

## **Longform Video Sales Letter and Slides**

This is a Jon Benson-style longform video sales letter for driving affiliate traffic to a sales page. The product is an online nutrition-and-fitness program for men. Ideal customer is a man age 45 to 65 who's spent a big chunk of his life as a dad, with all the work and concerns that entails. The result: when he was younger, he was in pretty good shape, kept active. But as years went by and responsibilities piled up, he stopped taking care of himself. Now he'd like to get back into better shape and regain his energy but isn't sure he can.

First is the script. Below that are the slides. This VSL was produced in 2019.

### **How a Lost Superhero, 15-Pound Weights, and the Worst Day of a 10-Year-Old Boy's Life Led to the First and Only Sustainable Weight-Loss System Specially Designed for Busy Guys Over 40**

**To Lose Fat, Build Muscle, and Add Years to Your Life....**

**No Matter How Bad a Shape You're In Today.**

Some things stay with you forever....

Like memories from when you were a little kid....

I'm AXXXXXXXXX...

And what I remember is the time before everything changed...

I'd sit on the floor of our basement to watch my dad work out, lifting weights ....

I'd watch him curl those wrought-iron dumbbells....watch his muscles ripple...And I thought –

When I grow up, I'm gonna be strong like him.

Dad was my superhero.

A few years later, though, Dad got a promotion at work....And, man, he started working long hours...

Between his job, and taking care of our home and family...He never found time to work out any more.

His workouts...sitting down with us for dinner....the things that he loved....got crowded out....

Now, Dad was still my hero...

But those days when I watched him build his superpowers, curl by curl...

Those days were gone...

He still made time to play with my brother and me. But he was tired a lot...And busy....For years, it seemed his life wasn't his own anymore.

Then a couple weeks before I turned 10, Dad was diagnosed with terminal brain cancer. The fast-moving cancer killed him just months later.

It was the worst day of my life....

I was the big brother. So I struggled to help my mom and little brother out. But I couldn't get free of my anger and sadness over what happened to Dad.

He really was my superhero. And he kept helping me, even after he was gone.

See, Dad and I had talked quite a bit before he died.

About our memories...and things he hoped for me as I got older...

He left me some things that were special to him....Like a pair of 15-pound barbells....that I couldn't lift at the time....I'll tell you more about those a little later....

Just before he died, I made Dad a promise:

That I'd spend my life helping as many fathers as I could stay healthy and strong – for themselves and their families.

He left me with a mission....and I thought about that mission a lot.

As time went by, I realized it wasn't so much about the cancer that took him away.

What stuck with me was that memory of being a little kid watching Dad full of energy, working out and getting strong.....

And how he'd stopped doing those things as his life got busier.... And he lost his energy and health.

Now, I knew my dad....He was a hero.....And not just in my imagination.

So, I'm sure if he'd known how – if somebody could've shown him – he WOULD have kept himself healthy, kept getting strong....

Strong enough to have more healthy years with our family than he did....Maybe strong enough to fight for his life...

See, my dad never got the help and information he needed when he started losing ground to overwork, stress....to life, really...

Maybe he thought it was inevitable once a guy passes a certain age....

And if he did think that, he wasn't alone.

Millions of guys lose muscle, start getting fatter and just...tired... as they approach 40...50...60...And they end up believing there's nothing they can do about it...

Listen, if you're watching this presentation, you know the story .... You're probably living it...

After decades of balancing work and family responsibilities, your well-being gets put on the back burner...

You don't see a way to do it all. So you put yourself last...

Here's what I know, though, from a couple decades following my mission:

Even though this happens to millions of guys. And you may have been led to believe it's inevitable...it's CRAZY that it happens...

Because the science is clear:

Nature does NOT make getting weaker, getting fat and losing energy inevitable for men over 40.....Or men over 50...60....or 70 either.

If you get the right information...and help putting some SIMPLE lifestyle principles in place – you can get and keep a fit body FOR LIFE....

Now, if you watch this presentation to the end, I'll share those principles. And some PRACTICAL tips you can use today to get your fitness back on track...with minimal time and effort.

I'll get to all that in a moment....

First, though, let me tell you more about the problem you're facing. And why you MUST address it...

The most striking change many guys over 40 notice is that they're losing muscle and accumulating fat in the midsection....

Along with that come low energy....hating the way you look the mirror... maybe giving up hobbies you love, like hiking or basketball....feeling you're just not the man you used to be....

Listen, all that's bad enough.

But there are health consequences you may not know about.

See, losing muscle and gaining fat doesn't just make you feel unattractive. It's a serious medical issue. Even a killer one.

This progressive muscle weakening is called Sarcopenia. And while science hasn't unraveled all its causes, we do know the main cause is lack of use....

Your body perceives that unused muscles aren't needed. So it lets them weaken and ultimately shrink.

Turns out muscle loss can happen crazy fast. Heck, even NASA got surprised by that, at the beginning of the manned space program in the 60s.

See, the first American astronauts were in superhero shape when they entered their space capsules. But after a few days of weightlessness, they came back to Earth weaker than if they'd spent the trip lying in bed.

In weightless conditions, the astronauts moved around with ZERO effort. So those highly fit guys lost muscle in no time.

In fact, NASA scientists found you could lose an astonishing 5 percent of total muscle mass in just ONE WEEK in space. Of course, they quickly put workout equipment into spacecraft to give astronauts' muscles a reason to stick around...

Now, most of us will never lose muscle at that astonishing rate...

Nevertheless, research shows that guys who use their muscles least can lose 5 percent of muscle mass every decade after age 30.

And what happens if you lose muscle but consume the same number of calories? You guessed it.... Muscle gets replaced by fat.

That causes more than just distress when you try to button your pants. Here's why:

It comes down to the difference between fat and muscle:

See, unlike fat, muscle is "active" tissue. It's a kind of energy furnace, consuming calories even when it's at rest.

In fact, adding a pound of muscle fires up your metabolic furnace to burn an extra 50 calories a day without moving ONE extra inch....

