

## 21 Day Fitness Challenge: Facebook Ad Copy (Regular & Veteran) + LP + Email Copy

### Regular FB Ad Copy

🔥 Fire Up Your Fitness Routine With Our 21 Day Fitness Challenge Program at [REDACTED]! 🔥

What if we told you that you could feel healthier and happier in just 21 days? At [REDACTED], we KNOW you can.

[VIDEO]

**Join us and others just like you during our 21 Day Challenge!**

Do you want to...

- Look healthier and feel better?
- Make new friends while focusing on fitness?
- Take positive steps toward reaching your full potential?
- Work with a group of like-minded people toward the same goals?

Limited Time Offer: CLICK "LEARN MORE" TO FIND OUT HOW TO JOIN OUR 3 WEEK PROGRAM

### Veteran/Military/Emergency Personnel FB Ad Copy

🔥 Fire Up Your Fitness Routine With Our 21 Day Fitness Challenge Program at [REDACTED]! 🔥

Are you a veteran, active duty military, or emergency personnel? Are you looking to join a group of like-minded individuals while reaching your fitness goals?

[VIDEO]

**Join us and others just like you during our 21 Day Challenge!**

Do you want to...

- Jump back into a fitness routine or improve your strength?
- Reduce stress and have FUN while getting fit?
- Join a community of people with similar backgrounds and goals?
- Take positive steps toward reaching your full potential?

CLICK "LEARN MORE" TO FIND OUT HOW TO JOIN OUR 3 WEEK PROGRAM  
(Limited Time Offer)

## Landing Page Copy

READY TO TRAIN WITH LIKE-MINDED PEOPLE?

[CTA Button] SIGN UP FOR OUR 21 DAY NON-MEMBER FITNESS CHALLENGE!

When you sign up today, you get:

- ★ **Small group training** for 3 weeks
- ★ **Total gym access** during staffed-hours
- ★ A complete **fitness evaluation**
- ★ A comprehensive **nutrition assessment**

A \$400 VALUE FOR JUST \$277!!!

Let [REDACTED] coaches help you reach the next level of your fitness potential!

[CTA Button] JOIN OTHERS JUST LIKE YOU AND HAVE FUN GETTING FIT.

THE BENEFITS OF GROUP TRAINING:

[Video]

When you train with a group at [REDACTED], you can:

- Become a part of a community of people with similar goals.
- Make friends and have fun in a social atmosphere.
- Be held accountable and stay motivated.
- Get inspired to become the best version of yourself.

JOIN OUR NON-MEMBER 21 DAY CHALLENGE TODAY AND FIND YOUR PEOPLE!!

Our Program: ~~\$400~~ \$277

[CTA Button] CLICK HERE TO SIGN UP!

## 21 Day Challenge Email Copy

Hi there,

There's no doubt about it, winter is on the way! For many of us, winter means focusing more on family, preparing for the holidays—and sometimes, falling off our fitness routine. 😞

That's why [REDACTED] is launching a program this fall to help you fire up your fitness routine and stay on track with your fitness goals! 💪🔥

**Join our 21 Day Fitness Challenge at [REDACTED]!**

Want to feel healthy, motivated, and fired-up about your fitness routine? Want to train in a fun, encouraging, social environment?

In our 21 Day Fitness Challenge program, you'll train for 21 days with a small group of like-minded people reaching for similar goals!

Oh, and by the way: **members get a HUGE discount!**

When you join our 21 Day Fitness Challenge, you get:

- 3 weeks of **small group training**
- A complete **fitness evaluation**
- A comprehensive **nutrition assessment**

This package is \$400 in value, **but members get it for just \$207!!!** That's \$70 off our non-member pricing!

[Click HERE to sign up today!](#) We hope to see you there.

Stay fit, fam,

[REDACTED] Team