

## Basket Ball Yoga Blast

*While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.*

### Email

Subject: Get Slim, Get Fit, Get Flexible In 30 minutes...

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Dear <FIRST NAME>

I was obsessed, became obsessed.

You know, the obsession that dominates all your spare time, to the detriment of everything else, obsessed. An obsession that's like an itch you can't scratch...

My obsession began last Thanksgiving.

I was enjoying a traditional Thanksgiving meal with my family.

The full event; golden turkey, mountains of fluffy mashed potato, bowls of vegetables and a pumpkin pie topped by a Matterhorn of whipped cream.

As I took a third helping, my cousin shook her head in amazement.

'How do you keep looking so good when you eat so much?'

'As well as delicious, food is fuel' I said, 'I have to be fit, strong and flexible, it's my job...'

My wife interrupted me:

'The question was rhetorical...but what about the rest of us who need to shed those last few pounds? Moms carrying post-baby weight or folks

whose lifestyles caught up on them? And we can't spend our days at the gym or classes. We need something that's quick, effective and fun.'

Then my dad chipped in.

'Flexible! I haven't even been on nodding terms with flexible in years.'

That conversation got me thinking, and then doing.

I had the resources, the knowledge, the passion...

## Discover how you can be slim, powerful, flexible and happy, all in just 30 mins a day

- The whole family can get fit together.
- Look and feel great.
- Exercise when it suits you, whatever your schedule.
- These two exciting disciplines builds strength **and** flexibility.
- A variation on workouts used by professional athletes
- Watch as your unwanted pounds become a slender, powerful body.
- A heart-healthy duo that will help protect you from many life-threatening conditions.
- Enjoy that feeling of calm washing the stress away.

It's fun, keeps you moving and will get you slim, flexible and super fit, all in less than 30 minutes per day!

[Want to know more?](#)

Take control of your health and weight, look great, live longer and have fun, all in less than 30 minutes a day!

[Here's all the information you'll need to get fit and healthy!](#)

Yours in good health

Joe Johnson

Houston Rockets

P.S. My dad's now doing high kicks, my wife looks great and tells me she feels fantastic **and** my obsession's cured...

Find out how to get your family moving, shedding pounds and getting as strong and flexible as a pro-athlete!

[Here's where to go](#)

I'll see you on the other side!

## Landing Page

# Discover the 30-minute hybrid exercise routine that gets you in shape for life

Dear Health Enthusiast

The weathers getting warmer, the first hint of summer's in the air.  
Talk turns to long hot days lazing on the beach, surfing, and barbecues.  
The excitement is building.

Guys with six-pack stomachs and strong, muscular shoulders running  
into the surf.

Women; slender, athletic and tanned, soaking up the heat of the sun.

Beautiful people, beautiful bodies, beautiful lives...

Sounds idyllic doesn't it?

As long as you have a beautiful body...

- What if you're struggling with losing baby weight?
- Or, your lifestyle has caught up on you and sneaked on a few pounds you hadn't noticed?
- Has your fitness taken a hit because of a busy life that has left no time to exercise?
- Maybe too many hours chained to a desk has left you feeling stiff and sore?

## Imagine the new improved you

Can you picture the amazed admiration of your friends as you strip off at the beach and run into the surf?

Would you like to see yourself running rings around your children or grandchildren on the basketball court, leaving them breathless and exhausted, while you're ready to go again?

What if you could regain the flexibility and suppleness you enjoyed as a child?

No more creaking and stiffness as you bend to pick up a magazine from the floor.

Can you imagine a life where you could leave the stress of the day at the door and within minutes feel calm and relaxed?

## Stressing about exercising won't bother you again!

To look and feel fantastic this summer, you'll no longer have to worry about:

- Exercising for hours every day.
- Traveling miles to the gym.
- Finding time in your busy life to get to a class.
- Abandoning your family to stay in shape

## Improve every area of your life

You want to look amazing, no matter how old you are, and the benefits of our hybrid combo are nothing short of staggering.

- Self-confidence when you know you look good
- Improved health and well-being
- Protection from a range of unpleasant deadly diseases
- Renewed vitality
- Improved concentration
- Productivity and creativity that until now you've only dreamed of
- Flexibility and suppleness
- A feeling of calm and happiness

That's an impressive list, and I know what you're thinking...

Is all this possible?

Absolutely! These benefits are real and not just words on a page?

## Let me introduce myself

Hi, I'm Joe Johnson; I play professional basketball for the Houston Rockets in the NBA. I've been playing basketball professionally since 2001 with over 1250 games played.

I must be fit, strong, flexible and fast – it's how I make my living.

My business partner is an ex WNBA/FIBA basketball player and junior gold medal Olympian, Carolyn Moos. Carolyn now works in the health

and fitness industry and is a certified yoga and Pilates instructor and nutritionist.