So exchanging muscle for fat sets up a vicious cycle. With more fat, you burn less calories, so the extra calories you consume become still more fat...and so on...

But that's not the serious problem.

Some fat -- called "belly fat" -- accumulates INSIDE the abdomen. Where it wraps around vital organs, like the stomach and intestines.

It's a likely culprit for many serious, even life-threatening, health problems. Including high cholesterol, type 2 diabetes, colon cancer, high blood pressure, gallstones and a weakened immune system.

In a study by Minnesota's famed Mayo Clinic men with a high waist-to-hip ratio -- often a sign of belly fat -- had nearly twice the risk of premature death as other men.

Bad as this sounds, though? ...It's not the worst thing.

See, here's what makes me really mad....

Because of how the medical system and the weight-loss and nutrition industries have handled this....most guys over 40 think belly fat and shrinking muscles are inevitable....are THEIR FAULT....and that there's NOTHING they can do about it.

Listen, I've heard from lots of guys who consulted doctors about declining energy and weight gain. And been brushed off....

With comments like "You're turning 50. What do you expect? Cut back on the chips." But no serious advice...

As if age 40, 50 or 60 marks a hard limit in men's ability to be fit and strong....As if guys don't deserve a real explanation of what can happen to bodies in midlife. And how to stop it....

And if you look to a fitness or nutrition "guru" for help? They sell you a quick-fix diet nobody can stick to for more than a week. Or claim all you need is this one trendy exercise....

And if those don't work? Well, buy this supplement that'll totally fix everything.....

Band-aid answers at best.

You're treated like a lost cause. Somebody who doesn't matter enough to warrant a full-fledged solution....

That's not what I want for you. Or what I would have wanted for my dad. It's disrespectful....

And it's bull.

See, back in the 80s, researchers at Tufts University in Boston had already shattered the myths about aging and fitness....

The myths you still hear today, when somebody says, "Slowing down? Got belly fat? You're 50! What do you expect?" Yet...

...the Tufts team proved, long ago, that no matter how old you are, muscle loss and weakening can be not only stopped...but REVERSED.

After just two months weight training, guys between the ages of 60 and 96 got stronger – some as much as 200 percent stronger....

And increased muscle mass by 15 percent – as much as they'd lost in 30 years of inactivity!

Many said they were stronger than they'd been in their lives.

Here's the bottom line:

You've been led to believe that getting less fit and more fat is inevitable for guys over 40...

The scientific truth is you can REBUILD muscle and DITCH fat. And feel and look great again.

Until now, though, nobody's offered you a SUSTAINABLE solution....And I'll tell you why:

For a couple decades now, I've been on a mission to find a solution like that....I call it the XXXX Project...And it was never a mission I could give up on.

After all, when I was 10 my personal superhero – the man I loved most in the world -- sent me on that quest from his death bed.

At times I thought I might have to give up, though...

As a student and researcher, I studied neuroscience, nutrition and exercise. Everything a sustainable fitness system must be based on. Yet...

...when I started coaching men through weight loss transformations about a decade ago, my clients got terrible results....

My plans had sound principles and should've worked great...theoretically...

In practice, guys lost weight for a month or so....and then "life happened."

They couldn't stick to my complicated plans when work got busy or routines were broken....They regained the weight they'd lost....Plus a few pounds extra....

So I dug deeper into the hardest part – How to make it EASY to build new habits into busy lives....

Eventually, I got it:

A system based on simple routines and helpful brain hacks. So it works without hogging bandwidth busy men can't spare.

By now, the XXXX Project has helped thousands of guys adopt sustainable lifestyle changes that nuke belly fat, build muscle and make you feel younger and more energetic than you have in years.

To see how it works, here are those tips I promised about jumpstarting weight loss:

I mentioned brain hacks just now. Did you know that your brain and body have little-known superpowers that make weight loss easier?...

Here's a hack that kills junk-food cravings and fires up the fat-burning metabolism while you literally do nothing....Simply hit the sack a bit earlier for more shut-eye.

In studies, dieters who get less sleep lose MUSCLE – a terrible outcome!.... while those who sleep longer lose more fat -- a big WIN.

Shorter sleepers also pump out more of a hormone that stimulates appetite. Plus, they crave more sweet and salty food.

Longer sleepers, though, don't suffer those pangs and cravings. So sleeping more means you snack on junk food less!

Listen, do you hate packing a lunch for work? If so, you've got company.

Many fat-loss plans fail because they force you to eat special diet foods when you'd rather grab lunch out with the guys.

Turns out, though, that you CAN eat lunch out...EVERY DAY...and still lose weight. Here's how:

Order a sandwich, salad, or lunch plate, keeping these principles in mind:

Anchor your meal with a lean protein like grilled or baked turkey, roast beef, fish or chicken...

Protein takes longer to digest, so you feel full longer. Plus, protein burns up to 20 to 30 percent of its calories during the digestive process! So those calories NEVER hit your waistline.

In a sandwich, opt for whole-grain bread. Load your plate with veggies as toppings, a salad or sides. Skip starchy sides like rice and potatoes at lunch.

Choose non-fatty condiments -- Mustard, salsa, hummus, hot sauce, or a splash of oil and vinegar all add great flavor.

Take my client Vijay, for example. In 4 months with the XXXX Project, Vijay didn't do ONE workout. He took a daily 30-minute lunchtime walk to grab a restaurant sandwich – with, yes, bread! And he dropped 45 pounds.

Now, you may be thinking, "AXXXXXXX, I want to get strong and lean. But, I'm not sure I can still do it."

Listen....Even if you haven't worked out in years...even if you've had some injuries or take meds for blood pressure or another condition...even if you have NEVER worked out...

You CAN get fit and feel great again...

I recently heard from Fit Father member Craig Taylor, who wrote to say he's lost 90 pounds.

He added this -- "I JUST RAN A FULL MILE WITHOUT STOPPING -- for the first time in my life! I always said if you see me running you'd better run too, because something horrible is chasing me! Now I'm pinching myself, asking if this is really me."

