

Niche: Fitness, Running

Example 1 - Squeeze Page

Attention Runners: Simple 7-Second Test Exposes YOUR Risk Of Serious Injury

Achilles tears, stress fractures, plantar fasciitis...

Injuries cripple 82% of runners every year.

Are you next?

In this 5-minute video, you'll discover:

- Why your body's "wheels" are out of alignment, and how you're "chewing through the rubber" with every mile you burn...
- The surprising truth behind most injuries. This is GREAT news for smart runners...
- Why 3-year-olds have nearly indestructible knees (even though they take a pounding all day). You can get this too in just 30 seconds...
- A subtle "distress flare" your body sends that you're almost certainly missing...
- Running with good form is enough to prevent many injuries, right? Wrong! You'll see why...

Just click the button to get this must-have info.

Example 2 - 3-Day Email Series, Day 1

Subject: The bad form injury slamdance (part 1 of 3)

Hey, it's Nate here—

I met this runner named Jeremiah Rain.

And I have to admire his dedication. When this 47-year-old cook isn't serving up dishes at the Maui resort where he works, he's cranking out miles in the heat of the Hawaiian rainforest.

Jeremiah's dream is to compete in marathons.

Trouble is, every time he'd hit that 25-mile-per-week mark, injury would pounce.

Knees. Shins. Back.

Just about everything that can hurt, has.

He'd rest up, heal up, and lace up...

Then wind up flat on his back again.

Most recently, he hurt his ankle.

That took him out for 6 months, and wiped out all his hard work like a tsunami.

He started to think that maybe his running form was the problem.

So he devoured everything he could find on good form. He studied Runner's World and Competitor. Poured through books, forums and blogs.

And he ended up frustrated and overwhelmed.

It's not that he couldn't find information about proper form.

There was actually way TOO MUCH info—and he couldn't see how to apply it in his running.

He'd try a technique for a couple of runs, then slip right back into his old habits.

He was making ZERO progress, until...

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One day he stumbled onto a [new tool](#) that swept away all the noise and conflicting advice...

This ONE resource told him everything he needed know to dial in his form:

<http://mysite.com/perfectform>

He could FEEL the difference in his runs, like someone flicked on a lightswitch.

What made this critical difference?

Well, there's more to the story than I have time for today.

In my next email, I'll show how YOU can root out the injury-causing flaws in your form.

Run strong,
Nate

P.S. I have a "homework" assignment for you.

Don't worry—it's super quick (and easy).

Here's what I want you to do:

Next time you're out for a run, I want you to settle into a nice, comfortable pace.

Now start counting every time your right foot hits the ground.

Count like this for 30 seconds, then make a note of the number.

You'll probably wind up somewhere between 35 and 50.

So why are we doing this?

I'll tell you all about it in my next email. And I'll explain what that number reveals about your risk of injury.

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Example 2 - 3-Day Email Series, Day 2

Subject: The “coal miner trick” for finding form flaws (part 2 of 3)

Hey, Nate again—

150 years ago, coal mining was deadly work.

Thousands of workers died in cave-ins and explosions.

And every once in a while, a “mystery killer” would wipe out a whole team at once—without leaving a mark or even a trace of a struggle.

The only clue: In every case, the dead miners' faces were flushed crimson.

Finally a scientist named John Haldane discovered the cause.

Haldane had spent years on his "research," which involved locking himself in a tiny room and breathing toxic fumes to study how it felt to be slowly poisoned. Yikes.

In his studies he discovered that a specific toxic gas would would stain cells red.

He put 2 and 2 together and concluded that carbon monoxide buildup was killing miners.

The solution: Equip the miners with bird cages containing... canaries.

The birds absorbed the toxin twice as fast as humans, and when the canaries keeled over, the miners knew to scram.

So what does this have to do with you?

Plenty!

When it comes to your running, you have a “canary in the coal mine” too.

It's called *cadence*.

Almost any problem you can have with your posture or your form show up in your cadence.

So remember that homework assignment from last time?

I asked you to count your steps for 30 seconds on your next run.

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Did you have a chance to do that?

Great!

Now a great cadence number for this exercise is 45.

Most runners will find that they're coming in under that.

And if you're closer to 40, or even under 40, that means TROUBLE.

Remember Jeremiah, the always-injured marathoner?

He got a 39.

When your cadence is slow like this, your posture is all out of whack.

You're forced to fight for every breath (even if you don't realize it), your feet feel like lead, and your legs take a brutal pounding.

No wonder Jeremiah was hurting!

Now there's a really simple way to escape this running "death trap."

And the answer is NOT what you'd expect.

I lay out the whole thing for you right here:

<http://mysite.com/perfectform>

Run strong,
Nate

P.S. Making this one change will do wonders for your form.

And as Jeremiah found out, there's an amazing side benefit as well:

Once your body stops fighting you at every step, you'll add distance to your runs and shave minutes off your times almost overnight.

I'll say more next time. Right now—

[>> Click Here For Faster, Longer Runs](#)

Example 2 - 3-Day Email Series, Day 3

Subject: Why “faster” means slower (part 3 of 3)

Hey, it's Nate—

Pop quiz:

What's the #1 key to increasing your running speed?

For many runners, the instant answer is, "Take longer strides."

It makes perfect sense, right?

You're already using tons of energy to pump your legs. If you can grab just a few more inches with every step, that same effort carries you farther.

So logical... But so WRONG.

Here's why:

When you aim to stretch out your strides, you wind up reaching in front of you for the extra distance.

