

Everything we know about selling The Movement Athlete. Now it's yours.

The complete partner marketing playbook: who actually buys, the angles that work, the words to use, the assets to use them with, and the lines you must not cross.

100,000+ athletes

4.8★ member rating

47 countries

2,000+ exercise variations

100+ skills with full progressions

60-day money-back guarantee

Partner edition · the live library, with every searchable tool, is at
<https://beta.themovementathlete.com/partner-assets/marketing-library>

What is in here

START HERE

1. Start here	Five things decide whether a partner earns with us.
2. Black Friday	Lifetime \$297, one payment (70% off the full price of \$997) and yearly \$
3. Black Friday · Emails	
4. What you earn	The rates, the plans to aim at, and what a sale is worth to you.
5. All resources	Every tool in this kit, one line each.

THE PITCH

6. Who actually buys	The targeting sheet nobody else will hand you.
7. The story that sells	How to talk about TMA — and the only claims you may make.
8. How the training works	The mechanism, in thirty seconds, in words your audience will follow.
9. Why nothing else does this	What to say when they ask how it differs from everything else.
10. Messaging	The promise, the locked lines, the subject bank and the objection map.

FUNNELS & LINKS

11. The funnel, and your place in it	What happens after they click, and why the credit can arrive weeks later
12. Your three ways to promote	Pick one per piece of content. Never stack them.
13. Channel plays	What works where — email, a review page, YouTube, social, and the quiz.
14. Links, tracking & getting paid	Read this before you publish anything — it decides whether a sale can be

PAID ADS & AD ASSETS

15. Paid ads	What works on Facebook, the structure that produced paid charges, and th
16. Winning creatives	Seventy-three creatives from our own paid history. Copy the visual; writ
17. The video library	Every video we have made — 324 catalogued, with real opening frames.

BRAND & PROOF ASSETS

18. Visuals, ads and proof	Real, cleared and hosted. Never make your own.
19. Social proof & testimonials	The headline numbers, the claims you may publish, and the three proof to
20. The quote engine	Members’ own words — searchable, grouped by angle, copy-ready.
21. The email assets	Nineteen assets, ready to adapt — plus the formats behind them.
22. The brand kit	Logos, colours, type and the rules — downloadable.

WORKING WITH US

23. What not to say	Short version: make real claims, use real deadlines, and say you earn a
24. Your first 14 days	The quickstart. Two weeks, in order, so nothing stalls at the handover.
25. How we work with you	What you can expect from us, and how to reach a human.
26. Terms, FAQ & start this week	The agreement in plain words, the questions partners actually ask, and t
27. How to get in	Know someone who should be promoting TMA? Here is what we look for.

REFERENCE

28. The 2024 archive	Kept for reference. Every offer and date in here has expired — read it f
29. Changelog & sources	What changed, when, and where each figure came from.

THE LIVE TOOLS

THE AD LIBRARY

1,105 ads searchable by the offer printed on the artwork — 448 of them downloadable at full resolution.

THE MEMBER DATABASE

37 cleared members, filterable by the objection each one answers, with copy-ready quotes.

THE ASSET GALLERY

1,024 images and clips — member proof, assessment graphics, exercise demos, mockups and brand visuals.

THE CREATIVE GALLERY

302 Meta creatives with what each one actually did.

THE BRAND KIT

Logos (including vector), the colour system, type rules and the element icons — all downloadable.

THE EMAIL PACK

The evergreen sequence, the promo variant, the winners gallery and the subject-line bank.

Start here

Five things decide whether a partner earns with us.

PREFER A PDF?

The whole playbook is also one downloadable document — 150+ pages, everything on this site except the searchable tools, which it links to. Good for reading offline, sharing with a team, or keeping open while you write.

Everything else in this kit is detail underneath them.

1

Recommend, don't broadcast.

Ten years of our own sends say the same thing: a plain story about one member out-performs every promotional format we have ever used — by a wide margin. Your audience buys your genuine experience, not our banner.

2

Aim at the right person.

Our highest-converting buyer is the 35–45 professional training around a setback. A 20k audience full of them will out-earn a 200k general-fitness audience. The targeting sheet is the next section.

3

Know which offer you are sending them to.

We run several routes in — the quiz, the free trial, and discounted windows — and **most of our sales come through a discounted offer, not list price**. List price is the anchor the discount is measured against. Match the offer to the temperature of your audience: a cold audience usually needs the quiz, a warm one converts on a window. The funnels section sets out each route and what it is for.

4

Use your link everywhere.

Only a click through your partner link, or a sale on your code, can be credited to you. App-store purchases cannot be credited at all — always send buyers to the web.

5

Disclose, always.

A clear "I earn a commission if you buy through my link", or #ad, on every placement. It is the law in the US and UK, and it does not hurt conversion.

The fastest start: pick the ONE placement your audience already trusts you for — a review page, a video, an email to your list — and build that first. One placement a month beats ten in a launch week: the review page compounds, the sequence converts, the video keeps referring for years.

Black Friday — 70% off lifetime. Opens 24 Nov, closes 3 Dec.

Lifetime \$297, one payment (70% off the full price of \$997) and yearly \$97. What you earn, how it works, the dates, the copy, the proof, the rules.

Our top-performing promotion every year — and this year, our intention is that it is the last lifetime window we ever open. \$89.10 per lifetime sale, on the link you already have. Opens Tue 24 Nov, closes Thu 3 Dec.

[The arc](#)
[What you earn](#)
[The offer](#)
[How it works](#)
[Why Black Friday](#)
[Messaging](#)
[Day by day](#)
[Copy to post](#)
[DM answers](#)
[Angles + proof](#)
[Early-access list](#)
[Retargeting](#)
[The rules](#)
[Checklist + help](#)

THE OPPORTUNITY IN FOUR LINES

- **The offer:** lifetime access, one payment of \$297 — 70% off the full price of \$997.
- **Your cut:** \$89.10 per lifetime sale, \$29.10 per yearly — same link, no code, no new URL.
- **The dates:** your links by Mon 2 Nov · cart opens Tue 24 Nov · closes Thu 3 Dec, 23:59 Pacific. Never extended.
- **The moment:** we are moving to a rebuilt AI app and subscription only. Our intention: this is the last time lifetime is sold.

The arc — five phases, real dates

1

Education

Tue 3 – Fri 20 Nov

WHAT HAPPENS

No offer, no price. Six emails teach the method: movement before load, micro-progressions, the assessment, the skills.

WHAT YOU DO

Warm your audience the same way: posts and reels, no selling. Build your retargeting audiences.

2

Pre-launch VIP

Sun 22 – Mon 23 Nov

WHAT HAPPENS

Our list is invited to raise a hand for first access; VIPs get the offer on Mon 23 Nov. Same price, earlier door.

WHAT YOU DO

Post your own “want first word?” ask; send your early-access list a one-line “tomorrow” on 23 Nov.

3

Main sale

Tue 24 – Mon 30 Nov

WHAT HAPPENS

Cart opens Tue 24 Nov. Proof and answers mid-week, Thanksgiving light, Black Friday Fri 27, Cyber Monday Mon 30.

WHAT YOU DO

You go live Tue 24 Nov: opening post + story set + pinned comment; retargeting on; proof and FAQ mid-week; push on Fri and Mon.

4

Closing

Tue 1 – Thu 3 Dec

WHAT HAPPENS

“Closes tomorrow” on Wed 2 Dec; three sends on Thu 3 Dec; cart closes 23:59 Pacific. Never extended.

WHAT YOU DO

Closing email Wed 2 Dec, final-hours note Thu 3 Dec, stories every few hours, close creative to your warmest audiences.

5

After

Fri 4 Dec

WHAT HAPPENS

Everyone: it closed, the free trial is open. People who reached checkout and did not buy: a 24-hour held price — our send, never called an extension.

WHAT YOU DO

Day-after email, unpin everything, ads back to evergreen, every Black Friday claim down the same day.

The full email arc, day by day, with every email and its subject lines: [Black Friday · Emails](#).

Why promote TMA this Black Friday?

Our offer is not just good; it is extraordinary. The focus is the lifetime deal: personalised training across 100+ skills, for years, for a one-time fee.

PROVEN CONVERSION

Our top-performing promotion every year. Over \$100,000 across all sales channels in our best single month. Converts cold audiences on price alone.

AN INCREDIBLE LIFETIME OFFER

One payment of \$297 — 70% off the full price of \$997. 100+ skills, every update, for life. Our intention: the last time we sell it.

THE BIGGEST PAYOUT PER SALE WE OFFER

\$89.10 on every lifetime sale — three times a yearly — from the link you already have.

EVERYTHING PROVIDED

402 ads at full size, paste-ready copy for every channel, member quotes, the email arc, the dates, a human on hello@.

So here is the rundown of the Black Friday promo and how you take part.

What you earn

Your rate does not change: **30% of the first payment**, payable once the 60-day guarantee has passed. What changes is the size of that payment.

WHAT THEY BUY	THEY PAY	YOU EARN (30%)
Black Friday lifetime — one payment	\$297	\$89.10
Black Friday yearly — first year	\$97	\$29.10

- **Lead with lifetime.** One sale pays **three times** a yearly, from the same click.
- **Yearly is the catch-net** for the audience that will not pay once.
- Arithmetic of one sale, not a forecast — the count depends on how warm your audience is on Tue 24 Nov.

The offer

WHY THIS OFFER IS EXTRAORDINARY

	LIFETIME — LEAD WITH THIS	YEARLY — THE CATCH-NET
Price	\$297, one payment — 70% off the full price of \$997	\$97 for the first year, then \$157 a year
What they get	The whole system for life: the assessment, workouts that rebuild every session, 100+ skills with full progression paths (bought one course at a time: \$9,700+), 2,000+ exercises, every update we ship	The same system for a year
Renews?	Never. Nothing to cancel.	Yes, at \$157
Guarantee	60 days, money back	60 days, money back
You earn	\$89.10	\$29.10

- **Not in the offer:** no monthly or quarterly discount; no free trial on the Black Friday prices (monthly keeps its normal 7-day trial).
- **Never call the \$97 yearly a Black Friday exclusive** — our quiz sells annual at that price too. The lifetime price is the Black Friday offer.
- **Our intention is that this is the last lifetime window.** We are moving to a rebuilt AI app and a subscription-only model. We say *intention* because we only promise what we can bind.

Messaging — the lines to use

Copy these as they are, or build yours from them. Every line is approved; every claim in it is one we make ourselves.

The offer, complete

Lifetime access to The Movement Athlete — the full system, every skill, every update — for one payment of \$297. That's 70% off the full price of \$997. Not a subscription. Nothing to cancel. Closes Thu 3 Dec — and it is intended to be the last time lifetime is sold.

The offer, short

Lifetime access, one payment of \$297 — 70% off the full price of \$997. Closes Thu 3 Dec.

Four words

Pay once. Train for life.

Why now

Our intention is that this is the last lifetime window — The Movement Athlete is moving to a subscription-only model.

The yearly

Prefer yearly? \$97 for the first year, then \$157 a year.

The guarantee

60-day money-back guarantee. Two months to decide, no questions.

The deadline

Cart closes Thursday 3 December, 23:59 Pacific. Published from day one. Never extended.

Disclosure

#ad — I earn a commission if you join through my link, at no extra cost to you.

NEVER THESE

- "a lifetime subscription" — it is *lifetime access*, one payment
- "70% off per month" — the 70% is off the full price of \$997, once
- a flat "never again" / "gone forever" / "last chance ever" — say the *intention*
- any price other than **\$297** and **\$97**; the only other number is the full price, **\$997**
- a date or hour we did not publish — one deadline: Thu 3 Dec, 23:59 Pacific
- a health promise next to a deadline

How it works on your side

Same link, no code, no new URL. The work is warming your audience, not the plumbing.

1 Your link stays the same.

The quiz root carrying your ref code. Nothing to swap, nothing for your audience to type.

Dedicated Black Friday checkout links are being built and arrive in the launch note by Mon 2 Nov — until then write [LINK TBC]; never invent one.

2 From Tue 24 Nov, every offer page on our site shows the Black Friday offer.

Pricing, start-training, the trial page — all of them point to the Black Friday page for the length of the window, so whatever route your visitor takes after your link, they see it. We confirm it is live in the launch note.

3 Your click is credited for 180 days.

Click in the warm-up, buy on the last night — still your sale. Our own retargeting follows anyone who has clicked you, and our emails follow anyone who then gives us their email — credited to you. Tell your audience they may hear from us directly after they click; that is normal and the credit is yours.

4 Lifetime is a web purchase.

Bought on our checkout, never in an app store — so a lifetime sale is always creditable. App-store subscriptions still cannot be.

5 When you see it.

We confirm your link is crediting when your placement goes live ([tracking](#)). A sale appears on your statement once its 60-day guarantee has passed. Missing one? Send us the date.

Why Black Friday

- **Our top-performing promotion every year** — over **\$100,000 across all sales channels** in our best single month.
- **Lifetime is what sells in it** — in Black Friday 2025, **86% of new-sale cash** was lifetime (121 sales), annual 11%, quarterly 3%.
- **It converts cold audiences on price alone** — people spend once in this fortnight; one payment is built for exactly that.
- **The ceiling has been reach, not the offer** — each buyer spent more last year than the year before; fewer people heard about it. That is the gap you fill.
- **This is the one to be part of** — a proven offer, at its deepest price, with an honest reason it is not expected back.

You bring the audience; we bring everything else. 402 Black Friday ads at full size with the copy that ran beside them, eleven paste-ready posts, the member quotes, the email sequence, the dates, and a human on the other end of hello@ — we would rather pay you 30% of a window we know converts than pay an ad platform for cold traffic that does not.

The dates, and what to do on each

- **The window is decided before it opens** — our launch email to existing customers clicked at 1.17% in 2025, nearly five times the window average (0.24%). Warm first.
- **One calendar, three channels** — email carries the argument, social repeats it, retargeting makes sure the interested see the close.

NOW → MON 2 NOV · WARM

Email two education sends, no offer — what progressive calisthenics is, why strength built on bad movement breaks, what an assessment-first system does differently.

Social the same ideas as posts and reels (hooks in [Winning creatives](#); copy below).

Retargeting nothing to buy yet — build the warm audience you will retarget in the window. **Mon 2 Nov:** launch note and your checkout links arrive.

3 – 23 NOV · TEASE AND EARLY-ACCESS LIST

Email something is coming on Tue 24 Nov, who it is for, and the invitation to be told first. No price, no link yet.

Social pinned post + story series with the same promise; link-in-bio line updated.

Retargeting a small awareness pass to the warm audience. Send your early-access list a one-line “tomorrow” on 23 Nov; everyone opens Tue 24 Nov.

TUE 24 NOV · PUBLIC OPEN

Email the full offer once, plainly — who it is for, the mechanism in two sentences, then lifetime, one payment, \$297 (70% off \$997), then your link. Early-access list first, then everyone.

Social post, 6-slide story set, pinned comment under every reel.

Retargeting switch the warm audience to a purchase-optimised campaign on the opening creative. Opening day is one of the two peaks.

25 – 26 NOV · PROOF AND ANSWERS

Email one member story, then the FAQ. In 2023 our plainest email of the window was a list of questions and answers — it out-clicked every offer email around it (0.88%). People do not need another push mid-window; they need the thing stopping them answered.

Social one member quote a day.

Retargeting rotate to proof creative; one resend to non-openers with a new subject (that habit alone added 2,857 clicks in 2023 — once, not daily). **Thu 26 Nov** is Thanksgiving: one light touch, nothing more.

FRI 27 NOV BLACK FRIDAY → MON 30 NOV CYBER MONDAY · THE PUSH

Email Fri 27 Nov — the offer again, plainly, for the people who were waiting for the day itself. Mon 30 Nov — the major push: “closes tomorrow”, lifetime, one payment, \$297, your link, the guarantee.

Social stories both days, pinned comment refreshed with the close date.

Retargeting close creative to the warmest audiences; frequency can rise. Nothing about health in any of these.

THU 3 DEC · CLOSE, 23:59 PACIFIC

Email one short final-hours note; our last-day pair were the two best emails of 2023 (1.52% and 0.97%, more than double the window average).

Social: stories every few hours until close. **Never extend** — the close is published from day one. **4 Dec:** the day-after email (it closed, the free trial is still open — the most skipped email of a window and the one we would keep if we could keep only one), unpin everything, ads back to evergreen, every Black Friday claim down the same day.

Copy you can post, by phase

Written to be adapted, not pasted whole — your audience follows *you*. Swap [YOUR LINK] ; the dates are already in. Keep the disclosure at the top. Every claim in here is one we make ourselves.

Warm-phase post (now → 2 Nov)

#ad · Strong muscles don't protect weak movement patterns.

That's the line that changed how I think about training. You can be strong in the gym and still get hurt picking up a bag, because strength built on bad movement breaks.

Progressive calisthenics fixes the order: movement first, then load — one slightly harder variation at a time, so your joints adapt alongside your muscles.

The system I use starts you with an assessment that places you at your exact level on every movement. Never too easy, never more than your joints are ready for.

More on this soon. For now: where would YOU start — wall push-ups or full ones? Be honest.

Tease post / story text (3 → 23 Nov)

#ad · Something is coming on Tuesday 24 November.

The Movement Athlete is opening a short window on lifetime access — the whole system, every skill, every update, one payment, no subscription — at 70% off the full price. It closes 3 December.

If you've been meaning to start training properly — at your own level, around your own joints — this is the fortnight to do it.

Want first word the moment it opens? Reply VIP / tap the link in my bio and I'll send it to you first.

(I'm a partner — I earn a commission if you join through my link, at no extra cost to you.)

Opening-day caption (24 Nov)

#ad · It's open. 