All you need to do is start...I'll tell you why:

Remember those 15-pound weights my dad left me? They inspired me to start strength training...even dream of being a bodybuilder.

At first, though, I could barely lift those 15-pounders....

Here's the thing, though. With muscles, starting small DOESN'T MATTER. Because muscles have a superpower:

A nearly unlimited potential to strengthen and grow....

See, when you push muscles to the edge of what they can do, they get slightly damaged, with tiny tears....That's when the superpower kicks in:

Each time damaged muscle heals, it gets stronger....Healed muscles are bigger. The nerves that operate them more efficient...They're set to meet a bigger challenge next time...

So I started lifting those 15-pound weights. And for a decade I added just 5 pounds to the bar every month...Yet...

I ended up deadlifting 600 pounds. And won 7 first place titles as a national champion bodybuilder.

I'm not saying that to brag....Just to show that big change is ALWAYS possible....when you understand that WHEREVER YOU ARE RIGHT NOW is the perfect place to start....

I'm Dr. AXXXXXXXX XXXX, men's health doctor, weight loss and fitness educator, and founder of the XXXX Project....Where I've already helped over xx,xxx guys accomplish life-changing weight-loss transformations.

Most important to you right now, though -- I'm the creator of Fit Father 30X. The first and only comprehensive step-by-step program specifically designed to help busy men over 40 lose fat, gain muscle and get on a SUSTAINABLE path to lifelong fitness.

Imagine a proven weight-loss and fitness system that's designed to work WITH your metabolism as a guy over 40....That makes it EASY to adopt healthy, enjoyable eating and workout routines -- and stick to them as they transform your body and your life...

So you can blow past your old fitness limits...be raring to go next time your kids ask you along to the waterpark or the paintball range...bypass prescription meds because you keep your blood



pressure and blood sugar in check naturally...

Feel proud when you take your shirt off at the beach...and give an enthusiastic yes when your wife suggests going out dancing...

EVEN IF you've already tried everything....and found losing weight impossible...or if you've lost weight before only to gain it all back again....

A recent letter from XXXXX member Joe Cardini, 55 years young, sums up the experience many of our members describe:

"I LOVE this program. I honestly can't see myself living any other way. I feel terrific. I'm already down 25lbs!! Sustained energy levels throughout the day. Better sleep."

"Like anything else, you need to be focused and committed in order to get results," Joe warns. "So if you're lazy and just don't care, the program is not for you. But if you actually give a damn about your body and what you'll be like at the age of 65 or older, this program is where it's at."

Here's what you get when you claim access to your Fit Father 30X Membership today:

You get immediate access to our "No-Think" meal-planning guide -- downloadable so you can view it on any of your devices...and print it out, too....

Why "No-Think"?....

Because hectic lives already stretch our concentration past its limits.... So if a new habit is complicated? Odds are adopting it takes more energy than we can spare....

In fact, overcomplication is the NUMBER ONE REASON nutrition and diet plans fail.... So we ditched the complexity. No calorie counting. No "six meals a day or bust"....

Just a clear explanation of the three big nutrient groups – proteins, carbs and fats. Plus super-simple principles for how much of each you eat and when – based on the metabolic needs of guys over 40.

You'll get a ton of EASY, delicious recipes made with foods available at your local supermarket.....

And a range of meal schedules to choose from – designed to fit YOUR schedule, whether you leave for the job early, work mostly at home, or man the night shift.

XXXXX also gives you a full 30 days of 24/7 access to personal advice and guidance from me and the rest of the XXXX Project staff....

So if your schedule doesn't fit the plans provided, contact us by email or through our private online forum and we'll help create one that works for you.

When you join XXXXX today, you get immediate download of the Fit Father workout guide – to print out or read on any of your devices....

Plus 24/7 online access to over X,XXX detailed coaching videos. It's like having me as personal coach working out right beside you....

Our safe, simple strength-training routines boost fat-burning capacity and build muscle, so you'll look and feel younger in just the next few weeks...

All in less than 120 minutes a week....at the gym or in 5 feet of floor space at home.

And if you need help customizing a workout for your personal needs? We're there for you. It's our mission to make sure your workout is pain free and effective.

Another unique feature of XXXXX is our focus on mindset. Here's why that matters:

Now, I'm sure you've heard stories about regular people suddenly getting superhero strength. About a 5-foot tall mom lifting a truck to free a trapped child, for example...

It's called "hysterical strength." And science still doesn't understand exactly how such feats happen.

It's clear, though, that they don't happen because the body changes. They happen because of changes in the MIND:

That's your mindset superpower:

It clicks on whenever belief, desire, commitment and focus unite behind a goal that's vitally important....but that may seem out of reach....

For guys over 40, who already shoulder a ton of responsibilities, weight loss can feel like that kind of goal...

That's why we provide you with proven, cutting-edge behavior-change and goal-setting strategies....And stick with you, with guidance and encouragement as you get on track.

See, even superheroes don't go it alone....

As the famous Navy Seal saying goes, "Individuals play the game, but teams beat the odds."

That's why, when you join XXXXX today, you'll have a team on your side.

Throughout your 30-day training, I'll send emails and videos with tips, pep talks...even some nagging!

And when you check in by email or in our private Facebook groups, my staff and I respond personally.

Even more important – and unique to XXXXX – is the brotherhood of members you'll meet in our private forums....

They'll be there for you too....to boost you when you feel stuck....share their experiences in response to questions...and cheer your wins, big and small....

See, at the XXXX Project, we've watched thousands of guys lose weight and change their lives forever.....

So we KNOW you can succeed. That's why we created a program so comprehensive that it WILL NOT LET YOU FAIL

Now, the regular, off-the-shelf price of Fit Father 30X is \$227.

And you know what? \$227 is a steal considering how effective this program is.

It's dramatically less than the cost of a year's worth of doctor visits and health insurance premiums -- to address problems that fitness and good nutrition help prevent.