This is exactly what Jeremiah (the aspiring marathoner I mentioned yesterday) was doing.

That puts your foot waaaaaay out in front of you and forces you to land on your heel—yup, the dreaded "heel strike."

It saps the rebound in your step, and you feel like you're wearing cement running shoes.

That's why the REAL secret to running faster is to stop worrying about your stride length and focus on picking up your *cadence*.

That's exactly what Jeremiah did.

He focused on taking shorter, quicker steps, while keeping his body together and his shoulders relaxed.

In just a few short weeks, he saw his cadence shoot from 39 to 43, just 2 steps shy of that magic number 45.

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And without trying to “run harder,” he shaved 45 seconds off his mile pace—while also lowering his average heart rate.

Now Jeremiah has stopped thinking of himself as a “slow runner,” and he’s even thinking about entering some 5Ks.

To see how YOU can lop minutes off your runs (and enjoy running more), go here now:

<http://mysite.com/perfectform>

Run strong,
Nate

P.S. Picking up your cadence is enough to improve your form and slash your times all by itself.

And once you master that, there's an advanced technique that lets you lengthen your stride back out WITHOUT slowing yourself down.

The trick is something called "hip extension," and I spill all the details here:

<http://mysite.com/perfectform>

A faster cadence plus hip extension is the powerful 1-2 punch that powers the world’s fastest runners.

When you get this down, you’ll crush your PRs and [leave other runners slack-jawed when you explode past them...](#)

Example 3 - Sales Page

Trainer To Olympians And NFL Players Reveals... How To Banish Running Injuries in Just 10 Minutes a Day

Hi, I'm Nate Helming, and I'm a running coach and sports mobility trainer.

Runners come to me every single day because they're BROKEN.

Shin splints. Runner's knee. Plantar fasciitis. Stress fractures. Achilles strains.

And it just KILLS me, because I know how hard you work.

You train for months for your first marathon, leave it all out there on the road every day... Then 4 weeks out, your Achilles balloons up. Game over.

Or maybe you finally found the motivation to get in shape. You're off the couch and working toward that first 5K... Then you wake up with Freddie Krueger stabbing away in your knee—how are you ever going to lose that weight now?

The trouble with running injuries is that they seem so *random*. You expect to get hurt when a pickup truck T-bones your Camry. Or when you fall off a ladder cleaning your gutters.

But running... One minute you feel great—and the next there's an icepick in your foot.

It can feel like you're just rolling the dice every time you hit the pavement.

Well, **I've personally trained more than 1,100 athletes** (14,000+ hours of coaching).

I've been featured on 60 Minutes Sports and in major mags like *Competition* and *Outside Magazine*.

My clients include **elite marathoners, Ironman triathletes, Olympic cyclists, NFL players, CrossFitters**... and plenty of new runners working to get fit or run their first race.

And the ONE thing I've seen over and over is that...

Running injuries do NOT “just happen.”

In fact, most injuries trace back to a tiny handful of common problems.

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And that's great news, because it means that...

Most Running Injuries Are 100% Preventable... Using Easy Techniques That You Can Do Yourself... in 10 Minutes a Day... Without Any Fancy Expensive Equipment

A few minutes a day... combined with a little understanding of how the muscles your body work together... and a few straightforward tools and techniques that I'll show you...

And you can **reverse** the damage from years of forced sedentary life and punishing training.

When you fix these underlying problems, a funny thing happens:

Injuries that have nagged you for years start to heal on their own.

You're tuned in to your body, so you can attack your training with greater confidence... dive-bomb down those hills... really pour on the gas when you want to...

WITHOUT worrying that you're going to spend weeks hobbling around on crutches afterward.

I really want to empower you to take control of your own running health so you can experience these benefits yourself.

That's why I created...

The Injury Prevention Toolkit

With this Toolkit, I went through all of my best techniques, and distilled them down into 12 easy-to-digest video training sessions.

I come right alongside you and show you how to:

- Treat your tissues "upstream" and "downstream" to alleviate pain
- Discover if you're in a "pre-injured" state
- Treat your quads and hips to resolve knee pain
- Run faster by increasing your range of motion in your hips
- Loosen up your tight neck and back so you can run lighter
- Deal with shin splints before they turn into a stress fracture

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With the Injury Prevention Toolkit, you get instant access to these sessions. There's no fluff—you can watch the sessions and incorporate the techniques into your daily workouts right away.

I'm your personal, on-demand movement and mobility coach.

So what will the Injury Prevention Toolkit cost you?

Well, I've been told I should charge \$50, \$100 or even more for this coaching. And I'm considering doing just that very soon.

But right now, you can still get it for only \$7.

These techniques have worked wonders for my clients, and I KNOW they'll do the same for you.

That's why I'm backing this with my...

Bulletproof 1-Year Guarantee

It's pretty simple, actually. Grab your Injury Prevention Toolkit today for \$7. Try out the techniques I'll show you... And if you don't FEEL the difference within a few days... Just contact me anytime within the next year and I'll refund every penny.

You Have 2 Choices Here...

You can decide to ignore everything you've just discovered... go back to training exactly the way you've been training... and HOPE that you're not one of the 82% of runners who will see their hard work destroyed by injury this year...

Or...

Or you can take back control of your own body with the Injury Prevention Toolkit... feel that nagging pain loosen its grip on your joints... and bulletproof your body against future injuries...

So you can train harder, run stronger and achieve the goals you're working so hard for.

Make the smart choice—

Get the Injury Prevention Toolkit today.

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