Our passion for basketball and yoga – I've practiced Bikram yoga 4 or 5 times a week for the past nine years – led us to create one of the most exciting hybrid exercise programs available today.

Before I share how this will change your life, let's talk about the claims I made earlier and how I can transform the way you look at exercise, your health **and** your happiness!

Keeps you mentally and physically healthy, as well as looking amazing...

I thought I knew a lot about exercise

I thought I knew how important it was for health and well-being, but I had no idea it's this powerful.

The National Health Service in the UK has published a list of health benefits gained from regular physical activity:

- up to a 35% lower risk of coronary heart disease and stroke
- up to a 50% lower risk of type 2 diabetes
- up to a 50% lower risk of colon cancer
- up to a 20% lower risk of breast cancer
- a 30% lower risk of early death
- up to an 83% lower risk of osteoarthritis
- up to a 68% lower risk of hip fracture

- a 30% lower risk of falls (among older adults)
- up to a 30% lower risk of depression
- up to a 30% lower risk of dementia

Research published in The Lancet suggests that inactivity could be killing as many people as smoking – 5.3 million deaths a year.

Even more shocking - a study by the University of Cambridge indicated that inactivity could be responsible for twice as many deaths as obesity in Europe.

Growing evidence also suggests that physical exercise may protect against cognitive impairment and decline as we get older and research is showing that regular exercise does improve creativity.

Happiness and euphoria are triggered by the release of endorphins when you exercise, the endorphins also act as analgesics, reducing the perception of pain.

Regular exercise has been proven to reduce stress, ward off anxiety and feelings of depression, boost self-esteem and improve the quality of sleep.

### This works for everyone...

- Enjoy learning easy basketball drills at the pace that suits you.
- Basketball gives you a great cardiovascular workout, improving heart health.

- Drills help you lose weight, build strength and quickly get the body you've always wanted.
- Playing basketball, you must know what's going on around you. Practising regularly will improve spatial awareness, balance, and coordination.

**All you need is 30 minutes a day to get that toned, athletic look, feel great and reduce the chance of serious illness.**

## What's The Secret Sauce To Get You Back To Supple And Flexible?

Yoga!

I've practiced yoga for the past nine years, and I'm not alone in loving how it helps keep me stay at the top. Other professional NBA players who include yoga in their workouts to improve their game include:

- LeBron James
- Kevin Love
- Kevin Garnett

And basketball players aren't the only athletes who love the strength, flexibility and mental benefits that come from yoga.

Take Evan Longoria, third baseman for the Tampa Bay Rays who uses yoga to stabilize his body and gain peace of mind.

Or Victor Cruz, wide receiver for the New York Giants, who uses yoga to keep flexible and reduce injuries.

Finally, the New Zealand All Blacks rugby team love the relaxing aspect of yoga and how it helps them visualize the game ahead.

## Yoga will help you too!

Yoga has always had its doubters, but they don't know what they're missing!

The American Osteopathic Association says that yoga can:

- ✓ Improve flexibility
- ✓ Increase muscle strength and tone
- ✓ Improve breathing, energy and vitality
- ✓ Help to reduce stress

And the Yoga Journal adds that yoga can:

- ✓ Improve posture
- ✓ Promote bone health
- ✓ Lower blood pressure
- ✓ Help you focus

The combination of physical and mental benefits can give your workouts the edge over other less effective, more expensive exercise routines.

So, what is it that will get you fitter, healthier, toned and happy?

# Basketball Yoga Blast!

Basketball Yoga Blast is a fun, exciting way for the whole family to get fit in the comfort of your own home. Everyone can feel more flexible, get fit and look fantastic – children to grandparents having fun together!

And it's not just us who appreciate the health benefits...

*Health and fitness is important throughout our lives to stay well and active. Basketball Yoga Blast's combination of basketball and yoga builds strength and flexibility while helping to maintain a healthy weight. Joint health, as we age, is vital to avoid stiffness and pain. Yoga is one way of improving flexibility and strength, to keep you active and enjoying life.*

**Dr William D Maddison**  
**Board Certified Orthopaedic Surgeon**

*As Head Amateur Basketball Coach for Ohio, I know the benefits of practicing basketball for strength, balance and cardiovascular fitness. A daily workout is one of the most helpful ways to stay fit, slim and agile, whatever your age. I have now incorporated Basketball Yoga Blast into the training programs we run state-wide and have seen impressive results in fitness and flexibility. Our teams are winning more games and enjoying their basketball because of their improved fitness*

**Danny Hunter, Ohio**

*I've suffered with weight problems since I gave up sports after a knee injury. Basketball Yoga Blast has got me moving again, toned me up and the yoga has done wonders for my knee – I have less pain and more flexibility than I've had in years. Now my kids are seeing the difference in dad since I began my daily workouts, they're really impressed and loving my new energy.*