In fact, a multi-drug regimen for just one disease to which belly fat contributes -- Type 2 diabetes-- can run between \$200 and \$500 per month.

And consider the price for a one-hour initial consult with a nutritionist or registered dietitian. That can cost \$160 on its own....

Add the \$75 – a least! – that you'd pay for your first meeting with a fitness trainer...and you're already over the price of the XXXXX system.

Fit Father 30X, meanwhile, makes an entire staff of fitness and nutrition experts available for questions for a full month....

And that's in addition to the nutrition, fitness and mindset training, dozens of recipes, coaching videos and group support the program provides.

Now, all that makes the \$227 price tag already a bargain.

For those who join today from this presentation, though there's more. I'm adding a package of powerful bonuses, valued at \$75, absolutely free. They include:

My science-based nutrition guidelines for enjoying the occasional beer or glass of wine while losing weight...You'll discover invaluable secrets like the 5 foods you MUST avoid while drinking -- or else end up storing fat like crazy....

You'll also score a free copy of our definitive guide to men's supplements. While most are a waste of money, you'll discover the 7 supplements that ARE safe and effective for fat loss, muscle growth, and mental clarity. Plus, get tips on where to buy them affordably.

Finally, there's a life-changing book -- "How to Build Unbreakable Habits." It's stuffed with science-based approaches to maintaining healthy habits -- the key to your XXXXX success....Including a 5-step no-fail goal-setting strategy to improve every aspect of your life...

When you join XXXXX today, these bonuses are absolutely free to you, bringing the total value to over \$300.

That's NOT what you're going to pay, however!

See, some things stay with you forever....

And the promise I made my dad?...

To spend my life helping busy fathers stay healthy for themselves and their families, even when it seems impossible? That's always been my mission and my goal....

It's why the XXXX Project can never be just a money-making business to me....

Because the mission's not complete until as many guys as possible grab this opportunity to start their own lifelong fitness journeys....

So...to make that happen, I'm offering you the full XXXXX system -- plus bonuses -- to own today for a single payment of just \$97....

And that's not all.

After helping thousands of men with these methods, I'm confident that XXXXX will be the best fat-loss and fitness plan you've ever seen....

Still, I realize it's hard to feel certain that ANY program -- no matter how well proven -- will be right for you....

So to ease your mind completely, I'm taking all the risk on myself....With a 100-percent results and satisfaction guarantee.

Use the XXXXX System for 60 days. And if you're not completely happy and satisfied with EVERY ASPECT of your purchase, I'll personally -- and immediately -- refund 100 percent of your money....

If you don't get the fastest, easiest results you've ever experienced from a fitness program....If you're unhappy with the service you receive....Even if you hate the shirts I wear in my videos....the guarantee stands....You get 100 percent of your money back if you're unsatisfied...

That leaves 3 paths open to you right now:

You could continue the way you are: getting fatter....losing energy....taking more meds....worrying that belly fat could make you sick or even kill you before your time....

And, sadly, a lot of guys do this without realizing that their strength and health declines are NOT inevitable....So they don't act....And in some cases, it really does kill them....

Or, you could take the principles you've learned today...and piece together your own program similar to our proven one....

Gather on your own the information we've spent decades assembling...and start your own fat-loss and workout routines....without coaches or a supportive brotherhood behind you....

Or...

You can do what tens of thousands of guys just like you have done to lose belly fat, get six-pack abs for the first time in their lives, and build trim age-busting bodies....

Sign on as an XXXXX member today....And let me share my life's mission with you...

Click the button below to say

Yes, I Want To Join XXXXX And Get Fit, Trim and Strong For Life!

Can't wait to see you inside....

## **VSL SLIDE NOTES AND SUGGESTIONS, WITH SLIDES BELOW**

**Paraphrase slides** for pattern interrupt – Some of the slides will have paraphrases of the script instead of the exact wording. I've indicated those by striking through the script language on the slide and adding the paraphrase. (These slides have paraphrases – 27, 31, 34, 38, 41, 47, 53, 62, 67, 74, 83, 105, 129, 199, 200)

**Some slides have words printed in red** for a little subliminal messaging. (These slides have words in red – 6,7, 22, 23, 26, 38, 40, 42, 43, 57, 58, 63, 78, 84, 85, 89, 90, 99,101, 102, 104,206, 111, 116, 117, 119, 120 126, 127, 133, 134, 135, 136, 137, 140, 142, 143, 147, 148, 149, 150,

151, 154, 156, 157, 164, 167, 170, 171, 173, 175, 183,184, 185, 186, 193, 194, 197,198, 199, 207,209)

**Slides 1-28** – To break these up with some visual pattern interrupts, I’d replace a few word slides (such as slides 5, 6, 7, 8, 11, 12, 13, 14) with some old pictures of Anthony, his brother and his dad. And/or some stock photos of dads being energetic heroes to their kids, like these from Unsplash.

<https://unsplash.com/photos/YErQe8LQkyA>



[https://unsplash.com/photos/M5Zix\\_4Jc4k](https://unsplash.com/photos/M5Zix_4Jc4k)



**Slides 51-58** – To break these up with some visual pattern interrupts, I’d replace a few word slides (such as slides 51, 52, 54, 55, 56, 57, 58 ) with some stock photos of astronauts and the space program, like these from Pexels.

<https://www.pexels.com/photo/flight-launch-rocket-astronaut-39698/>



<https://www.pexels.com/photo/sky-earth-space-working-2152/>



<https://www.pexels.com/photo/space-universe-moon-research-41952/>



**Slides 72-95** – To break these up with some visual pattern interrupts, replace a few word slides (such as slides 72, 72, 79, 80, 81, 82, 91, 92, 93, 94, 95) with some social-proof type images to start subliminally showing Anthony as an acknowledged expert. So....pictures of Anthony coaching and, if they're available, any images or screenshots speeches, being interviewed or talking on camera, or anything similar.