Lifetime access to The Movement Athlete — the full progressive calisthenics system, 100+ skills with full progression paths, an assessment that places you at your exact level, workouts that rebuild themselves every session — for ONE payment of \$297. That's 70% off the full price of \$997.

Not a subscription. Nothing to cancel. Closes Thursday 3 December — and The Movement Athlete's intention is that this is the last time lifetime is ever sold; they're moving to a subscription-only model.

Who it's for: anyone who wants to get strong, mobile and pain-free for life and is tired of eight-week programmes that end.

Prefer yearly? \$97 for the first year.

60-day money-back guarantee, so the decision is reversible.

 [YOUR LINK]

Mid-window proof caption (25–26 Nov)

#ad · "Yes, has made me so much stronger, I don't get injured." — Sean, 47, teacher and rugby coach, Movement Athlete member.

That's the whole point of training this way. Not a number on a bar — a body that holds up.

The lifetime window is open now: the full system, one payment of \$297, nothing to cancel. Questions? Ask me below — I'll answer every one.

👉 [YOUR LINK]

Black Friday / Cyber Monday caption (27 & 30 Nov)

#ad · If you were waiting for the day itself — this is it.

Lifetime access to The Movement Athlete for one payment of \$297, 70% off the full price of \$997. Every skill, every update, for life. Nothing to cancel.

Closes Thursday 3 December at 11:59 PM Pacific. 60-day money-back guarantee.

👉 [YOUR LINK]

Closing-day caption (3 Dec)

#ad · Last call. The lifetime window closes tonight, 11:59 PM Pacific.

One payment of \$297 for the whole Movement Athlete system — every skill, every update, for life. After tonight this \$297 price is gone and lifetime goes back to its full price of \$997 — and it's intended to be the last time lifetime is sold at all.

60-day money-back guarantee. Nothing to cancel.

👉 [YOUR LINK]

Day-after caption (4 Dec)

#ad · That's closed — as promised, no extension.

If you missed it: the free trial is still open, and it costs nothing to take the assessment and see exactly where you'd start. The one-off deal is gone; the way in isn't.

👉 [YOUR LINK]

6-slide story set (opening day)

1 — "#ad · It's open." (text on dark, nothing else)

2 — "Lifetime access to The Movement Athlete. One payment. \$297 — 70% off \$997."

3 — "What's in it: 100+ skills with full progression paths · an assessment that places you at your exact level · workouts that rebuild every session · every update we ship."

4 — "Who it's for: you want to get strong, mobile and pain-free for life — and you're done with

programmes that end."

5 — "60-day money-back guarantee. Nothing to cancel. Closes 3 December."

6 — Link sticker → [YOUR LINK]. "Partner link — I earn a commission if you join."

30-second reel script (warm or opening day)

HOOK (0–3s, to camera): "You don't get stronger doing more of the same exercise."

(3–10s): "You get stronger doing a slightly harder one. That's the whole secret of calisthenics — and almost nobody trains it that way."

(10–20s, show the app or your own progression): "The Movement Athlete starts you with an assessment, places you at your exact level on every movement, then makes each session just a little harder than the last." WARM VARIANT adds: "Never too easy. Never more than your joints are ready for." OPENING-DAY VARIANT leaves that line out — health and deadline never share one asset.

(20–30s): Warm → "Link in bio if you want to see where you'd start." Opening day → "Until 3 December it's lifetime access for one payment — link in bio."

ON-SCREEN: 100,000+ members · 4.8★ member rating · 60-day guarantee. CAPTION: #ad first, then your link.

Pinned comment (under every reel, 24 Nov → 3 Dec)

📌 #ad · Lifetime access to The Movement Athlete is open until 3 December — the whole system, one payment of \$297 (70% off \$997), nothing to cancel. My partner link: [YOUR LINK]

Link-in-bio line

Tease: "Lifetime window opens 24 Nov → tap for first word" · Open: "🔒 Lifetime access, one payment, closes 3 Dec → " · After: "Free trial — take the assessment →"

Answers for your DMs and comments

In your voice, ready for a DM, a comment or a story Q&A. Each answer is true and short; add your own experience in front of it.

- ▶ Is this a subscription?
- ▶ I'm a complete beginner. Is it too advanced?
- ▶ I'm over 40 / 50. Is this for me?
- ▶ I've got an old shoulder / back injury.
- ▶ What happens if it's not for me?
- ▶ Do I need equipment or a gym?
- ▶ Is it an app?
- ▶ Why is it cheaper right now?
- ▶ Will lifetime come back next year?
- ▶ Is there a free trial on the Black Friday price?

Pick your audience: the angle and the proof

The quote is a member's own words from [the quote engine](#) — use it in quotation marks, credited, never as your own experience.

YOUR AUDIENCE	THE ANGLE IN ONE LINE	A MEMBER'S WORDS	WARM-PHASE POST
Over 40, wants to stay capable	Be more capable as you get older, not less — strength that protects your joints.	"Yes, has made me so much stronger, I don't get injured." — Sean, 47, teacher and rugby coach	"Strong is useless if you're broken by 50" — why movement comes before load.
Training around pain or an old injury	A system that never loads a movement you are not ready for. (Training, not medical advice.)	"I'm no longer troubled by back pain which helps my self-confidence a whole lot." — Hans, 30s	The coach's own shoulder story — see the story that sells .
Busy — parents, shift workers, travellers	From 15 minutes, no gym, no equipment, and it adapts when life gets in the way.	"There are 168 hours in a week... You've got time to train." — Charlie, under 30	"Most programmes give you exercises. This gives you a session."
Skill seekers — handstand, muscle-up, lever	100+ skills with full progression paths; the skills are the proof the strength is real.	"I am 80% to my front lever and more than 50% to a one arm pull up." — a member in their 30s	"You don't get stronger doing more of the same exercise. You get stronger doing a slightly harder one."

Keep pain and injury angles in the warm and proof phases. Never pair them with a deadline — a closing post is price, link, guarantee, and nothing about health.

Your early-access list

Before there is anything to buy, collect the people who want to hear first. Your opening message then lands on readers already leaning in, and opening day is where the window is won. Fifteen minutes, no tools required:

1 Post the ask (from 3 Nov).

Use the tease text above. The line that works: "Want first word the moment it opens? Reply VIP." Pin it.

2 Collect the hands.

No email tool? A story poll ("Tell me first? Yes") — screenshot the voters. Newsletter? A one-line reply-to-join. Any free email tool's free tier works for a list this size; so does a Gmail label.

3 Promise the right thing.

The first message, the moment it opens on Tue 24 Nov. **Not a different price, not an earlier window** — the offer opens for everyone at the same time.

4 One note the day before (23 Nov).

"Tomorrow." Nothing else. It is the highest-open message you will send all month.

5 Send them the opening message first on Tue 24 Nov.

Then everyone else. The difference is who is reading, not what they read.

Retargeting

A \$297 decision usually takes more than one look. Email is the second look; retargeting is the third — and it is where partners who run any paid traffic pull ahead. Build the audiences now; an audience built in October is the one you can afford to retarget in November.

The rules first

- Send paid traffic to **your own page**, which carries your recommendation and your link. Never direct-link our domain in an ad without written approval; never bid on “The Movement Athlete” or our brand terms ([paid-ads rules](#)).
- **Optimise for purchase** — you are paid on the first payment, so that is the only event worth buying. Small budget, warm audiences only.
- Phase the creative with the window: offer → proof → close. The [ad library](#) holds 402 ads built for Black Friday, downloadable at full size with the copy that ran beside them. Reuse the visual; write the words in your voice with this year’s offer and dates.
- Frequency can rise from 27 Nov. Switch the creative off at 11:59 PM Pacific on 3 Dec.

Building the audience, step by step

META (FACEBOOK / INSTAGRAM)

Ads Manager → Audiences → Create audience → Custom audience → **Video**: choose your TMA-related videos, “people who watched at least 25%”, last 365 days → name it *TMA warm · video*. Repeat with **Instagram account** → “everyone who engaged”, last 90 days. If you have a review page with the Meta pixel: **Website** → visitors of that URL, last 90 days. Build the campaign with these three audiences, objective **Sales**, paused until 24 Nov.

TIKTOK

Ads Manager → Assets → Audiences → Create → Custom audience → **Engagement** or **Video interactions**: viewers of your TMA videos, last 180 days. Objective **Website conversions**, your page as the destination.

NO AD ACCOUNT?

Your “retargeting” is the resend: one more email to people who opened but did not click, with a new subject, mid-window. In 2023 that single habit added 2,857 clicks to our window.

WHAT WE DO ON OUR SIDE

Everyone who clicks your link is in our own retargeting for the window, and everyone who then gives us their email is in our own email arc — credited to you for 180 days. Bring them once, warm; we do the chasing.

Menus move; the shape does not: a warm audience from your own content, a purchase objective, your page as the destination, phased creative, off at close.

The rules

ONE PUBLIC DEADLINE: THU 3 DEC, 23:59 PACIFIC

- **If you say it closes, it closes.** Published from day one; never extended in public.
- **The one follow-up is ours, not yours:** on Fri 4 Dec, people who reached our checkout before the deadline and did not buy get a 24-hour held price — worded “you started checkout before the deadline, so we held your price”. Never “we extended the sale”. You do not announce it.
- Inventing an hour or a countdown is a banned commercial practice (UK DMCCA; FTC in the US). Take every claim down on 4 Dec.

On “last time”: say the intention, never a flat promise. True: “our intention is that this is the last lifetime window — they are moving to a subscription-only model.” Not allowed: “never again”, “gone forever”, “last chance ever” as bare claims. The difference is what regulators and your audience will hold you to.

Two prices, stated the same way everywhere. Lifetime \$297, one payment, 70% off the full price of \$997. Yearly \$97 for the first year, then \$157. No other number, no “lifetime subscription”, no invented bonus, no discount on monthly or quarterly, no free trial on these prices.

The rating is 4.8★, the member rating — never attributed to one app store.

Keep health and urgency apart. Injury, pain and over-40 angles belong in warm and proof sends. Never in a closing post or email.

#ad at the top of every post and email, not under the fold. **No earnings claims** to your audience, and none to other partners. **Real proof only** — member quotes from the quote engine, credited; never a testimonial you made, never a screenshot captioned as unedited.

Coupon and cashback publishers: your lifetime rate may differ — it is in your agreement; ask if unsure.

The email sequence

Every email of the arc, day by day — phases, dates, subject lines to test, and the copy from our best year, word for word.

The finished copy arrives with the launch note by Mon 2 Nov. The full sequence — rewritten from our best-converting windows — comes to you then. The outlines are enough to plan your calendar and start drafting in your own voice now. Nothing you do here is wasted.

Subject lines for the window

It's open — 70% off lifetime

Lifetime, one payment, 70% off

Get everything, forever. One payment.

70% off, and here's who it's actually for

Pay once. Train for life.

Is calisthenics for you? Over 40? Read this

Closing tomorrow

70% off — gone at midnight

If you've been putting this off

That's closed — but this isn't

Still open: the free trial

For anyone training around an old injury

Plain and specific; the discount does the shouting. No price in the subject, no first name first, no claim about future prices. "Gone at midnight" means 23:59 Pacific on 3 Dec and nothing else. The injury line is a warm-phase subject, never a closing one.

Checklist and support

THIS WEEK

Read this chapter and [how the training works](#). Post the warm-phase piece. Build your warm audiences. Pull your creative from the [ad library](#).

BY MON 2 NOV

Launch note and checkout links arrive. Adapt the emails and captions into your voice. Build the purchase campaign, paused, pointed at your page. Put the early-access ask live on 3 Nov.

TUE 24 NOV

Early-access list first, then everyone. Post, story set, pinned comment, bio line. Unpause retargeting.

25 – 29 NOV

Proof email, FAQ post, one resend to non-openers. Rotate creative to proof. Answer every question. Light touch on Thanksgiving.

27 NOV → 3 DEC

Black Friday post, Cyber Monday push, "closing tomorrow" email on 2 Dec, final-hours note on 3 Dec, stories every few hours, close creative to the warmest audiences. No health angles.

4 DEC

Day-after email. Unpin everything. Ads back to evergreen. Every Black Friday claim down the same day.

STUCK? ONE EMAIL — WE AIM TO ANSWER WITHIN TWO WORKING DAYS

Write to hello@themovementathlete.com with four lines: **where** your audience is (newsletter / IG / YouTube / TikTok / paid), roughly **how many**, **which angle** fits them (over 40 / injury / busy / skills), and **what you need** — a creative, a quote, a second opinion on your draft, a check that your link is crediting. You get assets matched to your angle, not a generic reply.

If you only do one thing: warm your audience now, then send the opening-day (24 Nov) and day-after (4 Dec) emails. In every window we have measured, the ends of the window beat the middle — do not miss them.

Black Friday — the email arc

What you earn

The rates, the plans to aim at, and what a sale is worth to you.

Start here — it's the reason you're reading. The rates below are the proposed structure being finalised in partner agreements; the shape is settled, a number may move before it's ratified. Your agreement governs.

You earn a share of the first paid charge on every subscription your audience starts through you. No discount comes off the price — you earn on what the customer actually pays.

PLAN	YOUR AUDIENCE PAYS	YOU EARN (<i>PROPOSED 30%</i>)
Monthly	\$24.97 / month	\$7.49
Quarterly	\$49.97 / quarter	\$14.99
Annual — the most popular plan	\$157 / year	\$47.10

Aim your content at the annual plan. Same rate, higher plan — it pays **6.3× more per referral than monthly**, and it's already the plan most buyers choose, so pointing people there isn't a stretch; it's where they were headed anyway.

What a sale is worth — you do the math

We give you the inputs — the price ladder and the rate — and you run them against your own audience. We don't publish "what you could make," because nobody can honestly predict your audience but you. What we *can* answer is the fear behind the question:

✓ THE NUMBER THAT ANSWERS "WILL MY AUDIENCE REGRET THIS?"

TMA runs a 60-day, no-questions money-back guarantee — and across 26,000+ purchases the lifetime refund rate is **under 9%**. Fewer than 1 in 11 buyers asks for their money back, on the most generous guarantee in the category. That's the closest thing to a risk signal we can honestly give you — and it protects your reputation as much as our revenue.

Why full price beats a discount — for you

1. **You earn more per sale.** Under the old structure your cut came out of a *discounted* price — \$34.95 on an annual sale. On the proposed full-price structure the same sale pays **\$47.10 — 34.8% more per annual referral**.
2. **Your credit is protected.** A discount code is a magnet for coupon and cashback sites: a buyer who was already going to subscribe opens a new tab, searches "Movement Athlete discount," and a coupon directory takes credit for the sale *you* created. A full-price offer carries nothing to intercept. The sale stays yours.

3. **You have something honest to sell.** “Try it free for a week, then a fair price backed by a 60-day guarantee” is a stronger pitch to an audience that trusts you than “here’s a coupon” — which trains them to wait for the next one.

 COMING: A PARTNER EXCLUSIVE YOU CAN ANNOUNCE

We’re building a version where *your* link gives your audience a **14-day free trial instead of 7** — no discount, just more time in the product before deciding. It’s the one thing a percentage can never give you: a benefit your audience *sees*, exclusive to your link, that leaks nothing off the price. **It’s in build, not live — we’ll come to you when it’s ready, and we won’t promise a date we haven’t hit.**

When you get paid

Commission is on the **first paid charge** — never trial starts, never renewals. Each sale becomes payable once the 60-day guarantee window has passed on it, plus a processing period (the exact schedule is in your agreement). Commissions are held 30 days from the first paid charge; a refund inside the 60-day guarantee comes off the balance. After the hold clears, it is yours.

Payouts run every month, with a \$100 minimum — if your balance is under \$100 it simply rolls forward to the next month; nothing is ever lost. Alongside the payout you get a monthly statement of credited sales, reconciled from the payment records — and if a sale looks missing, that’s ours to find and fix.

What a sale actually pays you

The working rate is 30% of the first paid charge. Your signed agreement governs; there are no public tiers.

ROUTE	TYPICAL FIRST CHARGE	YOUR ~30%	NOTE
The quiz path (your default)	\$97 yearly	≈\$29	This is the realistic planning number — most buyers arrive here, not at list price.
The 50% page	\$78.50	≈\$23.50	Deal-primed audiences only.
Full-price annual	\$157	≈\$47	Real, but do not lead your own forecasts with it.
Black Friday lifetime — \$297 one payment, 24 Nov to 3 Dec	\$89.10 per sale	same 30%	One-time charge; the rate does not change.

Why both full-price and discount advice exist in this kit: your **evergreen** content defaults to the quiz and the trial; **windows** we announce sell on a discount — and most of our sales arrive through one. Different tools, different weeks.

How the money reaches you

Hold: 30 days from the first paid charge. A refund inside the 60-day guarantee comes off your balance; after the hold clears, the commission is yours. Refund rates here are low and the guarantee is

part of why the offer converts — price it in rather than fear it.

Payout method, currency and any tax paperwork are set in your partner agreement at onboarding.

This kit does not guess at them — if yours are not settled, ask: hello@themovementathlete.com.

THE LIFETIME ROW

The Black Friday offer is **lifetime access at \$297, one payment — 70% off the full price of \$997** — a one-time charge, so it does not appear on the subscription table. Your commission on it is **\$89.10**. The Black Friday yearly (\$97 first year, then \$157) pays **\$29.10**. Window: 24 Nov – 3 Dec 2026.

Your commission is unchanged: the discount changes what the customer pays, not how you are paid. The window itself — status, outlines, creative — lives on [the Black Friday page](#).

All resources

Every tool in this kit, one line each.

Bookmark this page — it is the index to everything else.