**John Danielson, Arizona**

*I love the informative DVD's that show you exactly what you need to do. The Yoga mat is so soft and grippy and the basketball is exceptional quality. My whole family is loving the workouts and yoga – my mother is more mobile because of the yoga than she has been in years.*

*Thank you, Joe Johnson and the team at FitR, Inc. for Basketball Yoga Blast, it's turned my clock back twenty years, and I'm loving life again.*

**Mary Di Nostra, South Carolina**

## Let's look at what you get with your revolutionary Basketball Yoga Blast program

We want you to love Basketball Yoga Blast and enjoy all the health benefits that come from an fun hybrid workout.

Here's what you get when you order Basketball Yoga Blast:

- ✓ The complete set of DVDs' showing different workouts from beginner through to advanced
- ✓ A detailed instruction guide on using the DVD's to get you up and running quickly

- ✓ Healthy mind and body tips and tricks in our weekly email that will take your basketball skills to a new level and your yoga practice will get you relaxed and flexible
- ✓ A superb NBA quality basketball
- ✓ A luxury yoga mat

To make this the most painless decision you'll make this year we're offering a full 30-day money back, no quibble, guarantee - so all the risks on us!

### **30-Day Money Back Guarantee**

Try Basket Ball Yoga Blast, follow the program, do the workouts and give it a fair go.

If you decide it's not for you, send me an email, and I'll refund you 100% of your money. Return the DVD's, NBA Quality basketball and luxury Yoga Mat - at our expense - and you can keep the Jersey to say thanks for giving us a try.

Fair enough?

As a health and exercise enthusiast, we want you to be able to have the freedom to exercise where you want. As a bonus to help with that...

## **Bonus #1**

A handy carrying case for your luxury yoga mat, work out gear and DVDs – value \$24.99

If you're dressed to exercise and look great as well, it increases your motivation and helps get you moving.

## **Bonus #2**

Joe Johnson Houston Rockets Jersey (please let us know size – S, M, L, XL) – value \$49.99

[And I have one final, exciting surprise for you...](#)

Something I've never offered before, and I won't be repeating this anytime soon.

The first **500** people to place their order will enter a prize draw for a chance to enjoy an extraordinary, unique experience  
(details on the order page)

[\*\*You need to place your order now\*\*](#)

To secure the full Basketball Yoga Blast program, all the bonuses and a chance to enjoy what I promise will be one of the best experiences of your life, for the low, low price of

**\$179.00**

[Order NOW](#)

To your health, happiness and looking amazing

Yours in good health

Joe Johnson

Houston Rockets

Online Order Page

Order Basketball Yoga Blast – The 30 minute a day  
exercise combo that is going to change your life –  
forever!

When you order Basketball Yoga Blast we'll rush you, by express  
courier:

- ✓ The complete set of DVDs' highlighting different workouts from  
beginner through to advanced
- ✓ A detailed instruction guide on using the DVD's to get you up and  
running quickly
- ✓ Healthy mind and body tips and tricks in our weekly email that will  
take your basketball skills to a new level and make your yoga  
practice a tranquil oasis of calm that will get you supple and  
flexible
- ✓ A superb NBA quality basketball
- ✓ A luxury yoga mat

Because I want you to be over-the-moon delighted, I'd like to include  
a couple of exciting bonuses and an extraordinary, unique experience  
to make ordering Basket Yoga Blast too tempting to ignore!

## **Bonus #1**

A versatile carrying case for your luxury yoga mat, work out gear and  
DVDs – value \$24.99

## Bonus #2

A Joe Johnson Houston Rockets Jersey (please let us know size – S, M, L, XL) – value \$49.99

## Extra Special Bonus

Entry into a prize draw for the first 500 people who purchase Basketball Yoga Blast to win a VIP evening with me, Joe Johnson, at a Houston Rockets home game (date TBC) including:

- Meet the team at pre-match training
- Courtside seats for you and a guest
- After match dinner with Joe Johnson
- Signed Houston Rockets jersey for yourself and your guest as a memento of your day

**And don't forget our no quibble, 100% refund guarantee that's valid for 30 days from delivery of Basketball Yoga Blast!**

So, fill in the details below **NOW** and let's get you looking fantastic for summer!

First Name:

Last Name:

Address:

Zip Code:

State:

Telephone number:

(To let you know if you win the prize draw)

Email Address:

(For the weekly tips and tricks)

Shirt size: S      M      L      XL

Card Type:

Card Number:

Security Code:

(Last three numbers on the back of the card)

Expiry Date:

Total Amount to be billed: \$179.00

*To a healthy body, calm and serene mind and envious looks on the beach!*