**Slides 121- 206** – At this point, we're talking about the product. So to break these up with visual pattern interrupts, replace a few word slides (such as slides 121, 122, 123, 124, 144, 145, 146, 152, 153, 158, 159, 160, 161, 162, 163, 180, 181, 182, 189, 190, 191, 192, 201, 202, 203, 204, 205, 206) with pictures of happy, satisfied guys from the program (before-after, working out, other snapshots).

## SLIDES

1

Some things stay with you forever....

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2

Like memories from when you were a little kid....

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3



I'm Anthony...And what I remember is the time before everything changed...

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4

I'd sit on the floor of our basement to watch my dad work out, lifting weights ....

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5

I'd watch him curl those wrought-iron dumbbells....watch his muscles ripple...And I thought –

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6

When I grow up, I'm gonna **be strong** like him.

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7

Dad was my **superhero**.

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8

A few years later, though, Dad got a promotion at work....And, man, he started working long hours...

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9

Between his job, and taking care of our home and family...He never found time to work out any more....

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10

His workouts...sitting down with us for dinner....the things that he loved....got crowded out....

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11

Now, Dad was still my hero...

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12

But those days when I watched him build his superpowers, curl by curl...

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13

Those days were gone...

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14

He still made time to play with my brother and me. But he was tired a lot...And busy....For years, it seemed his life wasn't his own anymore.

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15

Then a couple weeks before I turned 10, Dad was diagnosed with terminal brain cancer. The fast-moving cancer killed him just months later.

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16

It was the worst day of my life....

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17

I was the big brother. So I struggled to help my mom and little brother out. But I couldn't get free of my anger and sadness over what happened to Dad.

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18

He really was my superhero. And he kept helping me, even after he was gone.

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19

See, Dad and I had talked quite a bit before he died.

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20

About our memories...and things he hoped for me as I got older...

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21

He left me some things that were special to him....Like a pair of 15-pound barbells....that I couldn't lift at the time....I'll tell you more about those a little later....

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22

Just before he died, I made Dad a **promise**:

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23

That I'd spend my life helping as many fathers as I could **stay healthy** and **strong** – for themselves and their families.

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24

He left me with a mission....and I thought about that mission a lot.

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25

As time went by, I realized it wasn't so much about the cancer that took him away.

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26

What stuck with me was that memory of being a little kid watching Dad **full of energy**, working out and **getting strong**...

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27

~~And how he'd stopped doing those things as his life got busier.... And he lost his energy and health.~~

My dad got robbed of his best years....

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28

Now, I knew my dad....He was a hero.....And not just in my imagination.

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29

So, I'm sure if he'd known how – if somebody could've shown him – he WOULD have kept himself healthy, kept getting strong....

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30

Strong enough to have more healthy years with our family than he did....Maybe strong enough to fight for his life...

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31

~~See, my dad never got the help and information he needed when he started losing ground to overwork, stress....to life, really...~~

Nobody gave Dad the help he needed....

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32

Maybe he thought it was inevitable once a guy passes a certain age....

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33

And if he did think that, he wasn't alone.

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34

~~Millions of guys lose muscle, start getting fatter and just....tired.... as they approach 40...50...60....And they end up believing there's nothing they can do about it...~~

Too many guys think there's no point even trying!

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35

Listen, if you're watching this presentation, you know the story .... You're probably living it...

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36

After decades of balancing work and family responsibilities, your well-being gets put on the back burner...

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37

You don't see a way to do it all. So you put yourself last...

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38

~~Here's what I know, though, from a couple decades following my mission:~~

However, I **GUARANTEE** that there IS a REAL answer for you.

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39

Even though this happens to millions of guys. And you may have been led to believe it's inevitable...it's CRAZY that it happens...

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40

Because **the science is clear:**

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41

~~Nature does NOT make getting weaker, getting fat and losing energy inevitable for men over 40.....Or men over 50...60.....or 70 either.~~

You CAN get fit and strong again!

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42

If you get the right information...and help putting some SIMPLE lifestyle principles in place – you can **get** and **keep** a **fit** body **FOR LIFE**....

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43

Now, if you watch this presentation to the end, I'll share those principles. And some PRACTICAL tips you can use today to get your fitness back on track...with **minimal time** and effort.

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44

I'll get to all that in a moment....

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45

First, though, let me tell you more about the problem you're facing. And why you **MUST** address it...

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46

The most striking change many guys over 40 notice is that they're losing muscle and accumulating fat in the midsection....

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47

~~Along with that come low energy....hating the way you look the mirror... maybe giving up hobbies you love, like hiking or basketball....feeling you're just not the man you used to be....~~

That can make you feel like giving up.

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48

Listen, all that's bad enough.

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49

But there are health consequences you may not know about.

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50

See, losing muscle and gaining fat doesn't just make you feel unattractive. It's a serious medical issue. Even a killer one.

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51

This progressive muscle weakening is called Sarcopenia. And while science hasn't unraveled all its causes, we do know the main cause is lack of use....

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52

Your body perceives that unused muscles aren't needed. So it lets them weaken and ultimately shrink.

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53

~~Turns out muscle loss can happen crazy fast. Heck, even NASA got surprised by that, at the beginning of the manned space program in the 60s.~~

Even NASA scientists were shocked!

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54

See, the first American astronauts were in superhero shape when they entered their space capsules. But after a few days of weightlessness, they came back to Earth weaker than if they'd spent the trip lying in bed.

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55

In weightless conditions, the astronauts moved around with ZERO effort. So those highly fit guys lost muscle in no time.

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56

In fact, NASA scientists found you could lose an astonishing 5 percent of total muscle mass in just ONE WEEK in space. Of course, they quickly put workout equipment into spacecraft to give astronauts' muscles a reason to stick around...

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57

Now, most of us will never lose muscle at that **astounding** rate...

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58

Nevertheless, **research shows** that guys who use their muscles least can lose 5 percent of muscle mass every decade after age 30.

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59

And what happens if you lose muscle but consume the same number of calories? You guessed it.... Muscle gets replaced by fat.