THE WHOLE THING AS A PDF

150+ pages, everything here except the searchable tools (which it links to). For offline reading, sharing, or keeping beside you while you write.

Understand the product

HOW THE TRAINING WORKS →

The pitch deck: promise, 7 steps, six elements, FAQ.

WHY NOTHING ELSE DOES THIS →

The differentiation, in our own words, plus competitor prices.

THE STORY THAT SELLS →

Jesse's story, the origin, the positioning block.

MESSAGING →

What we are, the locked lines, subject bank, objection map.

Know the buyer

WHO ACTUALLY BUYS →

The 3 revenue avatars + the 7 behind them, with the data.

SOCIAL PROOF →

The claims you may publish and the three proof tools.

THE QUOTE ENGINE →

Searchable member quotes, copy button on each.

THE MEMBER DATABASE →

37 cleared members, searchable by the objection each one answers.

Send traffic

THE FUNNELS →

Every route in, visualised — and where your credit comes from.

WAYS TO PROMOTE →

The quiz first, then the offers.

[LINKS & GETTING PAID →](#)

Your link, your code, what breaks crediting.

Build content

[THE EMAIL PACK →](#)

Sequences, winners gallery, subject bank.

[THE AD LIBRARY →](#)

1,105 ads, searchable by printed offer; stills download at full size.

[THE CREATIVE GALLERY →](#)

302 Meta creatives with what each did.

[THE VIDEO LIBRARY →](#)

324 videos catalogued with opening frames.

[WINNING CREATIVES →](#)

73 creatives from our paid history.

[VISUALS & PROOF →](#)

Homepage graphics, app screens, press band, the film.

[THE BRAND KIT →](#)

Logos, icons, colours, fonts — downloadable.

The relationship

[WHAT YOU EARN →](#)

Rates, the plans to aim at, the lifetime note.

[TERMS & FAQ →](#)

The agreement in plain words.

[WHAT NOT TO SAY →](#)

The rules that keep you and us safe.

[BLACK FRIDAY →](#)

24 Nov – 3 Dec: lifetime \$297, the dates, the copy, the proof.

[BLACK FRIDAY · EMAILS →](#)

The sequence day by day, with subject lines to test.

Who actually buys

The targeting sheet nobody else will hand you.

Eight years of our own customers, measured — buyer records, exit surveys and roughly 5,250 logged objections — reduced to the three people who actually pay, and what each of them needs to hear.

Read the first card twice. **The Injured Professional is 40% of our revenue, and injury-recovery buyers are roughly five times over-represented among our customers compared to our leads** (*directional — from customer-sample analysis, not a controlled experiment; we tell you which of our numbers are hard and which are directional, so you never overclaim on our behalf*). One piece of content aimed squarely at them can out-perform five aimed at “people who like fitness.”

The lines in quotes below are **composite buyer voice** — how each of these buyers talks, distilled from our customer research and exit surveys, not any single member’s words. **Do not reuse them as customer testimonials.** The real, attributable member quotes are in this kit and the rules.



📌 The one to aim at

The Injured Professional

40% of revenue ~5× over-represented age 35–45

“Fitness betrayed my body — I need strength that won’t break down on me, so I’m never sidelined again.”



 The skill hunter

The Skill-Seeking Professional

30% of revenue ~3× over-represented

"I want to earn impressive skills through a logical system — if I made it, I know I earned it."



 The at-home parent

The Busy Parent Professional

25% of revenue ~2× over-represented

"I'm losing myself to work and kids — I need to get strong at home and be the example they remember."

The core customer: average age **36.8** · **85% male** · **80% desk-based knowledge workers** · 40% Europe, 32% North America.

What that means for your content

- Lead with the **training-around-a-setback** angle if your audience skews 35+ — it's our strongest-converting message by a wide margin. (*Careful framing: "train around it, build back strength" — never "heal / cure / fix your injury". the rules.*)
- The **skill angle** (first muscle-up, handstand, lever) is the hook for younger and calisthenics-native audiences.
- The **at-home, 15-minutes, no-gym** angle is the hook for parents.

What non-buyers object to — from 5,252 logged objections

Their doubts will show up in your comments section before your first sale does — so answer them in your content before they're asked.

OBJECTION	SHARE	WHAT IT SOUNDS LIKE
Program fit	32%	"Will it work for MY body / age / weight?"
Time & life	28%	"I don't have time for another program."
Technical	18%	App, devices, how the assessment works
Price	15%	"Is it worth it vs what I do now?"
Already a customer	7%	—

✓ THE SINGLE BEST OBJECTION-KILLER WE HAVE

The assessment makes the program fit you — there is no "too beginner", because it starts exactly where you are. Our "New to calisthenics? This is for you" email — built entirely on that one idea — is among the highest-clicked emails we've sent at full list scale.

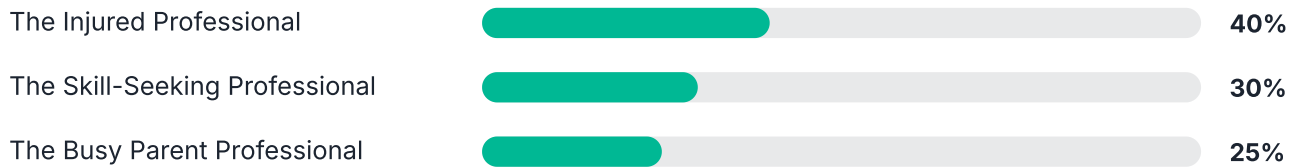
What content formats fit: dedicated reviews and head-to-head comparisons have been our strongest placements — with one honest caveat. What moves the needle in our own data is **your page's search rank and how specifically it matches the reader's question**, more than the format itself. Our best-converting placement anywhere is a ranked listicle.

A stale review quietly kills conversion — if your review shows old pricing or old screenshots, refreshing it is the highest-ROI hour you can spend. **We'll supply current facts and screenshots — just ask.**

The three people who actually pay

We have a lot of users. We have three *buyers*. Aim at these and a small audience will out-earn a big one.

Share of revenue — not share of audience



Revenue share. The Injured Professional is ~22% of the market but 40% of the money — the two are different measures and are

THE ONE TO AIM AT

The Injured Professional

40% of revenue · ~5× over-represented · age 35–45

"Fitness betrayed my body — I need strength that won't break down on me, so I'm never sidelined again."

- **What sets them off:** A tweak that will not settle, a scan, a doctor saying stop.
- **What already failed them:** Physio helped and then stopped helping. The gym made it worse. YouTube was a lottery.
- **The objection:** "Will this hurt me again?"
- **What kills it:** The assessment starts them below the level that hurt them — and says so.
- **Imagery that works:** Member before-and-after photos showing visible strength and physique progress.

"I herniated three discs and ended up on the floor for two months." — Gareth, 46, financial planner

THE SKILL HUNTER

The Skill-Seeking Professional

30% of revenue · ~3× over-represented

"I want to earn impressive skills through a logical system — if I made it, I know I earned it."

- **What sets them off:** Seeing someone do it and realising they cannot.
- **What already failed them:** Generic programmes with no path, and no way to know what level they are on.
- **The objection:** "Am I going to plateau again?"
- **What kills it:** A visible ladder with their feet on a rung and the next one in reach.
- **Imagery that works:** A member's before photo on holiday, and the same member later holding a human flag on a post by a lake.

"You can't fake it to a muscle up. If you made it, you know you earned it." — Kon, 26

THE AT-HOME PARENT

The Busy Parent Professional

25% of revenue · ~2× over-represented

"I'm losing myself to work and kids — I need to get strong at home and be the example they remember."

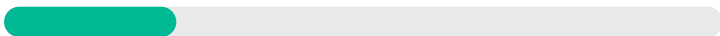
- **What sets them off:** Not being able to play without paying for it the next day.
- **What already failed them:** Gym memberships they could not get to. Programmes that assumed an hour.
- **The objection:** "I do not have the time."
- **What kills it:** It works at home, around them, and is useful on a ten-minute day.
- **Imagery that works:** A member training at home with children in frame.

"Since I got my twin boys I stopped all activities — they take all of your time." — Igor, 39

And the seven behind them

Those three are the buyers. They are not the whole audience. Seven more types make up most of the traffic and a small slice of the revenue — worth knowing, because if your audience is mostly these, your numbers will look different and that is normal.

Share of audience vs share of revenue

The three buyers (above)  ~24% of vol

The seven below  ~76% of vol

Model figures — the shape is the finding: a quarter of the audience carries nearly all the money. Aim narrow.

THE PURE MUSCLE BUILDER

28% of volume, 8% of revenue

Wants size. Will convert, but on aesthetics rather than capability.

THE WEIGHT LOSS WARRIOR

16% / 6%

Here for fat loss; stays for how they feel.

THE STRENGTH SEEKER

12% / 4%

Wants to be stronger, no specific skill in mind.

THE COMEBACK BEGINNER

8% / <1%

Returning after years away. High volume, low spend, but the warmest humans you will meet.

THE HEALTH OPTIMISER

5% / ~1.5%

Longevity-minded; responds to the joint and bone-density material.

THE MOBILITY SEEKER

4% / <1%

Came for stiffness, not strength.

THE SKILL EXPLORER

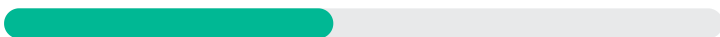
3% / <1%

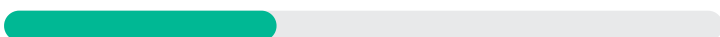
Curious about one trick rather than a system.

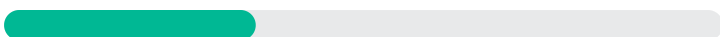
Volume and revenue splits from our internal avatar model. Treat them as the shape of the audience, not as precise forecasting figures.

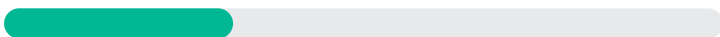
Why they came — in their own words, counted

What members said they wanted (n=68, answers multi-coded so they exceed 100%)

Injury recovery & prevention  46%

Convenience — fits a real life  38%

Progressive skill mastery  35%

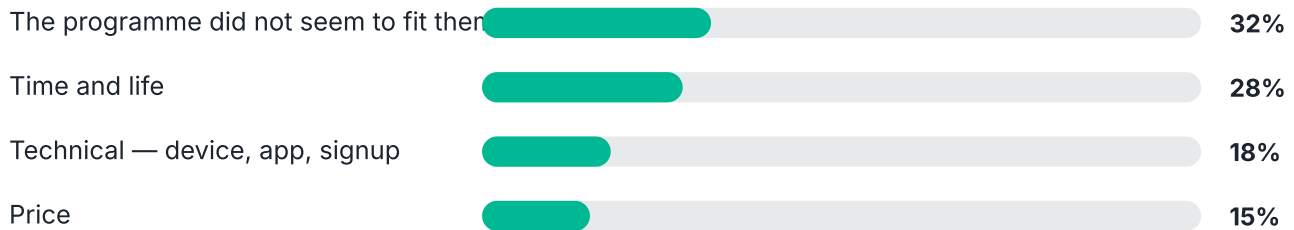
Holistic body development  32%

From the WHY survey and the Calisthenics-for-Everyone responses.

● You may have seen an older “46% wanted aesthetics” split quoted in our own marketing. It has no dataset behind it and we no longer use it. The numbers above are the sourced ones.

And why people do *not* buy

Objections from people who did not buy



Price is the smallest of the four. Lead with fit, not with a discount.

Read that again: price is 15%. The biggest objection by far is *"this is not for someone like me"*. Content that shows a person like them succeeding beats any discount you could offer.

Who they are, measured

36.8 average age

~85% male

47 countries

80% desk-based

72% came from the gym

73% of pain reports are shoulder or wrist

The last two matter most. **Nearly three quarters came from lifting** — they are not beginners, they are people whose training stopped working. And **shoulder and wrist are three quarters of all reported pain**: the desk, the mouse, the years. If your audience sits at a computer, you already have the angle.

The journey they are on

Almost every member walked the same road before they found us. Your content lands hardest when it meets them at the step they are actually on.

1 Active once

Sport, or just a body that worked without being thought about.

2 Life changed

A job, children, a move. Training became the thing that got dropped.

3 The decline

Stiffness, aches, a photo they did not like.

4 The gym attempt

Back to what they knew. Weights, or an app full of burpees.

5 Injury or frustration

It hurt, or it simply stopped working. This is the bottom.

6 The search

YouTube, apps, programmes. Nothing fits a body like theirs today.

7 They find this

An assessment that starts where they are, not where a programme assumes they are.

And the head coach's version of the same arc, which is why the product exists: Jesse was a 220lb gym regular with ten years of lifting. First CrossFit session, ego up, kipping pull-ups — rotator cuff surgery and six months of recovery. The lesson he came back with is the whole company: **strong muscles do not protect weak movement patterns**. Eight weeks of progressive, joint-first training and the pain was gone. He is a head coach, not a guru — describe him that way.

THE FACTS, FOR YOU OR YOUR AI — TARGETING

- **Aim at:** 35–45, desk-based, trained before, something went wrong.
- **The highest-converting single angle is injury and rebuild** — roughly 5× the average conversion.
- **Price is only 15% of objections.** Fit is 32%. Lead with fit.
- **Shoulder and wrist are 73% of reported pain** — the desk-worker angle is not a guess.
- **Average buyer age is 36.8**, about 85% male, across 47 countries.
- **Never promise rehabilitation or pain treatment.** Speak about training around a body that has history — never about fixing an injury.

The story that sells

How to talk about TMA — and the only claims you may make.

This is the narrative behind our best-performing pages and emails. It works because every line of it is true — tell it in your words.

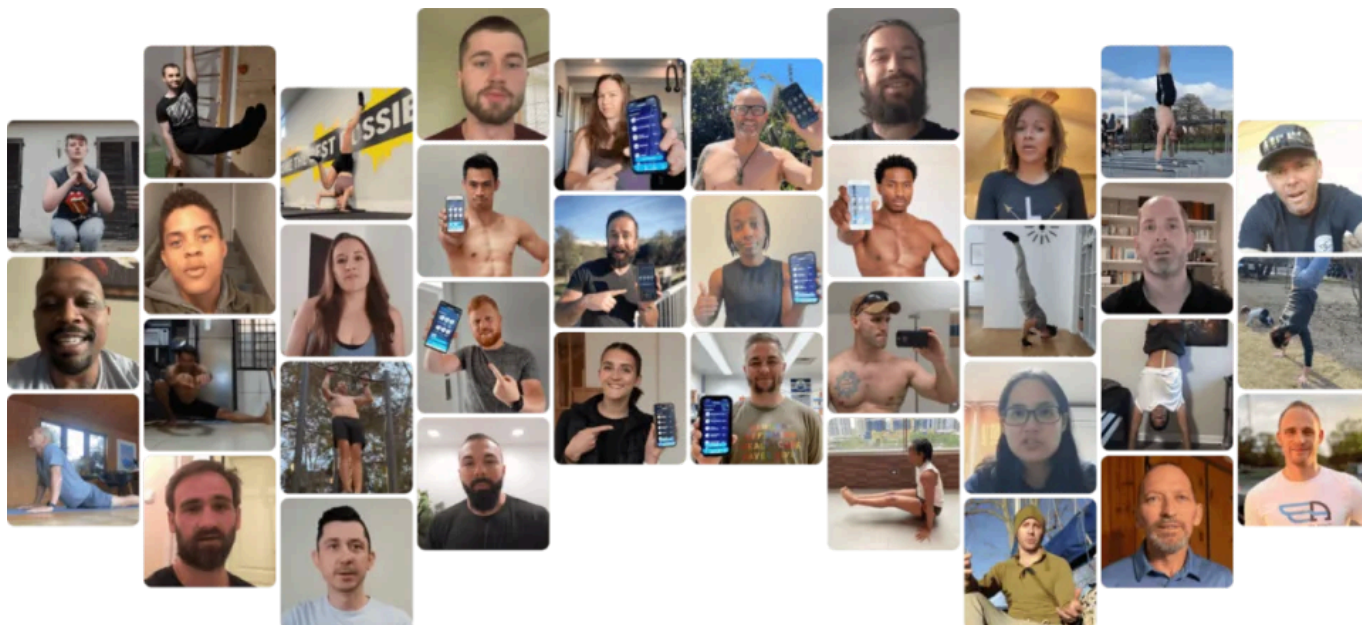
The Movement Athlete exists because of an injury. Ten years of lifting. A 300-pound bench. And a first CrossFit session that ended in rotator-cuff surgery and six months of recovery. What rebuilt that shoulder wasn't more weight — it was progressive calisthenics: the same movement made harder by changing body position instead of adding a plate, in steps small enough that connective tissue adapts alongside muscle.

The problem was that doing it properly by hand was a full-time job. So we built the system that does it — with physiotherapists, gymnastics coaches and elite calisthenics coaches. The trainers proved it manually first, in the gym with real people: adjusting each person's training on real-time feedback, tracking every progression by hand. It worked — and it consumed entire days per client. That's when it became clear technology had to be involved.

We built it in proven stages, and only ever the next one:

STAGE	WHAT WE SHIPPED	WHAT IT PROVED
1	A course	That people wanted this at all
2	A web app — the 9 Fundamentals only	Proof of concept, deliberately narrow
3	The mobile app	Built with funding, backed by the LEAD Sports Tech Accelerator — run by the Adidas family and ex-Red Bull executives (<i>exact wording, never shortened</i>)

And we never guessed what to build. Surveys and interviews with the audience at every step — which is exactly why the sequence went course → Fundamentals-only web app → mobile app. Eight years on, that system has passed **\$1M+ in sales** (audited on our payment records, net of refunds), **26,000+ purchases, 100,000+ athletes in 47 countries**, and a library of **200+ video testimonials** from members telling the story in their own words.



