

Bulldog Creative Copywriting

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



Writing Sample – OFFF Sales Landing Page

Reading this letter WILL make you healthier and wealthier.

Would you let someone who eats junk food all the time teach you about proper nutrition?
Of course not.

Would you let a bike repair shop work on your car?
Of course not.

So why in the world would you let a phenomenally fit, over forty and fabulous female mentor—who was exactly where you are now— teach you how to get your body into mind blowing, unbelievable shape in just 12 tiny short weeks?

...GUARANTEED.

Meet Lisa Crisalle, a.k.a “The Fitness Fatale.”

This is one lady who knows the REAL meaning of a “totally terrific body transformation.”

She started at *144 pounds and almost 26% body fat*, and in *12 short weeks*, got to her *goal weight of 110 pounds and 11.40% body fat*. (picture link here or link to OFFF)

Since her amazing transformation Lisa can barely get a decent days’ work done.

Clients that haven’t seen her in weeks are dropping their jaws wondering if she took “magic pills” or had some sort of outrageously priced horribly painful tummy tuck procedure. Lisa loves to smirk and tell her beloved clients about the real secret behind, well, her-- “behind.”

Lisa has painstakingly put together **a super easy to follow step-by step program** to teach you EXACTLY what to do to achieve **not just** average results... (if that’s what you want, stop reading right now)... but **OFFF** the charts, holy @#!*,” what have you done with yourself, girl?” results! (put link here).

What the heck is **OFFF** anyway? It stands for Over Forty, Fit & Fabulous!

NOW FOR THE REALLY COOL PART OF OFFF

Weather, time and location will NOT be factors inherent to your success! Lisa believes this is the FIRST on-line program of its kind. Why? Read on...you’re in for a doozy!

How much would you pay to get in the best shape of your life? What if someone **PAID YOU** to get in the best shape of your life? No that’s not a typo and I didn’t believe it either.

Lisa has clearly informed us that she has NOT lost her mind. Only her fat cells.

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This is a woman who is SO utterly confident in the **OFFF** program that she is willing to:

OFFFicially **OFFFER** YOU \$20k to GET **OFFF** your BUTT and get enrolled in the Get **OFFF** Weight loss 2008 Challenge!

Lisa does not want to waste your time (or hers.) She does **not** want you to sign up for **OFFF** and get **OFFF**-track two weeks into it, because this wasn't your cup of cappuccino.

That's why Lisa is **REQUIRING** that if you're **really** serious about getting into the absolute best shape of your entire life... you attend the **OFFF** information packed 2 part teleseminar to be held January 29-30. ([link here.](#)) Don't worry if you can't make the time, it will be recorded.

Lisa is not going to waste your time with cutesy, hollow "tele-talk" and empty promises or sales hype.

This seminar will be so jammed packed with "must have" information, you'll wish **OFFF** was starting the second you hang up the phone! Here are just a few minor morsels that Lisa's **OFFF**ering up during this FREE teleseminar.

- Listen to John Scott, a renowned expert in the field of sports nutrition; tell you his shocking and very troubling information about supplements. You may be hurting yourself. You do not want to miss this!
- Enjoy Christine Kloser's inspirational strategies you can use immediately to set up "fail proof" environments for yourself in life, love, business and the **OFFF** program.
- Liz Pabon, a teacher, futurist author and all round champion for women; will share her one simple little secret for tapping into ANY goal you set and winning each and every time. No matter how overwhelming the circumstances.
- Experience David Neagle's (author of The Science of Getting Rich) powerful, and until now, rarely discussed topic: ***If you knew that making one decision to change just one thing about yourself, would lead you to a life you've always dreamed of, would you be willing to make that one decision to change?***
- When was the last time you had a heart-to-heart with a "fun" sex therapist? Internationally recognized Relationship Expert, Dr. Cindy Brown will reveal some sultry surprises to get your "pillow talk" on overdrive. P.S) You'll also discover how **OFFF** can take you from boring to roaring in no time!
- Lucho Crisalle, registered dietician, certified clinical hypnotherapist and NLP Master Practitioner has helped thousands of clients achieve radical life changing goals. You'll want to be seated during this call because there's gonna' be an 8.0 earthquake when Lucho shatters everything YOU THINK you know about nutrition. This is information we guarantee could save your life. You'll run to your fridge with a garbage bag!

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But Lisa's not done yet because there's even MORE being packed into this call!

OFFF is for **you** if you are a serious, fabulous woman over 40 who is fed-up with the maddening medley of mediocre dead end D-I-E (t) and exercise plans that simply do not work.

Look, let's face it, the internet gives you over 570,000 choices for nutrition and diet plans and that doesn't even include the tens of thousands of books you can buy on the subject!

No other plan is geared so specifically around you, your body type, special medical concerns and nutritional well being. **NONE!** Lots of similar "look-a-like" plans fail because it's a well known fact that:

HUGE SUCCESS COMES WITH LOTS OF SUPPORT!

This is just a *small* sampling of what the 12 week **OFFF** program will **OFFFer**:

- Online Access to your customized training program and video demos of proper form.
- 24/7 online private community forum access.
- Custom exercise and nutrition journal upon registration.
- Fabulous recipes and nutrition tips you'll want to use.
- Post your questions directly to Lisa's personal **OFFF** Q & A section.
- Weekly tele-seminars covering the hottest topics with experts in nutrition, proper supplementation, life coaching, relationships, beauty and many more! (Just this alone is valued at \$\$\$(\$????).)
- Ongoing motivational support, tips, tricks and specials.
- Special bonuses and gifts awarded throughout program.
- (To many to mention here.)

Lisa is not crazy!

She's not going to throw \$20 g's away if she wasn't 110% convinced that **OFFF** will work wonders for that over forty "flab" that has slowly crept into your behind. This is a serious, get down to it, make it happen program.

This program was created to help change lives. **YOURS...** but don't take my word, listen to what her other clients have said. (Put an audio link here, testimonials or pictures?)

Lisa looks back on her pictures from two years ago ([link here to pictures](#)) and cannot believe the difference in her body.

Listen to what real people have done with their lives when Lisa works her absolutely amazing mind and body alchemy. ([links to others and testimonials here.](#))

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Lisa is putting every imaginable tool in your work shed so you CAN NOT FAIL! It's simply not an option. No gym anywhere is going to **OFFF**er you even a fraction of the incredible value you will receive during this teleseminar. NONE!

Listen, sign up today for this FREE, no obligation teleseminar before the class gets filled up. Lisa has advised us that she can **only sign on 150 clients** due to the fact she wants to give as much of her time and attention to each and every participant. (tele-link [here](#).)

Past programs have completely filled up (with waiting lists.) When she's reached her limit that's it. **OFFF** will be **OFFF**-limits until the next class, which will have a huge fee increase.

Are you ready for the Get OFFF 2008 Weight loss Challenge? We know you can do it. Are you ready to make \$20k, look your absolute best in 2008 and mentally transform your mindset to massively muzzle those mammoth monsters invading your mind?

P.S Sign up right now while you're still thinking about it. There will be a **HUGE bonus** for you if you listen to the **LIVE seminar**.

This bonus will NOT be offered to participants that listen to the recorded version and will miss out big time!