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60

That causes more than just distress when you try to button your pants. Here's why:

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61

It comes down to the difference between fat and muscle:

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62

~~See, unlike fat, muscle is "active" tissue. It's a kind of energy furnace, consuming calories even when it's at rest.~~

Muscles BURN CALORIES without even moving!

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63



In fact, adding a pound of muscle **fires up your metabolic furnace** to burn an extra 50 calories a day without moving ONE extra inch....

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64

So exchanging muscle for fat sets up a vicious cycle. With more fat, you burn less calories, so the extra calories you consume become still more fat...and so on...

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65

But that's not the serious problem.

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66

Some fat -- called "belly fat" -- accumulates INSIDE the abdomen. Where it wraps around vital organs, like the stomach and intestines.

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67

~~It's a likely culprit for many serious, even life-threatening, health problems. Including high cholesterol, type 2 diabetes, colon cancer, high blood pressure, gallstones and a weakened immune system.~~

Your belly fat may be deadly.

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68

In a study by Minnesota's famed Mayo Clinic men with a high waist-to-hip ratio -- often a sign of belly fat -- had nearly twice the risk of premature death as other men.

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69

Bad as this sounds, though? ...It's not the worst thing.

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70

See, here's what makes me really mad....

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71

Because of how the medical system and the weight-loss and nutrition industries have handled this....most guys over 40 think belly fat and shrinking muscles are inevitable....are THEIR FAULT....and that there's NOTHING they can do about it.

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72

Listen, I've heard from lots of guys who consulted doctors about declining energy and weight gain. And been brushed off....

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73

With comments like "You're turning 50. What do you expect? Cut back on the chips." But no serious advice...

---

74

~~As if age 40, 50 or 60 marks a hard limit in men's ability to be fit and strong....As if guys don't deserve a real explanation of what can happen to bodies in midlife. And how to stop it....~~

You deserve REAL explanations and REAL solutions.

---

75

And if you look to a fitness or nutrition "guru" for help? They sell you a quick-fix diet nobody can stick to for more than a week. Or claim all you need is this one trendy exercise....

---

76

And if those don't work? Well, buy this supplement that'll totally fix everything.....

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77

Band-aid answers at best.

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78

You're treated like a lost cause. Somebody who doesn't matter enough to warrant a full-fledged solution....

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79

That's not what I want for you. Or what I would have wanted for my dad. It's disrespectful....

---

80

And it's bull.

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81

See, back in the 80s, researchers at Tufts University in Boston had already shattered the myths about aging and fitness....

---

82

The myths you still hear today, when somebody says, "Slowing down? Got belly fat? You're 50! What do you expect?" Yet...

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83

~~...the Tufts team proved, long ago, that no matter how old you are, muscle loss and weakening can be not only stopped...but REVERSED.~~

Muscle loss? You can STOP it and REVERSE it.

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84

After just two months weight training, guys between the ages of 60 and 96 got stronger – some as much as 200 percent stronger....

---

85

And increased muscle mass by 15 percent – as much as they'd lost in 30 years of inactivity!

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86

Many said they were stronger than they'd been in their lives.

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87

Here's the bottom line:

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88

You've been led to believe that getting less fit and more fat is inevitable for guys over 40...

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89

The **scientific truth** is you can **REBUILD muscle** and **DITCH fat**. And feel and **look great** again.

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90

Until now, though, nobody's offered you a **SUSTAINABLE solution**....And I'll tell you why:

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91

For a couple decades now, I've been on a mission to find a solution like that....I call it the Fit Father Project...And it was never a mission I could give up on.

---

92

After all, when I was 10 my personal superhero – the man I loved most in the world -- sent me on that quest from his death bed.

---

93

At times I thought I might have to give up, though...

---

94

As a student and researcher, I studied neuroscience, nutrition and exercise. Everything a sustainable fitness system must be based on. Yet...

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95

...when I started coaching men through weight loss transformations about a decade ago, my clients got terrible results....

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96

My plans had sound principles and should've worked great...theoretically...

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97

In practice, guys lost weight for a month or so....and then "life happened."

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98

They couldn't stick to my complicated plans when work got busy or routines were broken....They regained the weight they'd lost....Plus a few pounds extra....

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99

So I dug deeper into the hardest part – How to make it **EASY** to build new habits into busy lives....

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100

Eventually, I got it:

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101

A system based on **simple routines** and helpful brain hacks. So it works without hogging bandwidth busy men can't spare.

---

102

By now, the Fit Father Project has helped thousands of guys adopt **sustainable lifestyle** changes that **nuke belly fat**, **build muscle** and make you **feel younger** and more energetic than you have in years.

---

103

To see how it works, here are those tips I promised about jumpstarting weight loss:

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104

I mentioned brain hacks just now. Did you know that your brain and body have little-known superpowers that **make weight loss easier**?...

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105

~~Here's a hack that kills junk food cravings and fires up the fat-burning metabolism while you literally do nothing.... Simply hit the sack a bit earlier for more shut-eye.~~

To lose more fat, get more sleep.

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106

In studies, dieters who get less sleep lose MUSCLE – a terrible outcome!.... while those who sleep longer **lose more fat** -- a big **WIN**.

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107

Shorter sleepers also pump out more of a hormone that stimulates appetite. Plus, they crave more sweet and salty food.

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108

Longer sleepers, though, don't suffer those pangs and cravings. So sleeping more means you snack on junk food less!

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109

Listen, do you hate packing a lunch for work? If so, you've got company.

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110

Many fat-loss plans fail because they force you to eat special diet foods when you'd rather grab lunch out with the guys.

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111

Turns out, though, that you CAN eat lunch out...EVERY DAY...and still lose weight. Here's how:

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112

Order a sandwich, salad, or lunch plate, keeping these principles in mind:

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113

Anchor your meal with a lean protein like grilled or baked turkey, roast beef, fish or chicken...

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114

Protein takes longer to digest, so you feel full longer. Plus, protein burns up to 20 to 30 percent of its calories during the digestive process! So those calories NEVER hit your waistline.