Real members, real phones, real results screens — the community behind those numbers.

✓ OUR STORY, AND HOW TO TELL IT

Please tell it as the company's story, not as a named coach's. We publish under our head-coach brand voice (Jesse), and we don't put individual coaches forward for interviews or quotes — so don't offer your audience access to one. If you need a named person on the record — press, a podcast, anything — ask us and we'll arrange the right person. The proof points you may use verbatim are in the rules; the injury story above is yours to retell in your own voice.

× WHAT WE NEVER SAY — AND NEITHER MAY YOU

The full rules live on [the rules page](#). Short version: no medical or healing claims, no income claims, no "guaranteed results", no invented reviews — and the rating is **4.8★, never 4.9**.

THE POSITIONING BLOCK — USE IT AS WRITTEN

This is why we built The Movement Athlete.

- **Not another workout app.**
- **Not another 8-week programme** that ends and leaves you hanging.

A complete system that builds capable humans — for life. Taking you from zero, step by step, to some of the most advanced calisthenics skills — while building real strength, mobility and healthy joints, and having fun on the way.

- Built by a **team of coaches and movement specialists.**
- Backed by a **leading startup accelerator** — the LEAD Sports Tech Accelerator, run by the Adidas family and ex-Red Bull executives.
- Featured in **Forbes, Men's Health, Men's Fitness, LIVESTRONG, HuffPost and askmen**, and shown alongside Red Bull, NewsWatch, AMC, SportsTech Ireland, Guinness World Records and LIV NRG.
- Trusted by **100,000+ members across 47 countries.**

The press line — the full verified set

These thirteen are the ones we can stand behind, and they are the band that runs on our own site:



● The logos are white, so they only show on a dark or coloured background — on white they disappear. One correction to older copy: it is **47 countries**, not 195. **The Guardian is not in this set**, so do not use it; everything above is fair to claim.

Jesse's story — the version to tell

This is the story that does the work. Tell it in your own words; keep the shape.

Fifteen years ago I was shown calisthenics and I was sceptical. I had always been a fan of weightlifting and I was not sure bodyweight work would give me the same results.

But by then my big muscles and my stiff joints spoke for themselves. Shoulder pain. Constantly recovering from something. A limited range of motion. All that effort, and there I was — looking big and incapacitated by my own body.

Weightlifting is a great form of training and it has its place. But too much of it, too heavy too soon, with bad form, is hard on you. And without mobility to balance it, it is a recipe for disaster. That is where I ended up, in my late twenties, in pain.

Progressive bodyweight training opened a different world. The progressive part challenged me in new ways and I improved week after week — strength and mobility together, and lean muscle with it.

The line underneath all of it: you want to be strong, but you also want to be mobile enough to use that strength. Otherwise what is the point?

And why the company exists at all

Before TMA was a platform, it was coaches. That origin is the most persuasive thing about the product, because it explains why it behaves the way it does.

We were personal calisthenics coaches trying to help people move better. Nearly every person said a version of the same thing: *"I've been lifting for years, but now my joints hurt."* *"My shoulder is wrecked and I don't know where to start."* *"I've got muscle, but no mobility and no control."*

So we coached every client by hand — full assessments, personalised progressions, in-workout adaptations, careful layering of strength, mobility and recovery. And it worked almost too well. People got stronger and more mobile, pain went down, confidence went up.

But there was a limit. Not everyone can afford private coaching, and we were burning out. They needed a system — one that adapts like a coach but scales.

Why this matters when you write: TMA is not an app that added coaching. It is coaching that was turned into a system. Everything odd about it — the long assessment, the refusal to just hand you a plan, the way it changes its mind mid-week — is a coach's behaviour, not an app's.

How the training actually works

The mechanism, in thirty seconds, in words your audience will follow.

This is the part your audience has never had explained properly — and the part you need to be able to say out loud in thirty seconds.

A gym adds weight. We change your body position instead. That sounds like a small difference. It is the whole thing.

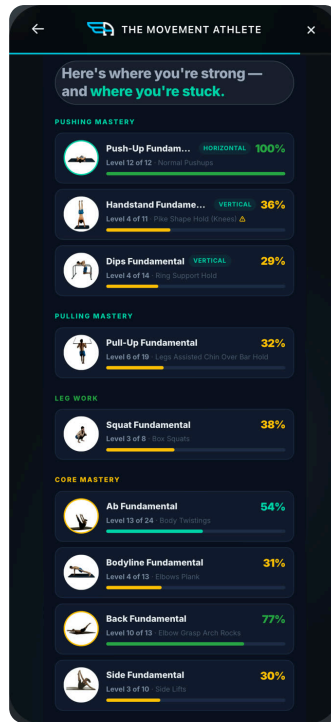
Here's the problem with adding weight. A machine holds you in place and loads one muscle. The muscle gets bigger — but your joints, and all the small stabilising muscles around them, never learn to control that load in a real position, because the machine did that job for you. You end up strong in one narrow way and unprotected everywhere else. That's how someone who can bench 300 pounds tears a shoulder on their first proper overhead movement.

Now the alternative. Take a push-up. Against a wall it's easy. On your knees, harder. On the floor, harder again. Feet raised, harder still. **Same movement, no equipment, and the difficulty climbs the whole way** — because you're changing the angle of your own body instead of adding a plate.

And crucially, you're holding your entire body together the whole time. Nothing holds it for you. So every single rep builds six things at once:

- **Strength** — the muscle doing the work
- **Control and stability** — the small stabilising muscles that stop you collapsing, the ones a machine does the job of and therefore leaves weak
- **Mobility** — you move through the full range every rep, not a machine's slice of it, so range is trained inside the work instead of bolted on after
- **Flexibility** — the end-range positions are part of the exercise, not a stretching session you will skip
- **Joint and connective-tissue conditioning** — tendons and ligaments adapt far more slowly than muscle, so loading through body position rather than external weight lets them keep pace. This is the difference between strength that protects a joint and strength that spends it.
- **Nervous-system coordination** — most early strength gain is your brain learning to recruit muscle properly and fire it in the right order. It is also why a skill suddenly "clicks" long before the muscle visibly changes.

You're not training a muscle. You're training the whole structure — the muscle, the joint, the range and the wiring that drives all three — and the strength you build comes with the control to survive using it.



The in-app assessment result: a member's measured level on every movement — level 12 of 12 on push-ups, 4 of 11 on handstands. Nobody is “a beginner”; everybody is nine different levels at once.

Why almost nobody does it right

This is what makes TMA a product rather than a YouTube video — and it's the strongest thing you can say about us:

1 The steps have to be the right size — and the right size is small.

Muscles adapt in weeks; tendons, ligaments and joints adapt in months. Jump too far between variations and the muscle writes a cheque the joint can't cash — that's exactly how people get hurt. Steps too small and nothing happens at all. Each TMA step is roughly 5–10% harder than the last.

2 Nobody is at the same level in every direction.

You might push well and pull badly. Your shoulders might be strong but stiff. A single “beginner / intermediate / advanced” label is wrong for the same person in nine different ways at once — which is why TMA positions you separately on every one of the 9 Fundamentals.

3 Doing it properly is a full-time job — per person.

Our own trainers did exactly this by hand: know each client's precise step on every movement, watch every session, adjust the next one. It worked — and it consumed entire days for one client. The system is what makes a coach's method available to a hundred thousand people at once.

“Just right”, recalibrated daily

Too hard? Your body compensates with poor form — the right muscles can't handle the load, the wrong ones take over, and “simple” exercises hurt joints. **Too easy?** Nothing adapts; the session felt

fine and accomplished nothing. **Just right?** You finish energised, recover within a day or two, and tomorrow you're slightly stronger than today.

TMA holds you in that zone with three mechanisms: the **assessment** defines your exact entry point on every movement · **micro-progressions** make the next step always ~5–10% harder, never a jarring jump · **daily calibration** adjusts to your feedback, energy and recovery — session by session, not month by month. Every session covers all six elements: warm-up/mobility, skill, strength, muscle, endurance, cooldown/flexibility.

The app in motion — a personalised session being built. Show the product doing this; it sells better than any claim about it.

The scale of the map: the 9 Fundamentals — push, pull, dips, handstand, core, side, back, bodyline, squat — carry **100+ progression levels** between them, and above them **100+ skills** branch out (muscle-ups, front and back levers, the human flag, the planche), each with its own ladder of small steps. **2,000+ exercise variations** in total. Every step manipulates six levers: leverage, tempo, range, stability, volume, complexity.

What The Movement Athlete is — and how to say it

THE PROMISE

To take you from wherever you are now to the healthiest, strongest, most capable version of yourself — with progressive calisthenics.

That is the promise. Everything below is how we keep it. If a piece of your copy does not ladder up to that sentence, it is not our message.

The definition — use this wording

The Movement Athlete Academy is a lifelong progressive calisthenics system — built to make you strong, mobile and pain-free for life, while you learn over 100 real calisthenics skills.

Structured, deeply personal, and built to work for years, not weeks.

Three ways to say it shorter

- **One line:** training that starts at your exact level and gets harder exactly as fast as you do.
- **For the injured:** strength that rebuilds the joint instead of spending it.

- **For the stuck:** a hundred-plus steps between where you are and the skill you want — so there is always a next one.

The five principles behind it

If you want to explain *why* it works rather than *what* it is, this is the material. Nobody else in the category can claim all five.

1 Holistic workouts

Every single session contains all six elements — warm-up & mobility, skill, strength, muscle, endurance, cooldown & flexibility — developing strength, skill, muscle, endurance and mobility together. Miss one and the others cannot fully develop. It is a house with a missing foundation: looks fine, until it doesn't.

2 True personalisation

Training starts with an assessment that maps current strength in each movement pattern, mobility limitations and imbalances, and readiness to progress. Then it builds a programme that is actually theirs — not a template with their name on it.

3 Micro-progression, in the right order

You cannot throw exercises at a body and hope it works it out. There is a sequence. Each skill builds on the last. Skip steps and you either plateau or get hurt. This is engineering, not inspiration.

4 The Goldilocks zone

Too hard and you get injured. Too easy and nothing changes. Every workout has to be *just right* — hard enough to force adaptation, safe enough that you train again tomorrow. This is the part that is almost impossible to do for yourself, and it is why most people burn out, break down, or stay stuck for years.

5 Autoregulation

Your body is different every day. Static programmes do not care. This one asks how you are and adjusts: feeling strong, it pushes; running on fumes, it dials back and works technique. A coach who actually pays attention.

Framing the value

Do not lead with price. When price comes up, these are the honest comparisons — and note that the first two are about what the alternative costs, not what we charge.

1 Personal training that genuinely adapts to your body runs to four figures a month.

And a coach who programmes all five characteristics properly is rare at any price.

2 A single-skill course from a competitor is typically \$100–200 for eight weeks of one skill.

TMA is 100+ skills, each a full progressive programme, and it does not end.

3 15 minutes, three times a week is enough to see real change.

This is the objection-killer for the time-poor, and it is true.

● Quote the *comparison*, never a specific total you have not been given. Figures like “\$9,700 of content” circulate in our own older copy; they are a valuation of the library, not a price anyone ever paid, and we do not ask partners to defend them.

A fitness journey that actually matters

Start where you are, and become invincible by building the foundational blocks of a strong, mobile and pain-free body.

That is the sentence under everything. Not a body that looks trained — a body that *works*, built one block at a time, in an order that holds.



The five mastery blocks — pushing, pulling, legs, core and bodyline — and what each one unlocks above it. Progress on a block opens the skills that sit on top of it.

“I joined TMA while recovering from an injury. I searched everywhere for a fitness app that offered more than just aerobics or high-intensity workouts. I needed something that focused on flexibility and mobility alongside strength. What truly impressed me about TMA is its **incremental building blocks approach**. Each workout is designed to strengthen your body as a whole, one step at a time, ensuring a balanced and comprehensive fitness journey.”

A real member, in their own words — and a near-perfect summary of the product. Use it when you need one quote that explains the whole thing.

First, the problem your audience actually has

Nobody buys a training system because they want a training system. They buy because something has already failed them. These six failures came out of our own members telling us what went wrong before they arrived — and your reader has lived at least one of them.

THE STEPS WERE TOO BIG

“The other apps at some point were just too hard. The steps they were taking were just too big. Unrealistic, very disappointing.”

NO STRUCTURE AT ALL

“I’ve tried a few other bodyweight apps, but they sort of left you to make it up as you go along. No structure, just some random routines.”

RIGID, SO IT HURT THEM

"It's so rigid in moves and reps. I did not make any progress — instead I got myself an injury by trying exercises that were too hard for me."

NO WAY TO ADJUST IT

"I had the greatest problems with the duration of the workouts, which I couldn't adjust. A lack of variation and long-term motivation."

TOO MANY DECISIONS

"You can get a bit of help through YouTube videos and all of that, but I really struggled to put a comprehensive training program together."

STRONG, AND STILL BREAKING

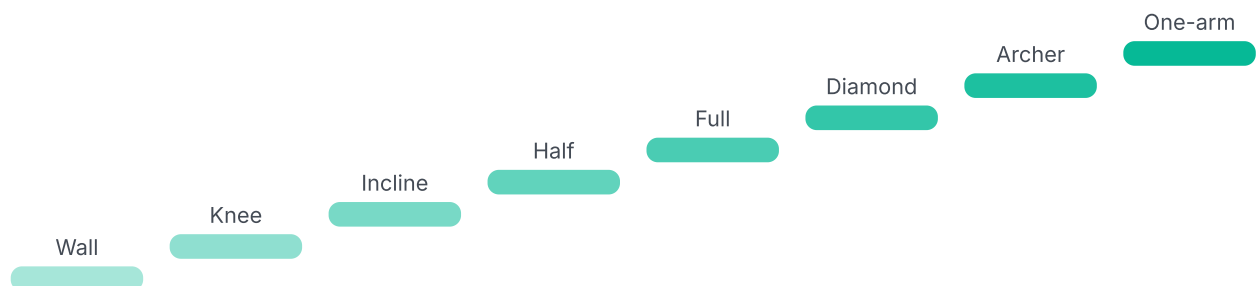
"I ended up getting stronger and maybe not so mobile, with some impingement in my shoulder — and that's when I thought, okay, something needs to change."

The sentence underneath all six: "It was not built for a body like mine, today." That is the problem TMA solves, and it is the one your content should name.

The mechanism, in thirty seconds

You do not get stronger by doing more of the same exercise. You get stronger by doing a slightly harder one. Every step on every movement is a few percent harder than the one before — small enough that joints and tendons adapt at the same rate as muscle, big enough that your body has to change. That is the whole idea, and it is why people who kept getting hurt stop getting hurt.

ONE MOVEMENT, EIGHT OF ITS LEVELS



each step ~5–10% harder than the last — small enough that tendons keep up, big enough to adapt

There are **100+ progression levels across the nine fundamentals**, and a path from any one of them to the skills people assume are off-limits. An app with three difficulty levels cannot do this; it is not a smaller version of the same thing, it is a different thing.

How it works, step by step

This is exactly what your reader meets after they click. Knowing it means your content can hand off into it instead of repeating it.

1Athlete assessment

It starts with the free 3-minute web quiz, which places them; the comprehensive two-part athlete assessment then runs in the app and measures their actual level of strength, mobility and flexibility on every progression. Together: not a label like “beginner” — a position. (Keep the two straight in your copy: the quiz places, the in-app assessment measures.)

● It takes about **three minutes**. Some older artwork says five — use three.



The assessment opens on one question about their goal.

2Review your results

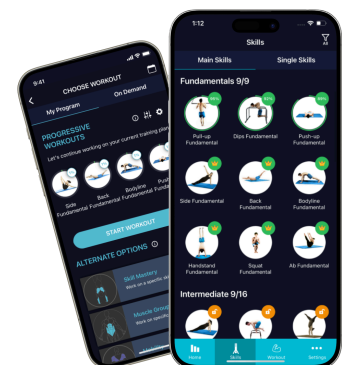
They see where they stand on every fundamental, and what it unlocks. This is the moment the product stops being an idea and becomes *theirs*.



Their results: every fundamental, their level on it, and the skills it opens.

3A game plan for their journey

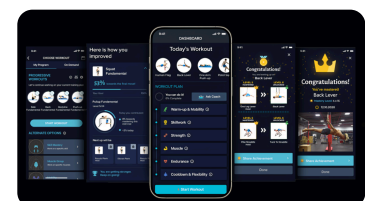
The system establishes the exact sets and reps for optimal progress, and lays out a detailed path to a chosen skill starting from where they actually are.



The plan, and the skill map it is building towards.

4Smart, fully personalised workouts

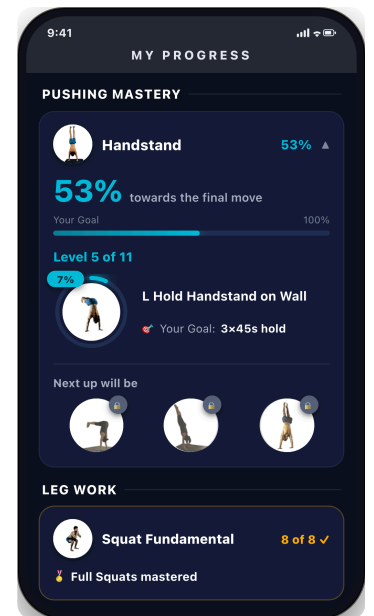
Built by a multidisciplinary team of coaches. Each session is personalised to their current ability and pushes a little further every time. It fits their schedule, their equipment and the energy they actually have today.



The daily workout, across the app.

