

## Bulldog Creative Copywriting

When you need *words* that make you *money*...put the *bulldog* to work.



### *Writing Sample – Momentum Training*

2.5 hr workout results in 1 hour—guaranteed!

I'll Pay You \$300 To Get In The Best Shape Of Your Life!

“I cannot tell you what an incredible transformation my body has gone through in the last six months. I have lost over 11% body fat and 16 inches. None of my old clothes fit; and none of my friends recognize me. My boyfriend and I feel like we're always on our first date all over again! Momentum Training is the best of the best!”

Sandi Mueller  
Los Angeles, CA

Dear Neighbor and Friend,

Yes, you can have a success story like Sandy's.

Like you, she was struggling with her weight and self- image. But, unlike you, she chose to utilize the services of Momentum Training, the private personal training studio that comes straight to your door. But get this. At about the same cost as a high- end gym membership!

Now there is absolutely no excuse not to do something about your current physical condition. I make it super easy. All you have to do is answer the door and let me help you get in the best shape of your life...and all from the comfort and privacy of your own home.

In this letter, I'd like to tell you why Sandi is a client of Momentum Training – and why you'll want to become one too.

I'm going to share five fantastic reasons why we set the standard for in-home personal training and why we'll go the extra mile for each and every one of our clients. No one even comes close. No-one.

But first I'd like to introduce myself to you and tell you why I've sent you this introductory letter.

My name is Jaime Pederson. I'm the owner of Momentum Training. I began my business over seven years ago because I was tired of hearing the same old thing.

While working as a full-time trainer at other clubs, members would constantly complain of impersonal trainers who didn't understand them or their needs, or worse, the overpriced sessions that did nothing more than work a few muscle groups and cause damage and soreness.

I decided right then and there to commit myself to offering my clients the best of the best in personal training. I wanted to develop a breakthrough concept, one that would set the standard for all trainers. Want to know more? Keep reading.

## Bulldog Creative Copywriting

When you need *words* that make you **money**...put the *bulldog* to work.



Momentum Training is unique because we limit our client load. Yes, we actually place future clients on waiting lists because we want to give our undivided attention to **one client at a time**. We've been laughed at by our peers who tell us we should just pack as many people as we can into one day, make the bucks, and move on.

Well, I don't run my business that way. Never have, never will.

Our sessions are uniquely designed for your optimal benefit. Our sessions are one hour in length and are completely focused on building muscle strength, reducing fat and increasing cardio capacity. My plan is to design the most targeted fitness program to fit your age, height, weight goals and nutritional needs. The devil is in the details.

One hour of our training sessions are equivalent to over 2.5 hours at the gym! All without the stress and heavy physical endurance required of a 2.5 hour workout.

Other personal trainers use a "one size fits all" approach to physical fitness. I do not.

I am so convinced that once you give Momentum Training an opportunity to work with you, you will never go back to the old traditional ways of working out. Never.

### **My Iron-Clad 100% Money Back, Never-been-done-in-this Industry Guarantee!**

I have enclosed a gift certificate for you worth \$300.00. Yes, that's like money in the bank. Use this certificate towards our services anytime before the end of the year; and if you're not 100% satisfied with us, consider it a free gift from me, without any other obligations or strings attached.

I'll even go further yet... because I know that once you begin to discover how easy and fun is it to get in the **best shape of your life**, I will extend my five point Honor of Excellence promise to you.

I promise that if at any time during your program you are not absolutely thrilled with the results you achieve with Momentum Training, we will give you back 100% of your money and cancel all remaining agreements on the spot.

That's how sure I am of what we can do for you, your body and your entire quality of life.

Here is my five Point Honor of Excellence promise to you, my client:

- 1) **Results**: We guarantee your results. Tell us your goals and we'll develop a plan to get you there fast.
- 2) **Privacy**: No meat-market atmosphere like at the gym. You exercise with your own personal trainer in the privacy of your own home with our state-of-the-art cardiovascular and resistance equipment.

## Bulldog Creative Copywriting

When you need *words* that make you **money**...put the *bulldog* to work.



- 3) **Cost:** Momentum Training is your least expensive option because your results are absolutely guaranteed. You could spend thousands on a gym membership and fitness equipment and never obtain the results you want. What gym membership can make that kind of promise?
- 4) **Time:** We get in, we get out, and you get on with your day. No commute hassles. No time excuses.
- 5) **Benefits:** If you want weight loss, sports fitness, disease prevention, stress elimination, energy rejuvenation, spousal attention, swimsuit confidence, sleep improvement, enhanced vigor, zest and passion or just want to look and feel better than ever before...

Momentum Training will help you achieve your goals now.

To your new “you,”

Jaime Pederson  
Momentum Training  
Owner & Personal Trainer

P.S. I will not be offering these gift certificates for very long. Once they're gone, they're gone. We will be happy to place you on our client waiting list but, unfortunately we will not be able to accept the vouchers due to our expected overwhelming response to this one-time offer.

P.P.S. Don't delay. We can help you get started this week. You won't believe the new you. Call us for your free workouts today!