---

115

In a sandwich, opt for whole-grain bread. Load your plate with veggies as toppings, a salad or sides. Skip starchy sides like rice and potatoes at lunch.

---

116

Choose non-fatty condiments -- Mustard, salsa, hummus, hot sauce, or a splash of oil and vinegar all add great flavor.

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117

Take my client Vijay, for example. In 4 months with the Fit Father Project, Vijay didn't do ONE workout. He took a daily 30-minute lunchtime walk to grab a restaurant sandwich – with, yes, bread! And **he dropped 45 pounds.**

---

118

Now, you may be thinking, “Anthony, I want to get strong and lean. But, I’m not sure I can still do it.”

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119

Listen....Even if you haven't worked out in years...even if you've had some injuries or take meds for blood pressure or another condition...**even if you have NEVER worked out...**

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120

You CAN get fit and **feel great again...**

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121

I recently heard from Fit Father member Craig Taylor, who wrote to say he's lost 90 pounds.

---

122

He added this -- “I JUST RAN A FULL MILE WITHOUT STOPPING – for the first time in my life! I always said if you see me running you'd better run too, because something horrible is chasing me! Now I'm pinching myself, asking if this is really me.”

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123

All you need to do is start...I'll tell you why:

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124



Remember those 15-pound weights my dad left me? They inspired me to start strength training...even dream of being a bodybuilder.

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125

At first, though, I could barely lift those 15-pounders....

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126

Here's the thing, though. With muscles, starting small DOESN'T MATTER. Because muscles have a **superpower**:

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127

A nearly unlimited potential to **strengthen** and grow....

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128

See, when you push muscles to the edge of what they can do, they get slightly damaged, with tiny tears....That's when the superpower kicks in:

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129

~~Each time damaged muscle heals, it gets stronger....Healed muscles are bigger. The nerves that operate them more efficient...They're set to meet a bigger challenge next time...~~

For muscles, small steps lead to big changes.

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130

So I started lifting those 15-pound weights. And for a decade I added just 5 pounds to the bar every month...Yet...

---

131

I ended up deadlifting 600 pounds. And won 7 first place titles as a national champion bodybuilder.

---

132

I'm not saying that to brag....Just to show that big change is ALWAYS possible....when you understand that WHEREVER YOU ARE RIGHT NOW is the perfect place to start....

---

133

I'm Dr. Anthony Balduzzi, men's health doctor, weight loss and fitness educator, and founder of the Fit Father Project....Where I've already helped over xx,xxx guys accomplish **life-changing** weight-loss transformations.

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134

Most important to you right now, though -- I'm the creator of Fit Father 30X. The **first and only** comprehensive step-by-step program specifically designed to help busy men over 40 lose fat, gain muscle and get on a **SUSTAINABLE path to lifelong fitness**.

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135

Imagine a **proven** weight-loss and fitness system that's designed to work WITH your metabolism as a guy over 40....That makes it **EASY** to adopt healthy, **enjoyable** eating and workout routines – and stick to them as they transform your body and your life...

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136

So you can **blow past** your old fitness **limits**...be raring to go next time your kids ask you along to the waterpark or the paintball range...**bypass prescription meds** because you keep your blood pressure and blood sugar in check naturally...

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137

**Feel proud** when you take your shirt off at the beach...and give an enthusiastic **yes** when your wife suggests going out dancing...

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138

EVEN IF you've already tried everything....and found losing weight impossible...or if you've lost weight before only to gain it all back again....

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139

A recent letter from FF30X member Joe Cardini, 55 years young, sums up the experience many of our members describe:

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140

"I LOVE this program. I honestly can't see myself living any other way. I **feel terrific**. I'm already down 25lbs!! Sustained energy levels throughout the day. Better sleep."

---

141

"Like anything else, you need to be focused and committed in order to get results," Joe warns. "So if you're lazy and just don't care, the program is not for you. But if you actually give a damn about your body and what you'll be like at the age of 65 or older, this program is where it's at."

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142

Here's what you get when you claim access to your Fit Father 30X Membership **today**:

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143

You get **immediate access** to our "No-Think" meal-planning guide -- downloadable so you can view it on any of your devices...and print it out, too....

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144

Why “No-Think”?....

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145

Because hectic lives already stretch our concentration past its limits.... So if a new habit is complicated? Odds are adopting it takes more energy than we can spare....

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146

In fact, overcomplication is the NUMBER ONE REASON nutrition and diet plans fail.... So we ditched the complexity. No calorie counting. No “six meals a day or bust”....

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147

Just a clear explanation of the three big nutrient groups – proteins, carbs and fats. Plus **super-simple** principles for how much of each you eat and when – based on the metabolic needs of guys over 40.

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148

You’ll get a ton of **EASY, delicious** recipes made with foods available at your local supermarket.....

---

149

And a range of meal schedules to choose from – **designed to fit YOUR schedule**, whether you leave for the job early, work mostly at home, or man the night shift.

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150

FF30X also gives you a full 30 days of 24/7 access to **personal advice** and guidance from me and the rest of the Fit Father Project staff....

---

151

So if your schedule doesn't fit the plans provided, contact us by email or through our private online forum and we'll help create one that **works for you**.

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152

When you join FF30X today, you get immediate download of the Fit Father workout guide – to print out or read on any of your devices....

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153

Plus 24/7 online access to over X,XXX detailed coaching videos. It's like having me as a personal coach working out right beside you....

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154

Our safe, **simple** strength-training routines boost fat-burning capacity and build muscle, so you'll **look and feel younger** in just the **next few weeks**...

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155

All in less than 120 minutes a week....at the gym or in 5 feet of floor space at home.

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156

And if you need help customizing a workout for your personal needs? **We're there for you**. It's our mission to make sure your workout is pain free and effective.

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157

Another **unique** feature of FF30X is our focus on mindset. Here's why that matters:

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158

Now, I'm sure you've heard stories about regular people suddenly getting superhero strength. About a 5-foot tall mom lifting a truck to free a trapped child, for example...