5 Step-by-step progressions

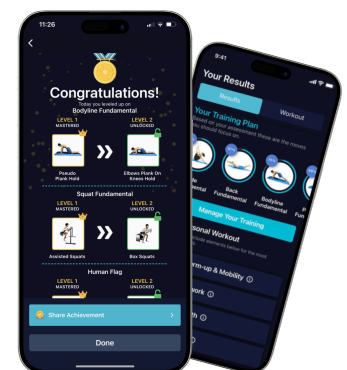
A personalised path, visible progress they can watch move, and a mastery system that says exactly when it is safe to step up.



One ladder, end to end: the percentage towards the final move, and the next levels still locked.

6 Keep unlocking new levels

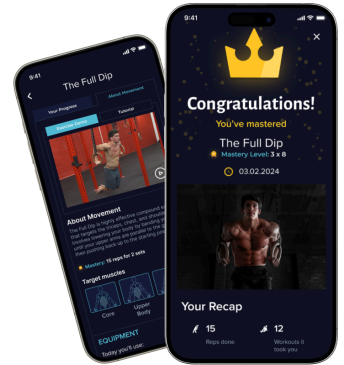
Master one move and it unlocks the next, like a game. There is always a new target, and they can always see how far they have come.



Levelling up — the moment members screenshot and send to us.

7Total physique transformation

Stronger, more mobile, and out of pain — for life. Members report real changes in strength, mobility, flexibility, muscle and endurance, and say they feel revitalised with it.



A skill mastered, with the recap of how they got there.

The part almost nobody else does — and the best email we ever sent was about it

Calisthenics is hard to program because it is not one thing. You can have the strength for a handstand and still not hold one, because your shoulders will not go there. There is a skill to it. There is the endurance to stay up. And there is the muscle to support all of it.

Most programs train one or two of these. Every TMA workout contains all six, every time. If you want one thing to say that no competitor can honestly repeat, this is it.



WARM-UP & MOBILITY

Primes the body and builds joint health into the session itself.



SKILL WORK

The technique. Low intensity, low volume, all attention — this is what makes the strength work land.



STRENGTH WORK

The main event. Sets and reps optimised for strength, and the movements that chart their progression.



MUSCLE WORK

Lower intensity, higher volume. A bigger muscle has the potential to become a stronger one.



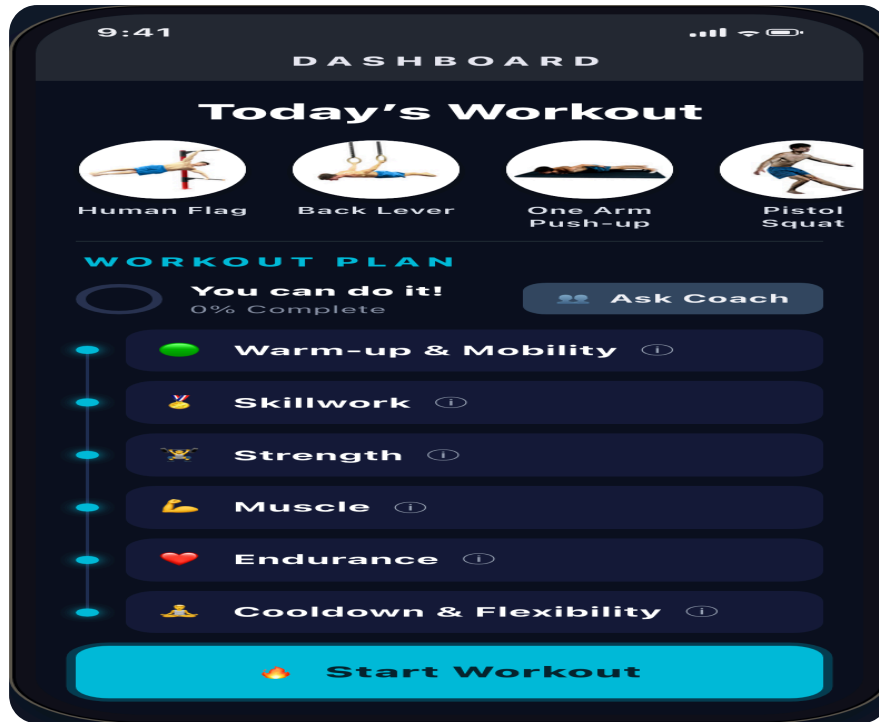
ENDURANCE WORK

Holds and work capacity — the ability to stay in a position, not just reach it.



COOLDOWN & FLEXIBILITY

Recovery and range, which is where the mobility gains actually consolidate.



All six, in a single day's workout. A built product screen, not a photograph of a phone.

A line you can use as-is: "Most programs give you exercises. This gives you a session — warm-up, skill, strength, muscle, endurance and cooldown — built around where you are today."

What they actually get

1 Daily, progressive, personalised workouts

Tailored to their energy, their time and their equipment. Challenging enough to work, calibrated so they always make progress.

2 An AI-driven holistic training plan

Mobility, skill, strength, muscle and endurance together — which is what keeps people energised and injury-free rather than strong and brittle.

3 Everything needed to master 100+ calisthenics skills

No more buying a course per skill. Beginner to advanced, in one place, as one journey.

4 A gamified progression system

Track progress, set goals, unlock skills. This is the single biggest reason members stay — it stops being discipline and starts being a game.

5 Train anytime, anywhere

Home or outside, minimal or no equipment, and useful even on a ten-minute day.

THE FACTS, FOR YOU OR YOUR AI — COPY THESE EXACTLY

- **Mechanism:** micro-progressions, each step ~5–10% harder than the last.
- **Scale:** 100+ progression levels across the nine fundamentals; 2,000+ exercise variations; 100+ skills with full progression paths. Say “100+”, never an exact number — it grows.
- **Every workout contains six elements:** warm-up & mobility, skill, strength, muscle, endurance, cooldown & flexibility. Never describe a TMA workout as fewer than six.
- **The assessment takes about three minutes** and is free.
- **Proof:** 100,000+ athletes · 4.8★ member rating (4.7 is also fine; never attribute it to one app store) · 47 countries.
- **Credibility:** built with physiotherapists, gymnastics coaches and elite calisthenics coaches; backed by the LEAD Sports Tech Accelerator, run by the Adidas family and ex-Red Bull executives.
- **Risk reversal:** free trial, and a 60-day money-back guarantee.
- **Never claim** it diagnoses, treats, flags or manages an injury or medical condition. It does not. Members make those calls themselves.

What “invincible” actually means

Bodyweight strength training done right will make you invincible — and that word has a specific meaning here, which is what makes it usable rather than hype:

FUNCTIONAL STRENGTH THAT SHOWS UP IN REAL LIFE

Strong in the movements the day actually asks for, not strong in one machine.

MUSCLE THAT SUPPORTS MOVEMENT INSTEAD OF RESTRICTING IT

Lean and in proportion. Muscular without being boxed in by your own size.

FREEDOM TO MOVE ANY WAY YOU WANT

Bend as low as you can go, jump, twist, reach — without negotiating with your body.

BULLETPROOF JOINTS

Limber, leaner, faster and markedly more resilient — because body-weight loading builds the joint instead of spending it.

PAIN-FREE AND HEALTHY

Progressive calisthenics trains connective tissue and joints specifically. It is why athletes use it to rebuild after injury, and to avoid one.

ENDURANCE THAT CARRIES THE DAY

Muscular endurance you feel at 6pm, not just in a set.

The eight angles — and the benefit each one sells

Each row is a complete angle: the promise, why it is true, and who it lands with. **Pick one per piece of content.**

ANGLE	WHY IT IS TRUE	LANDS WITH
Real-life strength over gym strength	You get stronger in everyday basic movements, so you move freely in the world — rather than strong in positions that only exist in a gym.	Lifters who feel capable in the gym and fragile outside it
Bulletproof joints	Using only body weight puts less stress through the joint while actively strengthening it. Strength that protects the joint instead of wearing it out.	Anyone over 35, anyone with a history
Body control and awareness	Getting strong is one thing. Being able to control your body is another — and it is the thing people actually envy.	Skill seekers, former athletes
It forces you to train mobility and flexibility	Range is inside every rep, so ageing doesn't quietly shrink what you can do.	Desk workers, the stiff, the over-40s
Recovery and injury-proofing	Strength, mobility, flexibility, control, awareness and endurance together give you a balanced body — not the lopsided one an incomplete workout builds.	The injured, the twice-injured
A lean physique that supports you	Muscular but lean, in proportion, naturally fit — a body that serves the movement.	Aesthetics-led readers (most of the market)
Build muscle and lose fat, naturally	Training your own body weight drops fat while gaining muscle and strength at the same time — no separate cardio penance.	Fat-loss intent, beginners
Have fun, and learn genuinely cool skills	Long-term fitness matters, and sometimes you just want a check-me-out move. The progressions are built so a human flag or a handstand is a sequence, not a lottery.	Skill seekers, the bored, social audiences

How to use this table: your audience has one of these problems, not eight. Pick the row that matches them, write the whole piece from that row, and let the other seven go. A piece that argues all eight persuades nobody.

Feature → what it means for them → how you prove it

Never sell the left column. Your audience does not want an assessment, they want to stop guessing. Say the middle column, and have the right column ready for the first person who pushes back.

FEATURE	WHAT IT MEANS FOR THEM	HOW YOU PROVE IT
The assessment	You stop guessing where to start. It tells you your actual level on every movement, not a label like “beginner”.	Walk them through taking it. It is free and it takes minutes — the product sells itself at this step better than any claim you can make.
100+ progression levels across the nine fundamentals	There is always a next step that is only slightly harder — so you progress without ever jumping to something your joints are not ready for.	Name a specific ladder. Push-ups alone run from a wall push-up to a one-arm.
Micro-progressions (~5–10% harder each step)	Tendons and joints adapt at the same rate as muscle. This is the difference between getting strong and getting hurt.	The mechanism section — and Jesse's own story, which is exactly this lesson learned the hard way.
Autoregulation — it adapts every session	A bad night's sleep does not wreck your week. The plan meets you where you are that day.	This is the answer to “what happens when I fall behind”, which is the most common real objection.
2,000+ exercise variations	It does not run out, and it does not get boring in month three.	Contrast with the 8-week course they already finished and abandoned.
Skill unlocking	Training stops feeling like a chore and starts feeling like levelling up — which is why people stay.	The skill map. Show them a skill they think is impossible and the path to it.
Equipment-free, home or anywhere	No gym, no commute, no waiting for a bench. The reason they stop quitting.	Their own calendar is the proof — ask them how many gym sessions they missed last month for reasons that had nothing to do with willpower.
Built with physiotherapists, gymnastics coaches and elite calisthenics coaches	It is not one influencer's opinion. It is a system with clinicians in it.	The LEAD Sports Tech Accelerator — run by the Adidas family and ex-Red Bull executives. Spell it exactly that way.
Free trial, and the first workouts included	They can find out whether it fits before paying anything.	This is your strongest cold CTA all year round, outside a discount window.
60-day money-back guarantee	The decision is reversible, which is the only thing standing between an interested reader and a click.	Say it in the last line of every promotional email. It converts the hesitant.

The test for any sentence you write: if it would still be true of a competitor’s app, it is a feature and it is not selling anything. Rewrite it until only we could say it.

The questions your audience will actually ask

Answers you can use directly. Where a member quote is attached, it is a real one from our verified library — use those verbatim and do not invent others.

- ▶ "Will this work for me? I'm too old, too out of shape, too advanced..."
- ▶ "What if I don't like it?"
- ▶ "I've tried programmes before and always quit."
- ▶ "Is calisthenics really enough? Don't I need weights?"
- ▶ "Will this help me lose fat or build muscle?"
- ▶ "I don't have time."
- ▶ "Do I need equipment?"
- ▶ "Is this just another app? Who is behind it?"

THE FACTS, FOR YOU OR YOUR AI — OBJECTIONS

- **Age range of members: roughly 22 to 70.**
- **Sessions: 20–45 minutes, 3–4× a week.** 15 minutes 3× a week still produces results.
- **No equipment needed to start.** A pull-up bar and parallettes unlock more later.
- **60-day money-back guarantee** — the single most effective line to end a promotional email on.
- **Built by ten specialists over three years:** gymnasts, calisthenics coaches, physiotherapists, sports scientists.
-  **Never invent a member quote.** Every quote in this kit is from the verified library; if you need one for an angle we have not covered, ask us.

Why nothing else on the market does this

What to say when they ask how it differs from everything else.

The comparison your review or video can walk through — built from why people actually quit everything else. Five failure modes, in our customers' own words.

1. **Mismatched training** — too hard, too easy, wrong emphasis. The root cause of pain, quitting and stagnation. *"The steps were just too big. Unrealistic."*
2. **Incomplete training** — most programs train one or two capacities and neglect the rest. *"I had no idea a workout should include all this."*
3. **No calibration loop** — static plans that never adapt. *"Left you to make it up as you go."*
4. **Cognitive overload** — people don't quit because they're lazy; they quit because training demands too many decisions. *"Hours on YouTube... still stuck."*
5. **The same-movement trap** — past ~30 reps of the same pattern you're building endurance dressed up as strength. *"I've been doing push-ups for months and nothing changes."*

WHAT DECIDES YOUR RESULTS	GYM / PT	STATIC APPS & 12-WEEK PROGRAMS	YOUTUBE	TMA
Knows your exact level	Only with a great (expensive) coach	Pick "beginner/intermediate/advanced"	You guess	Positioned on every movement; measured in-app
Progression method	Add weight — joints carry the bill	Add reps of the same move	Random videos	~5–10% harder variations, 100+ levels
Adapts to your day	If the coach is watching	Static after setup	No	Recalibrates every session from feedback
Joints & mobility	Optimised for load, not longevity	Rarely programmed	Your problem	Built into every rep — control before load
After 12 weeks	Depends on budget	"What now?"	Restart	A lifetime map — decades of progressions
Cost	A PT session ≈ a month of TMA	Varies	Free — plus all of the above	From \$2.9/week on annual

What members say when it clicks:

"I finally understood where I was in the chain."
next."

"I stopped plateauing."

"It takes zero mental space."

"I always felt stuck before — now I always know what's
next."

"Like a personal trainer in my pocket."

The honest one-liner for your content: everyone knows calisthenics is good. Progressive calisthenics only works when it's calibrated to *you* — and calibrating it by hand doesn't scale. TMA is the system that made a coach's method available to a hundred thousand people at once. *(And what it's not for: someone who wants to be exhausted rather than progressed, or who won't start at their actual level. Saying so in your review makes every other claim more credible.)*

"How is this different from every other calisthenics programme?"

This is the question. Everything else is a variation of it. Here is the answer in the words we use ourselves.

Start with what they are comparing us to

- Competitors charge around **\$100 for an eight-week handstand programme** — one skill, two months, then it is over.
- Or an app that hands out **another generic eight-week routine**.
- TMA is **100+ skills, each a full progressive programme**, with daily workouts that adapt to the person doing them.

This is not another eight-week programme. It is an invitation to a journey of **bodyweight mastery** — and that distinction is the whole pitch.

What actually happens when they join

1. **In-depth assessment** — where they really are, on every movement.
2. **A personalised training programme** — which skills to work on, and how to get there.
3. **Daily workouts that adapt** based on their feedback.
4. **Harder skills unlock as they go**, like levels in a game.

Then the part nobody else talks about

Calisthenics is powerful because it is complex. Take a handstand:

- You might have the **strength** — but if your shoulder **mobility** is off, you will not hold it.
- Then there is **skill**: body alignment, and how you get in and out of it.
- Then **endurance** — the work capacity to actually stay on your hands.
- And then the **muscle** to support the mobility and the connective tissue.

Programming for all of that is hard, so 99% of the programmes out there never even mention these elements. We structure the whole training programme around them.

IT IS SO CRITICAL, AND ALMOST NOBODY IS TEACHING IT

Every daily workout in TMA contains all six: **warm-up & mobility** · **skill work** · **strength work** · **endurance work** · **muscle work** · **cooldown & flexibility**. If you take one line from this page into your content, take this one.

The four elements, defined — use these

WARM-UP & MOBILITY

Primes the body and builds joint range into the session itself — the reason members train daily without accumulating damage.

SKILL WORK

Technique is everything in calisthenics. These movements either draw focus to a specific cue or train the movement pattern for the strength work that follows. **Low intensity, low volume.**

STRENGTH WORK

The main movements — the reason we are here. They chart the progression through bodyweight training, from easy to hard, dynamic to static. **Sets and reps are optimised for building strength.**

MUSCLE WORK

A bigger muscle has the potential to become a stronger muscle. **Low-to-medium intensity, higher volume**, often the same movements as strength work on a different rep scheme — which is also what lets you actually feel the muscle working.

ENDURANCE WORK

Many calisthenics movements are static holds. Endurance work trains the capacity to *stay* in a position rather than just reach it — programmed easier than the strength hold, with more volume for practice time.

COOLDOWN & FLEXIBILITY

Recovery and range at the end of every session — where mobility gains actually consolidate. Skipping it is how other programmes make people stiff.

Taken together, these produce **skilled, strong and complete bodyweight athletes** — not people who are good at one thing and fragile everywhere else.

And it does not stop at the plan

We do not hand over a training plan and leave them to it. Because the programming is this complex, there is an AI trainer building a personalised workout every day — warm-up through cooldown, every element, every session.

MEET ALAN

Our AI “Super Trainer” — **yes, we gave it a name.**

- Alan adjusts **Friday’s workout based on how Monday and Wednesday went.**
- He keeps them at the level that is **safe but still challenging** — exactly what a good human coach does.
- He adjusts **in the moment** too: a bad night’s sleep on Thursday and Friday gets easier.

They do not have to think at all. They just focus on making progress.

The before and after, in one block

No more confusion, hunting for a trainer, hours lost on YouTube, or another random eight-week programme.

