerated rate!

That said, here's the thing that's so great about **The [Product Name] Blueprint...**

You will benefit at whatever level you are at physically.

You can implement it while you are in the process of dealing with your weight. You don't have to wait until you've reached your ideal weight or spent five weeks in the gym to start the program. You just have to do it right, and [Subject Name] will show you how.

It will start working for you immediately while you are in the process, and it will just keep getting better as you improve your weight.

This has been proven countless times by **many** of [Subject Name]' clients.

This is how we know it will work for you too. And remember, it's guaranteed for [xx] days.

If it doesn't work for ANY reason, you get your money back.

What if I'm an older or middle-aged guy who wants to get ripped? Will this work for me?

Absolutely. Many of [Subject Name]' clients are middle aged and even older men who want a better body. It will work for **any** man who implements it. Period.

Remember: You are covered by our 60-Day Guarantee!

[insert 2-3 more testimonials here – optional but recommended]

Start changing your life today!

Simple, click the button below, and **follow the simple steps to gain access** via our secure system. Within seconds you will automatically be brought to our protected member's area.

Just click play on the “[x]” video on the first screen you see.

Then download the program's ebooks.

You will be on your way in a matter of minutes!

If you ever need help, have questions or any problems at all, no worries...

Remember that you can contact us **24/7** via our **support desk**, which is accessible from any screen in the member's area! [correct to be accurate]

So what are you waiting for?

Time to click the button below your life starts changing... **Right now!**

We appreciate you checking out **[Product Name]!**

[Subject Name] and I will see you on the other side!

All the best!

[presenter's name] and [Subject Name] [insert photos]

Have questions?

Need help?

Contact us! [insert contact info – recommend email for follow-up series to start]

P.S Remember, The [Product Name] Blueprint is completely RISK-FREE for 60 Days! You risk nothing to give it an honest shot!

[alternate headlines]

**The Shocking Truth About How To
Build Muscle And Get Ripped Fast!**

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**Are You Willing To Follow [x] Steps
To Get Ripped And Stay Ripped?**

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**Serious About Building Muscle And
Getting Ripped? Here's the Blueprint!**

**Guaranteed... Or
Your Money Back!**

--

**What You Don't Know About Building Muscle
Is Wasting Precious Time And
Costing You A Fortune! -**

**Here's The Straight
Scoop On How To
Get Ripped in Just [x] Weeks!**

--

**A Breakthrough in How To Get
Totally Ripped In Only in [x] Weeks!**

--

**A Complete and Comprehensive Blueprint
On How To Get Ripped By An Expert
Who Mastered It... The Hard Way!**

--

**A Proven Method to Getting Ripped...
Quickly and Easily!**

--

**Attention: Guys Who Want To Get Ripped...
This Blueprint Will Show You How!**