---

159

It's called "hysterical strength." And science still doesn't understand exactly how such feats happen.

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160

It's clear, though, that they don't happen because the body changes. They happen because of changes in the MIND:

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161

That's your mindset superpower:

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162

It clicks on whenever belief, desire, commitment and focus unite behind a goal that's vitally important....but that may seem out of reach....

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163

For guys over 40, who already shoulder a ton of responsibilities, weight loss can feel like that kind of goal...

---

164

That's why we provide you with **proven, cutting-edge** behavior-change and goal-setting strategies....And stick with you, with guidance and encouragement as you get on track.

---

165

See, even superheroes don't go it alone....

---

166

As the famous Navy Seal saying goes, "Individuals play the game, but teams beat the odds."

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167

That's why, when you join FF30X today, you'll have **a team on your side**.

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168

Throughout your 30-day training, I'll send emails and videos with tips, pep talks...even some nagging!

---

169

And when you check in by email or in our private Facebook groups, my staff and I respond personally.

---

170

Even more important – and **unique** to FF30X – is the **brotherhood** of members you'll meet in our private forums....

---

171

They'll be **there for you** too....to **boost you** when you feel stuck....share their experiences in response to questions...and cheer your wins, big and small....

---

172

See, at the Fit Father Project, we've watched thousands of guys lose weight and change their lives forever.....

---

173

So **we KNOW you can succeed**. That's why we created a program so comprehensive that it **WILL NOT LET YOU FAIL**

---

174

Now, the regular, off-the-shelf price of Fit Father 30X is \$227.

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175

And you know what? \$227 is a steal considering how **effective** this program is.

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176

It's dramatically less than the cost of a year's worth of doctor visits and health insurance premiums -- to address problems that fitness and good nutrition help prevent.

---

177

In fact, a multi-drug regimen for just one disease to which belly fat contributes -- Type 2 diabetes-- can run between \$200 and \$500 per month.



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178

And consider the price for a one-hour initial consult with a nutritionist or registered dietitian. That can cost \$160 on its own....

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179

Add the \$75 – a least! – that you’d pay for your first meeting with a fitness trainer...and you’re already over the price of the FF30X system.

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180

Fit Father 30X, meanwhile, makes an entire staff of fitness and nutrition experts available for questions for a full month....

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181

And that’s in addition to the nutrition, fitness and mindset training, dozens of recipes, coaching videos and group support the program provides.

---

182

Now, all that makes the \$227 price tag already a bargain.

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183

For those who join **today** from this presentation, though there’s more. I’m adding a package of **powerful** bonuses, valued at \$75, **absolutely free**. They include:

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184

My **science-based** nutrition guidelines for **enjoying** the occasional beer or glass of wine while losing weight...You'll **discover invaluable secrets** like the 5 foods you MUST avoid while drinking -- or else end up storing fat like crazy....

---

185

You'll also score a **free** copy of our **definitive** guide to men's supplements. While most are a waste of money, you'll discover the 7 supplements that ARE safe and effective for **fat loss**, muscle growth, and mental clarity. Plus, get tips on where to buy them affordably.

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186

Finally, there's a life-changing book -- "How to Build Unbreakable Habits." It's stuffed with **science-based** approaches to maintaining healthy habits -- the key to your FF30X **success**....Including a 5-step no-fail goal-setting strategy to improve every aspect of your life...

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187

When you join FF30X today, these bonuses are absolutely free to you, bringing the total value to over \$300.

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188

That's NOT what you're going to pay, however!

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189

See, some things stay with you forever....

---

190

And the promise I made my dad?...

---

191

To spend my life helping busy fathers stay healthy for themselves and their families, even when it seems impossible? That's always been my mission and my goal....

---

192

It's why the Fit Father Project can never be just a money-making business to me....

---

193

Because the mission's not complete until as many guys as possible grab this **opportunity** to start their own lifelong fitness journeys....

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194

So...to make that happen, I'm offering you the full FF30X system -- plus bonuses -- to own **today** for **a single payment of just \$97....**

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195

And that's not all.

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196

After helping thousands of men with these methods, I'm confident that FF30X will be the best fat-loss and fitness plan you've ever seen....

---

197

Still, I realize it's hard to feel certain that ANY program -- no matter how well **proven** -- will be right for you....

---

198

So to **ease your mind** completely, I'm taking all the risk on myself....With a **100-percent results and satisfaction guarantee**.

---

199

~~Use the FF30X System for 60 days. And if you're not completely happy and satisfied with EVERY ASPECT of your purchase, I'll personally -- and immediately -- refund 100 % of your money....~~

Try FF30X with **ABSOLUTELY NO RISK!**

---

200

~~If you don't get the fastest, easiest results you've ever experienced from a fitness program....If you're unhappy with the service you receive....Even if you hate the shirts I wear in my videos....the guarantee stands....You get 100 % of your money back if you're unsatisfied...~~

100 % **hassle-free** moneyback guarantee! I take ALL the risk.

---

201

That leaves 3 paths open to you right now:

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202

You could continue the way you are: getting fatter....losing energy....taking more meds....worrying that belly fat could make you sick or even kill you before your time....

---

203

And, sadly, a lot of guys do this without realizing that their strength and health declines are NOT inevitable....So they don't act....And in some cases, it really does kill them....

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204

Or, you could take the principles you've learned today...and piece together your own program

similar to our proven one....

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205

Gather on your own the information we've spent decades assembling...and start your own fat-loss and workout routines....without coaches or a supportive brotherhood behind you....

---

206

Or...

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207

You can do what tens of thousands of guys just like you have done to **lose belly fat**, **get six-pack abs** for the first time in their lives, and build trim **age-busting bodies**....

---

208

Sign on as an FF30X member today....And let me share my life's mission with you...

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209

Click the button below that says, **Yes, I Want To Join FF30X And Get Fit, Trim and Strong For Life!**

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210

Can't wait to see you inside....

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