Instead: a lifelong, personalised, adaptive training system that takes them step by step from zero to bodyweight mastery — safely, in order, while they master skills like handstands, planches, levers and muscle-ups.

THE FACTS, FOR YOU OR YOUR AI — DIFFERENTIATION

- **The one-line difference:** this is not an eight-week programme, it is a lifelong system that starts at your exact level.
- **The handstand argument** is the clearest way to show why single-element training fails: strength, mobility, skill, endurance and muscle are all required, and most programmes train one.
- **99% of programmes never mention these elements.** Every TMA workout contains all six.
- **Alan is the AI Super Trainer** — adjusts the next session from the last ones, and adjusts in the moment. Name him; people remember a name.
- **Competitor reference point:** ~\$100 for an eight-week single-skill course. Use the comparison, not a total valuation of our library.
-  **Do not use** “the price will triple”, a dated deadline you were not given, or a dollar valuation of the content.

The seven things that make it different

Each of these is a sentence you can say out loud. Pick the one that answers the objection actually in front of you — never list all seven.

1 Micro-progressions, not more reps

You do not get stronger doing fifty push-ups. You get stronger doing a slightly harder push-up. Every step is a few percent harder than the last, so tendons adapt alongside muscle — which is exactly what volume-based training skips.

2 Intelligence over motivation

Nothing here depends on them feeling motivated. The plan already knows what they did last session and what they can handle today. Discipline is not the product; calibration is.

3 Joint-first, built for the long run

Difficulty comes from changing body position, not from loading a joint harder. That is why it works in your forties, fifties and sixties, and for people training around an old injury.

4 Strength that works outside the gym

Maximum force, skill under control, and endurance that lasts — trained together. Gym work builds the first one, in one plane, with the machine doing the stabilising.

5 Personalisation that actually feels personal

Not three difficulty levels. Their exact position on every movement — which means push, pull and mobility can sit at completely different levels, because in real bodies they do.

6 Progress they can see

They can watch the percentage move on a specific movement. Most people quit because nothing visibly changes for six weeks; this is the answer to that.

7 A system for life, not a twelve-week fix

A course ends and leaves them where it stopped. This keeps going — from a first wall push-up to skills they assume are off-limits.

Versus the five things your audience already tried

Your audience is not choosing between us and nothing. They are choosing between us and something that already failed them. Name the failure and you have the click.

WHAT THEY TRIED	WHY IT FAILED THEM	WHAT TO SAY
Free YouTube programmes	A thousand videos and no idea which one suits a body like theirs today.	An assessment that places them, then one plan — no choosing.
An 8 or 12-week course	It ends. Whatever they built starts draining the week after.	It never ends, and it gets harder exactly as fast as they do.
An app with three difficulty levels	Beginner is pointless, intermediate hurts. Nothing fits.	100+ progression levels across the nine fundamentals.
A personal trainer	Works — and costs more per month than this costs per year.	A fraction of the price, available every day, no scheduling.
The gym	They got strong on machines and still tweaked a shoulder reaching into the back seat.	Strong muscles do not protect weak movement patterns. The pattern is what gets trained.

Why most training fails — and they have lived all of these

These came from our own members telling us what went wrong before they arrived. Say one of them accurately and your audience will feel read.

MISMATCHED TRAINING

"The steps were just too big. Unrealistic."

INCOMPLETE TRAINING

"I had no idea a workout should include all this."

WRONG ORDER

"Rigid in moves and reps... got injured."

NO CALIBRATION LOOP

"Left you to make it up as you go."

TOO MANY DECISIONS

"Hours on YouTube... still stuck."

ONE PLANE, FOREVER

"I've been doing push-ups for months and nothing changes."

What the product does not do, and you must not imply it does: it does not diagnose anything, it does not flag or manage injuries or medical conditions, and it does not replace a physiotherapist. Members make those calls themselves. Promising otherwise is the one claim that could cost you far more than a commission.

When your audience names a competitor

Someone will reply "how is this different from <app>?" within an hour of you posting. The answer is almost never about that app — it is about the category it belongs to. Find the category below and you have the reply.

WHAT THEY ARE COMPARING US TO	WHAT THAT CATEGORY ACTUALLY IS	WHAT TO REPLY
A programme app — a fixed plan you follow	Anything that hands everyone the same weeks in the same order.	"A programme is written for an average person. The whole point here is that it measures <i>you</i> first and then builds the plan — and rebuilds it every session. If a fixed plan had worked, you would not be asking me."
A tracker or logger	Records what you did. Decides nothing.	"That tells you what happened. This tells you what to do next. They are not the same product and you can happily use both."
A video library or challenge app	Hundreds of sessions, no idea which is yours today.	"More choice is the problem, not the fix. You get one session, at your level, and it is harder than last time by a margin your joints can take."
A strength app built around a barbell	Loads the joint to add difficulty.	"Difficulty here comes from changing your body position, not from putting more weight through a shoulder. That is why it works for people who already have a shoulder."
A coach or online PT	Genuinely good, and priced like it.	"If you can afford a good coach, hire one. This is the version that is there every day for a fraction of that, and it does not cancel on you."
Another calisthenics app	The closest real comparison.	"Ask it one question: how many steps are there between where you are now and the next skill? If the answer is three difficulty levels, that is your answer."

THE ONE RULE FOR COMPETITOR TALK

Never make a factual claim about a named competitor's product. Not their price, not their features, not their results, not "they only have three levels". You cannot verify it, it changes without telling you, and if it is wrong it is your name on the post and a legal problem for both of us.

Answer the *category*, compare on what you can prove about us, and be generous about the alternative. "That is a good app, it is just not built to do this" is more persuasive than an attack, and it cannot be wrong.

And the honest one: if someone is genuinely happy with what they have, let them be. A reader you did not convert still trusts you, and trust is the asset you are actually monetising.

What the alternatives cost

Your audience will name one of these. Price is the one attribute every competitor publishes, so it is the one we state as fact — and TMA is not the cheapest, which is worth knowing before you are asked.

WHO	PUBLISHED PRICE	TRIAL / GUARANTEE	HOW TRAINING IS SET
The Movement Athlete	\$24.97/mo · \$49.97/quarter · \$157/yr	7-day free trial · 60-day money-back guarantee	Assessment-placed, recalibrated every session, 100+ progression levels, six elements in every workout
Caliverse	~£4.49/mo · ~£43.99/yr (varies by region and store)	7-day trial · large free tier	—
Madbarz	\$9.99/mo · \$59.99/yr · \$299.99 lifetime	7-day trial	—
Freeletics	€12.99/mo · €79.99/yr (Coach)	free tier, non-personalised	—
School of Calisthenics	£19/mo (individual programmes from £9.99)	7-day trial	—

Prices as published and checked **1 October 2026**. They vary by country and by app store, and they change. **Re-check before you publish a comparison** — a stale price in your content is your name on a wrong claim, not ours. The right-hand column is left blank deliberately: we do not hold verified feature data on anyone else's current product, and we are not going to invent it.

HOW TO HANDLE THE PRICE QUESTION

Somebody is always cheaper, and arguing about it is a losing position. The honest answer is that these are not the same purchase. A £4.49 app gives you a library and leaves the programming to you; this gives you the programming. If what someone needs is a list of exercises, they genuinely should buy the cheap one.

And our own data says price is not the real objection anyway — it is 15% of the reasons people do not buy, against 32% who did not believe it would fit them. Answer fit, not price.

The rule, and it protects you more than us: never make a factual claim about a named competitor's *product* — their levels, their personalisation, their results. You cannot verify it, it changes without telling you, and if it is wrong it is your post and your reputation. Compare on price, which is published, and on what we can prove about ourselves.

Messaging — what we are and the words to use

The promise, the locked lines, the subject bank and the objection map.

What we are, the words to use, and the lines that do the selling. If you write one page of ours into your notes, make it this one.

The promise

To take you from wherever you are now to the healthiest, strongest, most capable version of yourself — with progressive calisthenics.

Every piece of copy ladders up to this sentence. If yours does not, it is off-message.

What we are — three depths

1 One line

Training that starts at your exact level and gets harder exactly as fast as you do.

2 One paragraph

The Movement Athlete Academy is a lifelong progressive calisthenics system — built to make you strong, mobile and pain-free for life, while you learn over 100 real calisthenics skills. Structured, deeply personal, and built to work for years, not weeks.

3 The positioning block

Not another workout app. Not another 8-week programme that ends and leaves you hanging. A complete system that builds capable humans — for life. Built by coaches and movement specialists, backed by the LEAD Sports Tech Accelerator, trusted by 100,000+ members across 47 countries.

The locked lines — say these exactly

"Strong muscles don't protect weak movement patterns."

The foundational insight. Jesse's whole story in eight words.

"Never too easy, never more than your joints are ready for."

The just-right calibration, in one breath.

"You don't get stronger doing more of the same exercise. You get stronger doing a slightly harder one."

Micro-progressions for a cold audience.

"It is not an eight-week programme. It is a journey of bodyweight mastery."

The category break — use whenever a comparison comes up.

"Most programs give you exercises. This gives you a session."

The six-elements difference, without naming the six.

"Pay once. Train for life."

Lifetime, in four words — windows only.

The subject-line bank — by angle

Proven shapes from ten years of our own sends. Adapt freely; the angle is the asset, not the exact words.

ANGLE	SUBJECT SHAPES
Objection	"I've tried it all, nothing works for me" · "But I can't build anything with bodyweight" · "Bodyweight training is just too easy"
Story	The \$50K mistake that rebuilt my body · My ego destroyed my shoulder (embarrassing story) · From 300lb bench press to wall push-ups
Mechanism	NO ONE IS TEACHING THIS · Not all calisthenics is created equal · Why you have to personalise your training
Future-self	In 10 years will you be achy, stiff & immobile, or... · Your secret weapon for real-world strength
Honest urgency	Closing tomorrow (real dates only) · The window closes tonight — only with a date we gave you in writing

The objection map

THEY SAY	YOU ANSWER
"Can't build muscle with bodyweight"	Testimonials + progressive-overload science. Do gymnasts look weak?
"Too easy"	Explain progression: 100+ levels, resistance through body position. Nobody calls a planche easy.
"I've tried everything"	System precision vs random programmes — the assessment is the answer.
"No time"	15 minutes, 3x a week, no commute. Most members are busy professionals and parents.
"Too expensive"	Cost per week vs one PT session. And price is only 15% of real objections — answer fit first.

Persuasion principles we actually use

- **Loss aversion** — what stiffness costs in ten years, not what training gains next week.
- **Social proof** — real members, named, verbatim.
- **Authority** — physiotherapists, gymnastics coaches, the LEAD accelerator.
- **Scarcity and urgency** — **REAL ONLY**. A deadline we gave you in writing, or none.
- **Identity** — “capable”, not “fit”. The reader becomes an athlete, not a customer.

Headline & hook bank — by avatar

Openers that have earned their keep. Swap the specifics for your own.

AVATAR	OPENERS
The Injured Professional	Strong muscles don't protect weak movement patterns. · He trained for 11 years and then couldn't play with his kids. · Your joints aren't old. They're undertrained in ranges you never visit.
The Skill Seeker	You can't fake a muscle-up. · A pull-up isn't one movement. It's 16 micro-progressions. · From zero to muscle-ups. Step by step.
The Busy Parent	15 minutes, three times a week, in your living room. · No gym. No commute. No waiting for a bench. · Strong enough to be the parent who plays.
The over-40 reader	In 10 years, will you be achy, stiff and immobile — or... · Be MORE capable as you grow older, not less. · Bone density peaks at 30. What you do next decides the slope.

CTA lines that fit the quiz route

- “Take the free 3-minute assessment and see exactly where you'd start.”
- “Find out your actual level — it takes three minutes and costs nothing.”
- “Start where you actually are. The quiz shows you where that is.”
- “See your results first. Decide after.”

The disclosure sentence — paste-ready

I'm a TMA partner — I earn a commission if you join through my link, at no extra cost to you.

Near the top of every email and description, or #ad on social. US and UK law, and it does not hurt conversion.

Say it like this — never like this

SAY	NEVER
"Training that starts at your exact level"	"workouts for all levels" (that is every app's line)
"7-day free trial, 60-day money-back guarantee"	"risk-free forever" or any guarantee wording we did not give you
"Lifetime access, one payment" (inside a window)	"lifetime subscription" / "70% off per month"
"Helps you train around a body with history"	"fixes your injury" / "rehabilitates" / any medical claim
"4.8★ member rating"	"4.8 on the App Store" (it is blended, never one storefront)
"Alan, the AI Super Trainer, adjusts Friday from how Monday went"	"AI-powered" with no explanation (meaningless in 2026)
"The window closes on [date we confirmed in writing]"	"last chance ever" / "price triples tomorrow" / any deadline you were not given

A finished placement, as a skeleton

1. **Disclosure** (the sentence above), first.
2. **Recognition** — one honest paragraph about where your reader actually is. No product yet.
3. **The mechanism** — two sentences: the assessment places you; every step is slightly harder than the last.
4. **One proof element** — a member quote from the [quote engine](#) matched to the reader's doubt.
5. **One CTA** — a quiz line from the bank above, your link, once.

THE FACTS, FOR YOU OR YOUR AI — VOICE

- **Write as yourself.** Your audience subscribed to you — our voice in your mouth reads as an ad.
- **The facts said our way:** the name, the rating wording, the accelerator spelling, the guarantee, what it does not do, Jesse is a head coach — never "founder".
- **One ask per piece.** One link, one action.
- **Honest urgency only.** No invented deadlines, no "last time ever", no countdown you were not given.
- **Alan is the AI Super Trainer's name — approved to use.** A named character beats "AI-powered" in every test of memorability.

How TMA sells — the funnel, and your place in it

What happens after they click, and why the credit can arrive weeks later.

This is the machine that produced the first million. Four moving parts, each with a job.

1 Traffic → the web quiz — one door.

Every channel points at one destination: the quiz. A visitor answers questions about their body, history, goals and obstacles across the fundamentals, and the system **positions them on each one** — a personalised starting point built from their answers. It doesn't feel like marketing; it feels like being taken seriously. *(An honest positioning, not a demo — nothing is measured in the browser.)*

2 Results → plan.

They see where they'd be positioned to start on every movement and what their path to their chosen skills looks like — something true about their own body that nobody has ever laid out for them.

3 The offer.

Plans with a **7-day free trial**: monthly **\$24.97** · quarterly **\$49.97** (save 30%) · annual **\$157** (save 50% — the most popular plan). Backed by the **60-day money-back guarantee**.

4 The app — where the real “aha” happens.

After joining, they download the app and take the **real assessment**: actual movements, actually measured. The result shows their true level on every fundamental — **that screen is the demo, and it happens in the app**, not in the web quiz.

5 Email does the selling.

Non-buyers enter nurture built on the same formats in this kit — case studies, objection FAQs, personalisation explainers. Many buy days or weeks later, our nurture does the following-up, **and the sale still credits to you** — your click keeps working after your reader closes the tab.

✓ WHY THIS CONVERTS — AND WHAT IT MEANS FOR YOUR COPY

The web quiz asks for a small yes — a few minutes of questions, a personalised starting point at the end. The real proof lands *in the app*, where the assessment actually measures them. So the best partner content sells **taking the quiz** (“see where you’d start”) and lets the trial and the app close the sale. **Never promise that the web quiz demos real results — it doesn't; the app does.**

× THE HONEST TENSION — WE TELL YOU THIS PLAINLY

The quiz is our best-converting asset **and it is currently the one place we can't credit a partner click.** Until that build ships, the links we hand you point where your credit is protected (the rules) — and the day the quiz can credit you, we'll tell you and it becomes your default destination. A known gap, not a secret.

The three rails, on one picture

There are three ways a person becomes a paying member. You can only be paid on the first two — and your default is the quiz.

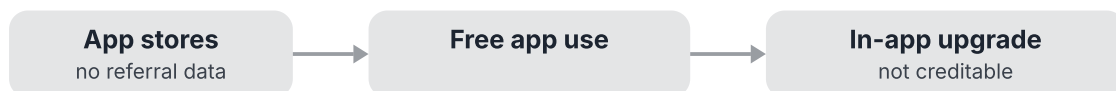
RAIL 1 — THE QUIZ (your default; pays on the \$97 yearly)



RAIL 2 — EMAIL & NURTURE (how much of the money actually arrives)



RAIL 3 — THE APP (exists; cannot pay you)



A sale can take weeks to land (rail 2) — that is why your credit can arrive long after the click. Always send to the web, never to the app.

- **Rail 1 — the quiz.** Your link is the quiz root with your ref code. They take the 3-minute assessment, see their results, and land on the sales page — **the quiz path sells the yearly at \$97**, and you earn on that first charge.
- **Rail 2 — email.** Most people do not buy on day one. A quiz lead enters our nurture, and when they buy weeks later, **the sale still credits to you**. This rail is why patience pays.
- **Rail 3 — the app stores.** Real, but an install carries no referral data and an in-app upgrade cannot be credited. Never send paid traffic there.

The routes in — and which one to use

There is more than one way into TMA, they convert differently, and only some of them can pay you. Pick the route by how warm your audience is and how well they already know you.

They arrive



something is wrong

The analysis



here is exactly where you stand

The offer



and here is the way up

your content works here ↑ — the product closes the rest

1 The quiz — the main route, and your default

For: Cold and lukewarm audiences. Anyone who does not yet know what TMA is.

They answer a few questions, get placed at their real level on every movement, and see what that unlocks. The offer comes after that, which is why it converts: they have already seen themselves in it. Takes about three minutes and costs nothing.

Use it when: Use this unless you have a specific reason not to. It is the only route that does the selling for you, and it is the one your link defaults to.

2 A discounted window

For: Warm audiences who already trust you, during a dated promotion.

A real deadline and a real discount. **Most of our sales come through a discounted offer rather than list price** — the list price is the anchor the discount is measured against, not what most people pay.

Use it when: Strongest route there is, but only inside a window we have confirmed in writing. Outside one, there is no deadline to honour and the urgency would be invented.

3 The free trial

For: Warm audiences, any time of year.

They start training immediately and decide later. No discount needed, always available, and backed by the 60-day guarantee.

Use it when: The dependable evergreen route between windows, and the right thing to point people at the day a promotion closes.

4 ● The app stores

For: Nobody, as far as you are concerned.

An install from the App Store or Google Play carries no referral information.

Use it when: An app-store purchase cannot be credited to you at all. Always send people to the web, even when the mobile app is what they will end up using.

Whichever route you use, the link is the same shape: the quiz root carrying your own ref code. That is what makes a sale yours. A bare link to our homepage is a sale you gave away.

THE FACTS, FOR YOU OR YOUR AI — ROUTES

- **Default route: the quiz.** Free, about three minutes, and it places the visitor at their real level before any price appears.
- **Most TMA sales come through a discounted offer, not list price.** Do not model your earnings on list price.
- **The free trial is the evergreen route** and carries a 60-day money-back guarantee.
- **App-store purchases cannot be attributed.** Always send to the web.
- **Never state a deadline we have not confirmed to you in writing.**

The sequence, in three beats

This is the most useful thing in the kit. Once you know what happens after your link, your content can hand off into it instead of competing with it — and the handoff is where most partner content quietly fails.

BEAT 1 — WHAT PEOPLE COME IN WITH

A specific pain or a specific goal, and a history of quitting. Almost everyone arrives carrying three things: **I do not know where to start, I have been hurt, or I am afraid of being hurt, and I have failed at this before.** They are not shopping for calisthenics. They are hoping someone finally built the version that fits them.

What your content must do here: Name their state, and stop. Do not sell, do not explain the product, do not list features. At this beat the click *is* the conversion, and what earns it is recognition — one honest sentence about where they actually are.

BEAT 2 — THE FUTURE BENEFIT ANALYSIS

They answer questions about their body, their goal and what has gone wrong before. Then we show them what nobody else shows them: **their exact level on every movement, and the gap between that and what their body could actually do.** Not a score. A ladder, with their own feet on a specific rung and the next rung visibly in reach.

What your content must do here: Set the reveal up; never spoil it. Tease that they will find out where they actually stand — do not tell them what it will say. Content that pre-answers this beat removes the one moment in the journey where desire gets built.

BEAT 3 — HOW WE SELL IT

Only now does a price appear, with the plans, the free trial and the 60-day guarantee. The ask lands after the analysis because by then they are not being sold a fitness app — they are being offered the ladder they just saw themselves standing on. Their results and their first workout carry straight into the app.

What your content must do here: Nothing. We close. Your job finished at the handoff, and the commonest way to lose the sale here is to keep selling past it — sending traffic straight to a price instead of into the analysis converts worse.

The whole sequence in one line: they arrive knowing something is wrong, the analysis shows them exactly where they stand and what is possible, and the offer comes after that — which is why your link should land on the quiz, never on a price.

Your three ways to promote

Pick one per piece of content. Never stack them.

THE MAIN LEVER — THE QUIZ

Before the offers below: your default recommendation is the quiz. It is free, takes about three minutes, places the visitor at their exact level on every movement — and it does the selling for you. A quiz lead that converts buys the yearly at **\$97** on that path, and you earn on that first charge even when the purchase lands weeks later through our nurture emails.

<https://quiz.themovementathlete.com/?ref=YOURCODE>

Use an offer below instead only when your audience is already warm and a real window is open.

OPTION	THE PITCH TO YOUR AUDIENCE	WHAT THE BUYER EXPERIENCES	BEST FOR
1 · The 7-day free trial the default	"Try it free for a week — take the assessment and see exactly where you'd start"	Full assessment + real workouts for 7 days; card charged only after the trial; 60-day guarantee on top	Cold and warm audiences · content, reviews, YouTube · any evergreen placement
2 · The 50% offer	"Get the annual plan at half price"	● Charged immediately — there is no free trial on this path. The discount replaces the trial; the 60-day guarantee still applies. ● Crediting note: a 50% sale can only be credited to you through a named 50%-off code at the coupon-box checkout — never the standing half-price page, which carries no code and cannot pay you. Ask us for the code; do not send audiences to a bare 50% link.	Deal-primed audiences · buyers who already know they want in (<i>present it as a standing price, never an expiring deal — rule 4 below</i>)
3 · Your exclusive 30% code	"Use MY code at checkout for 30% off your first payment — my code, my audience only"	They type your code at the web checkout (or click your link, which fills it in automatically); 30% off their first payment — say "first payment", not "30% off forever"	Audiences that respond to <i>your</i> exclusive · YouTube (a code survives being spoken aloud) · anywhere a link is awkward

How to choose

- **Trust-led audience** (they follow you for advice) → **the trial**. The ask is smallest and the product sells itself in the assessment.
- **Your audience expects an exclusive from you** → **your 30% code**. A code is *yours* in a way a link never is — it survives screenshots, podcasts and word of mouth, and every redemption is credited

to you by name even if the click trail is lost.

- **Price-conscious or repeat-exposed audience** (they've seen TMA from you before and didn't bite) → **the 50% offer**. Depth of discount is the last lever, not the first.

× FOUR RULES THAT KEEP THESE HONEST

1. **Never write trial copy against the 50% path** — it charges immediately. "Half price, backed by the 60-day guarantee" is the honest frame; "risk-free trial at 50% off" is not true.
2. **Say what the code actually does:** 30% off the *first payment*, typed at the web checkout (or auto-applied by your link). Never "30% off your subscription" on monthly — that promises a recurring discount the code doesn't deliver.
3. **One offer per piece of content.** A review that pitches the trial AND the discount AND the code converts worse than any of them alone — pick the fit and commit.
4. **The 50% is a standing price, not a limited deal.** It is available almost all year, so it must never be described as "ending", "expiring", "limited-time", "today only", "last chance" or scarce in any way. Only a dated promo window we confirm in writing may carry a deadline — and that deadline attaches to that dated event, never to "50% off" generically. A recurring discount dressed up as time-limited is the single most-enforced breach in UK (DMCCA/CMA) and US (FTC) consumer law — and when a regulator moves, **both names are on the file**. That's why we police this as hard on our own copy as on yours.



PROMO WINDOWS & THE SEASONAL CALENDAR

A few times a year TMA runs a bigger, dated promotion. When one is coming, we send you the exact offer, the exact end date **in writing**, and ready-made assets — about four weeks out. Only use deadline dates we've confirmed in writing, and when the date passes, the offer language comes down.

Black Friday → early December is the biggest window of the year, every year. New Year and mid-year are the other recurring beats. If you only plan one campaign a year, plan Black Friday — **this year's window** opens 18 Nov.

Never promote: lifetime outside a dated window we have announced (inside one — like Black Friday — it is the headline offer), discount stacking, or anything about app-store pricing. If you're unsure whether an offer is current, ask — one message, quick answer.

Three levers (your choice)

The image shows three promotional levers in a row, each with a teal icon, a title, a description, and a URL. Lever 1 has a bar chart icon, 'Lever 1' title, '7-day trial' description, 'Full price' text, and 'homepage / start-training' URL. Lever 2 has a star icon, 'Lever 2' title, '\$78.50 today' description, 'No free trial' text, and '/50promo/' URL. Lever 3 has a tag icon, 'Lever 3' title, '30% off first charge' description, 'Your code at checkout' text, and an empty URL field. Below the levers is a note: 'Pick one. Do not mix trial copy with the 50% page.'

Lever 1	Lever 2	Lever 3
7-day trial	\$78.50 today	30% off first charge
Full price	No free trial	Your code at checkout
homepage / start-training	/50promo/	

Pick one. Do not mix trial copy with the 50% page.

One lever per send. Do not mix trial copy with the 50% page.

Commission is always on the first paid charge only. Pick the lever that fits your audience — do not mix trial copy with the 50% page.

Lever 1 · Default

Full price · 7-day free trial

Lead with trial → annual. Replace YOURCODE with your Tapfiliate slug.

<https://quiz.themovementathlete.com/?ref=YOURCODE>

Link the quiz root exactly as above. Never share a versioned quiz path such as `/2026-quiz-checkout-v1/` — the root always routes to the current live page and keeps your link working; a versioned link goes stale the moment we ship a new version.

Warm traffic: <https://themovementathlete.com/start-training/?ref=YOURCODE>

Homepage alternative: <https://themovementathlete.com/?ref=YOURCODE>

Lever 2 · 50% page

\$78.50 billed today · no free trial

Charged immediately — there is **no free trial on this path**. The discount replaces it; the 60-day guarantee still applies. Never pair trial wording with this offer.

Ask us for your named 50% code before you use this lever. A 50% sale is credited to you through *your* code at the checkout's coupon box. The standing half-price page carries no code, so a sale through a bare link may not be credited to you — and an uncredited sale pays you nothing. One message and we will issue yours.

Your named 50% code at checkout — ask hello@themovementathlete.com

Lever 3 · Partner code

30% off first charge only

First paid charge only. Do not post codes on coupon sites.

Your partner-named code at checkout (e.g. your slug)

Channel plays

What works where — email, a review page, YouTube, social, and the quiz.

Your email list highest-converting channel for most partners

Run the 7-email sequence at your own cadence — one to two emails a week reads as genuine; dumping five in five days reads as a campaign. The case-study and FAQ emails carry the load — don't skip them to get to the ask faster.

A dedicated review or comparison page

The most durable value — it earns while you sleep and compounds with rank. Keep it current (this kit's staleness warning), answer the five objections, and embed your link at the natural decision moments: after the mechanism explanation and after the FAQ — not only at the top.

YouTube review

A video review converted for years for one of our partners and kept performing long after publishing. What made it work: hands-on time with the actual app, honest structure (including what TMA *isn't*), the link and code in the description AND pinned comment, and refreshing the pinned comment when facts change. Mark the video as containing a paid promotion where the platform provides the flag — that's a platform requirement, not optional.

Social

Short-form works as a feeder, not a closer: skill-progress content ("month 1 vs month 3"), the assessment experience, a day-in-the-life with 15-minute workouts. Send viewers to your review page or your email list rather than straight to checkout — warm converts, cold doesn't.

The quiz — your highest-intent destination

The quiz is the front door, and it is the link to use for cold traffic. Someone answers a few questions about their body, their history and their goals, and comes out with a personalised starting point on every movement. It asks for a small yes and it does the selling for you.

Your link: <https://quiz.themovementathlete.com/?ref=YOURCODE>

Always the **root**, exactly as above. Never a versioned path such as `/2026-quiz-checkout-v1/` — the root always routes to the current live page, so your link keeps working; a versioned one goes stale the moment we ship a new version.

How to pitch it: "see exactly where you'd start" — not "get your results in minutes". The quiz gives an honest starting position; the real measured assessment happens in the app after they join. Promise the

first, let the app deliver the second.

Where it works: any cold placement — a review page, a YouTube description, a social caption, the first email in a sequence. For warm audiences who already trust you, the trial link converts harder.

Channel strategies

Use these before you pick a creative from the swipe file below.

Lever 1

UGC / real-person demo

When: Cold social — they do not know the brand yet.

Do: Show a real progression clip, then your ?ref= link in caption or bio.

Lever 1

Injury / smart progression hook

When: Fitness audiences burned by random programs.

Do: Lead with safety and structure; send cold traffic to the quiz root (<https://quiz.themovementathlete.com/?ref=YOURCODE>) or warm traffic to /start-training/?ref=YOURCODE.

Lever 2

Price-blocked audience

When: Comments say “too expensive”.

Do: Use Lever 2 (50% page) or Lever 3 code — pick one, do not stack trial copy.

Lever 2

Promo / urgency window

When: Seasonal push or your own launch week.

Do: Honest deadline only (DMCCA). Pair urgency creative with Lever 2.

Lever 1

Email / newsletter

When: Warm list that trusts you.

Do: Story → proof → one clear CTA. See affiliate email assets on docs estate.

Lever 1

Success stories first

When: Skeptical but interested readers.

Do: <https://themovementathlete.com/success-stories/?ref=YOURCODE> then trial path.

Links, tracking and getting paid

Read this before you publish anything — it decides whether a sale can be credited to you at all.

Plain-English version. If anything here doesn't match your records, tell us — we fix rails, not blame partners.

1 Use the exact links we hand you in onboarding.

Today those are direct checkout links that carry your code, so every sale through them records against your name. Don't build your own deep links — some of our surfaces can't yet credit a partner click, and the links we give you are the ones that can. When in doubt, ask for the link rather than building one.

2 If you have a code: it's typed at the web checkout

— or auto-applied when someone clicks your link. Tell your audience explicitly: *"type CODE at checkout, or just use my link."*

3 ● App-store purchases do not pay commission.

If someone downloads the iOS/Android app and subscribes inside the app store, we cannot see or credit your referral. Steer buyers to the **web** checkout, and feel free to say why: "use my link on the website — the app stores don't credit referrals."

4 Commission is paid on paid subscriptions, not trial starts

— after the refund window has passed (this kit). This protects you from clawbacks as much as it protects us.

5 Monthly reconciliation.

You'll get a statement of credited sales, reconciled from the payment records — not a dashboard estimate. If you believe a sale is missing, send us the date and any details — under-crediting is our bug to fix, and we'd rather over-communicate than lose your trust.

6 The confirmation loop (the rules) is how you know you'll be paid.

When your placement goes live, we check your link is crediting on our side and confirm back. Never skip it.

THE ATTRIBUTION FACTS

- **Attribution window: 180 days from click.** A buyer who clicks today and purchases through our nurture emails in week nine is still yours.
- **The approved links ARE the exact links** — the `?ref=YOURCODE` templates on [Ways to promote](#) are the full set. Do not construct other deep links.
- **One code per partner today.** Per-placement sub-tracking is not yet supported — judge individual placements with your own analytics until it is, and ask us if splitting placements matters to your setup.
-  **App-store purchases cannot be credited today.** If a store-side track ever goes live we will announce it — until that announcement, assume the web is the only paid route.

Paid ads

What works on Facebook, the structure that produced paid charges, and the ten ways to waste money.

BEFORE YOU SPEND A POUND

- **No ads that direct-link our domain** without written approval — run paid traffic to **your own page or funnel**, which then sends people through your link.
- **Never bid our brand terms** ("movement athlete" and variants) without written approval.
- **Optimise for Purchase, never for leads** — you are paid on the first paid charge, so that is the only event worth buying.
- The structures below are our own account learnings, shared so you skip the expensive mistakes — adapt them to YOUR funnel.

THE ASSETS THAT GO IN THESE ADS

Everything you need to build a paid ad for TMA lives in these four places. You are not expected to make creative from scratch.

Every ad we have made — 1,105 of them, 448 downloadable as full-size stills — searchable by the offer printed on the artwork. 70% off is the biggest set, ready for the window.

302 Meta creatives with what each one actually did. Ours, and yours to use.

73 creatives from our own paid history — copy the layout, write the words yourself.

324 videos catalogued, grouped by testimonial, UGC and everything else.

Stills, app screens and press — real, cleared and hosted.

312 cleared member quotes, searchable, with the claims you may publish.

What works on Facebook and Instagram

Everything below is from our own spend, not a blog post. Four findings have held every single year:

1

A still image beats a produced video.

In every year of our data, statics with one readable claim out-performed video. If you are choosing where to put an hour, put it in the sentence on the image, not in the edit.

2

The claim has to be readable with the sound off, at thumb speed.

Most people never hear your ad and never stop. One short line doing one job beats a montage with a voiceover.

3

Real people out-pull polish on cold traffic.

A genuine progression clip or a real member beats a studio shoot — but only when the first line is the claim, not a slow build.

4

Optimise for Purchase. Never for leads.

Leads are cheap and they do not pay you. You are paid on the first paid charge, so that is the only event worth buying.

Paid ads — copy the structure that produced paid charges

You are paid on the first paid charge after someone uses your link. A click that never pays is not a win. Every setup below is written so the click lands on one lever and can become a commission.

Meta · lifetime

About \$100,000

Spent on these visuals from July 2023 to August 2026. That is the account the swipe file is drawn from. Google never got that kind of budget — do not copy a big Google machine we did not run.

What paid back

The badge on the image

The creatives we kept returned. On the swipe file you will see pictures at 2×, 3×, and above 20× ROAS, with the purchase count next to it. Copy those. That is the ROAS that matters.

What to ignore

The account average

A few old videos ate a large share of that \$100,000 and did not convert. The average is not the lesson. The structure below, plus the ROAS on each winning image, is what to run.

Read this first

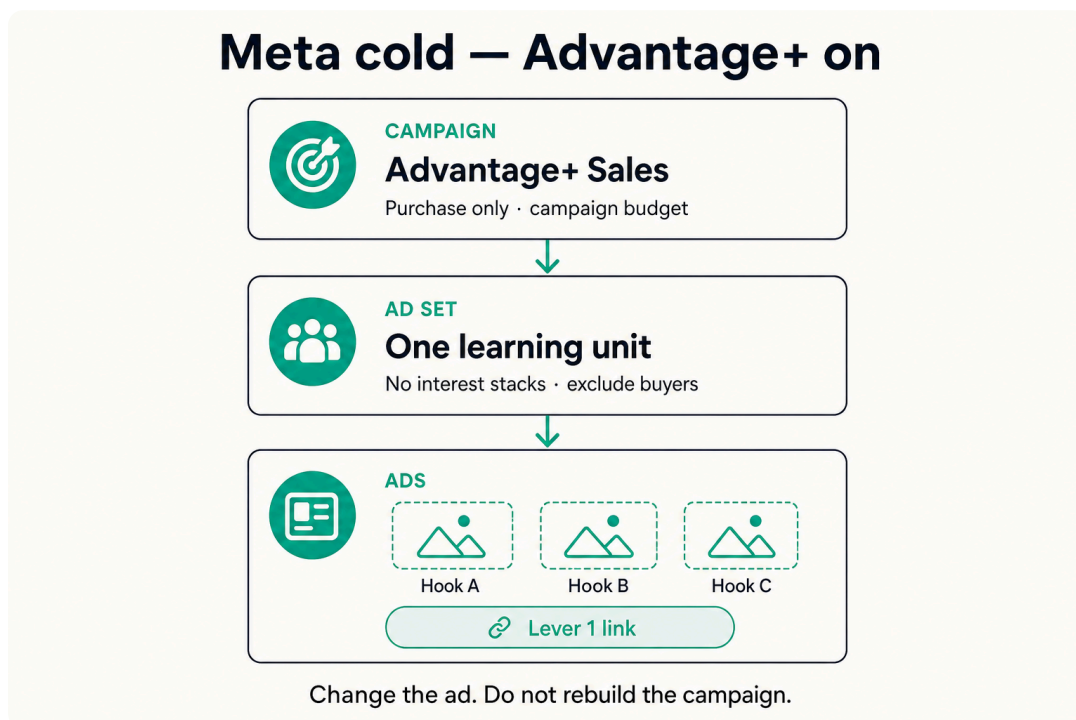
Where the optimisation actually sat

Meta cold: Advantage+ Sales. Budget and learning sit at *campaign* level. You do not pick interests. You do not split the budget across ad sets. The ad is what you change.

Meta remarketing: Advantage+ audience is *off*. You already know who they are. Campaign holds the budget. The ad set is one time window only. The ad does not get its own budget.

Google: we do *not* optimise at campaign level. We optimise at *keyword and search-term* level. Performance Max is not the starting structure. Search is.

Meta — cold campaign (Advantage+ on)



Cold traffic: one Advantage+ Sales campaign. Change the ad, not the campaign.

1 · Campaign

One Advantage+ Sales campaign

Objective: Sales. Optimise for Purchase, never for Lead, signup, or landing-page view. You are not paid on a lead. One campaign. Campaign budget. Advantage+ audience on. Advantage+ placements on. Broad — no interest stack of “calisthenics / home workout / fitness”.

2 · Ad set

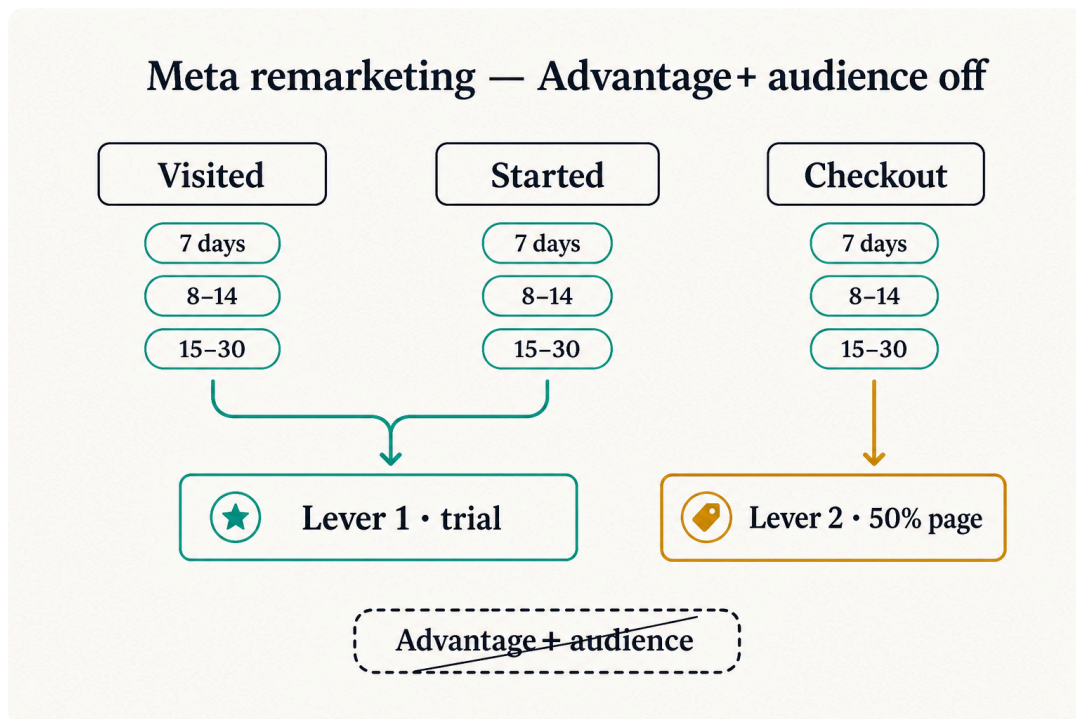
One learning unit

Do not build five ad sets. A split budget never finishes learning. One ad set, or let Advantage+ run without manual ad sets. Country: where you can actually talk to the buyer. Exclude people who already bought. Destination URL is locked: your Lever 1 link only.

Same offer, different hook

3 to 6 ads. Same URL. Kill the ad that spends and does not start trials. Do not rebuild the campaign. Use a static with one readable claim, plus one real-person or progression clip. The claim has to be readable with the sound off.

Meta — remarketing (Advantage+ audience off)



Remarketing: Advantage+ audience off. Checkout does not get the trial ad.

These people already saw the product and did not pay. Separate campaigns from cold. Do not let Advantage+ go find a new audience for you here.

Campaigns

One job per campaign

Split by what they did: visited, started the path, reached checkout. Sales objective. Campaign budget. Each campaign excludes purchasers. Do not mix a visit and a checkout in the same campaign.

Ad sets

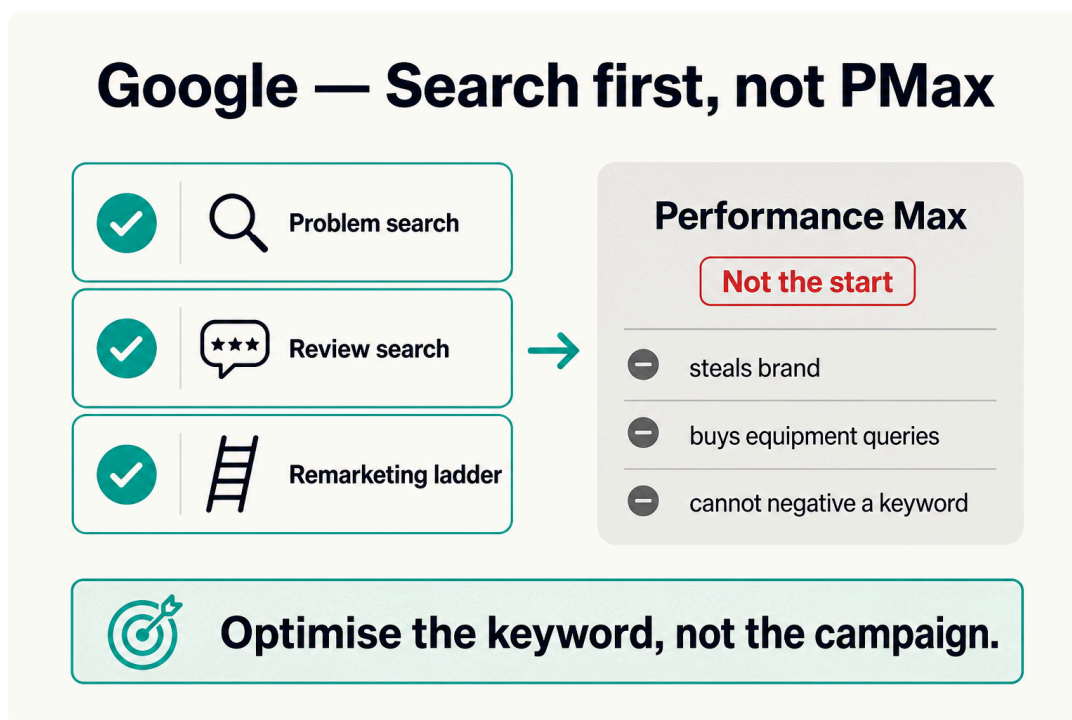
One window per ad set

7 days, then 8-14, then 15-30. Include only that window. Exclude the hotter window from the cooler one so the same person is not bid on three times. If you only have one list, use checkout abandoners 0-7 days and stop. Do not use one mixed "website visitors 180 days" ad set.

Two ads, one message

One static, one video, same sentence. Visits get Lever 1 (trial). Checkout abandoners get Lever 2 (50% page) and zero trial wording — in the primary text, the headline, and the button. Do not reuse the same static on every window. Change the line when the objection changes.

Google — Search first. Not Performance Max.



Search first. Performance Max is not how a partner should start.

We ran Performance Max. It only behaves if brand searches are excluded and a real purchase value is passed in. Without that, PMax buys people searching our name and people shopping for a pull-up bar, and you cannot see which. Start with Search. Work the keyword, not the campaign row.

Campaign A

Problem search

This is the campaign most partners should run. One ad group per intent. Phrase and exact match. Your ad talks about a plan, an assessment, a progression — then your Lever 1 link. Pause the keyword that spends and never pays. Leave the other keywords on.

Campaign B

Review / name search

Only if the click lands on *your* page or video, and that page uses your partner link. Keywords like “movement athlete review”. Do not bid our name into a blank page. Do not send this traffic to the app

store.

Campaign C

Remarketing ladder

Only after you have site traffic. Two campaigns, one ad group each. Conversion goal on the campaign: Purchase only. Rung 1: checkout or cart, last 7 days, Lever 1. Rung 2: those people later, exclude rung 1 and buyers, Lever 2, no trial language. Never one mixed audience. This is not PMax.

What fails — do not copy these

- Optimising Meta for leads or “complete registration”. Cheap emails, almost no paid charges. You do not get commission on a lead.
- Five ad sets at a tiny budget each. Learning never finishes. Nothing is proven, so you keep spending.
- Interest targeting as the strategy. It used to feel precise. It starved delivery. Advantage+ plus the creative beat it.
- Advantage+ audience on remarketing. It leaves the people who already almost bought and goes hunting strangers.
- Performance Max as campaign one. It eats brand queries and equipment queries. You cannot steer it with a negative keyword the way you can on Search.
- Equipment keywords: bars, racks, parallettes, “street workout equipment”, “buy a pull-up bar”. Those people want gear. A subscription will not convert. Add them as negatives on every Search campaign.
- Trial wording on the 50% page, or a 50% creative sent to the trial URL. The page and the ad must be the same offer.
- App Store or Play Store as the click destination. Those purchases do not credit a partner.
- Changing budget, audience, and creative on the same day. Pick one. Then leave it alone for a week.
- One image reused on every remarketing window. The cold hook is not the checkout hook.

What actually produces a paid charge

- Purchase as the only optimisation event. Judge the week on paid charges through your link, not on cheap clicks.
- One cold Advantage+ campaign, enough daily budget to leave learning, ads switched off individually.
- A static with one claim the thumb can read. That format beat produced video across our own years of ads. UGC still works when the first line is the claim, not a montage.
- Remarketing that matches the objection: “you looked” gets the trial; “you got to checkout” gets the 50% page. Buyers excluded.

- Google keywords that mean “I want a training plan”, killed one keyword at a time when they spend and do not pay.
- Your link on the web checkout. Disclose the commission near the ad. No fake deadline.

Keywords — paste these, and the ones to block

No keyword guarantees a commission. These are the queries closest to someone who will pay for a plan. Match type: phrase, then exact once a phrase spends. Send problem keywords to your Lever 1 link. Never send them to Lever 2 unless the ad itself is the 50% offer.

USE — PLAN INTENT	BLOCK — WILL NOT PAY YOU
calisthenics program	calisthenics equipment
calisthenics app	pull up bar
bodyweight training plan	dip bars
home workout no equipment	gymnastic rings buy
beginner calisthenics plan	street workout equipment
how to learn a handstand	workout pdf free
handstand progression	calisthenics jobs
front lever progression	the movement athlete login
muscle up training plan	movement athlete coupon code
bodyweight workout for beginners	free workout app no signup

Review keywords — only with your own page in front

movement athlete review · the movement athlete app review · movement athlete vs free youtube · is the movement athlete worth it

The ad must open your review, your email, or your video. The partner link sits in that page. Do not bid these into our homepage with nothing of yours on it — you will pay for a click we already rank for, and you will not be able to see who was yours.

Winning creatives

Seventy-three creatives from our own paid history. Copy the visual; write the words in your voice.

Winning creatives — open it online

73 creatives from our own paid history.

<https://beta.themovementathlete.com/partner-assets/marketing-library/swipe/>

Creative swipe file

73 creatives · copy the hook, download the image

Creative swipe file

Top patterns from our paid Meta history (partner-safe — no spend metrics). Copy the exact ad text we ran, download images, and preview video via Meta embed where available. 73 creatives · 57 embeds · 33 with copy.

Pack Lever Pattern Format

113 purchases · 1.7× ROAS1 ►

New Sales Ad

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

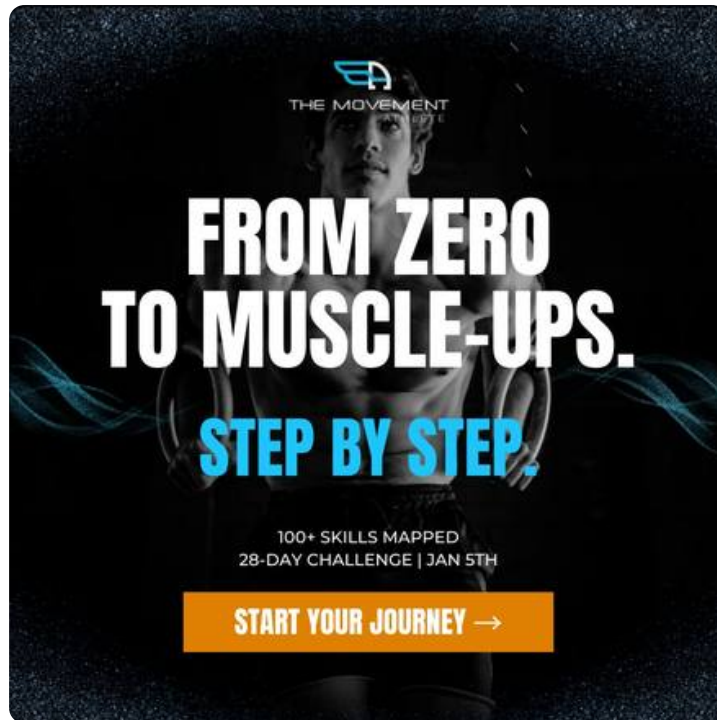
You checked us out. Maybe took the assessment. Read some stories. Quick update: The \$997 lifetime access? Now \$247 this week only. That's 75% off. Less than what you'd spend on two months at a gym, but you get lifetime access. Our members: First muscle-ups in 6 months. Back pain gone. Real strength they can see and feel. Most say they'd pay full price after the results. At \$247, there's nothing left to think about. See your personalized plan. Decide while it's still on sale. Start Now → 60-Day Money-Back Guarantee | 100,000+ Active Members

Headline

This week only, get it for 75% off - just \$247!

Description

75% OFF Biggest Discount Ever!



4 purchases · 21.6× ROAS2 I

Image 2

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Everyone will tell you that to have strong and healthy shoulders; you should mobilize them. But what they don't tell you is that mobilizing on its own will not address any underlying issues behind pain or stiffness and will not help you make your shoulders healthier. MOBILITY WORK IS JUST ONE PIECE OF THE PUZZLE What you need to know that every day we use our shoulders, tension is being built. And for the joint to function optimally, this tension has to be released regularly. This is precisely why in the BulletProof Shoulder Course, the first thing we focus on, no matter what is your goal, is: **RELEASING TENSION** Then we work on **ACTIVATING THE JOINT MOBILISING IT** and only then we start working on **CONDITIONING** and **STRENGTHENING THE JOINT** We believe that this approach is a significant missing piece in the mobility industry. That's why we partnered up with Ricky Warren, a world-renowned calisthenics & mobility coach who helped thousands of people get rid of pain and build strong, mobile, injury-proof shoulders for life. The course is created based on over a decade of research and training experience and brings together all the elements needed to build strong, mobile, and healthy shoulders. When you join, you will get a complete system to remodel your shoulder tissue for pain-relief, performance, and longevity.

Headline

NO MORE TIGHT, ACHY SHOULDERS

18 purchases · 3.4× ROAS3 ►

Pure Promo

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

Get 70% OFF on the Lifetime Plan of The Movement Athlete Academy 🙌 This 4th of July, start your journey to becoming stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastics skills and build the strongest version of yourself. Offer valid for the first 100 people only — act fast before it's gone!

Headline

Last Chance to Get 70% Off Lifetime Plan



18 purchases · 3.7× ROAS4 I

BF2023. Main. TestAd3

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

If you've ever wanted to get into calisthenics, now's the best time! We Start Biggest Sale of the Year 🔥 During this BLACK FRIDAY WEEK get access to the whole Movement Athlete Academy at up to 70% OFF 🇨🇦 DON'T DELAY - Normal pricing resumes on Tuesday 28 December 12am EST! Hurry, the price will never be the same again

Headline

THE BIGGEST SALE OF THE YEAR

24 purchases · 2.5× ROAS5 ►

UGC - 0:52min

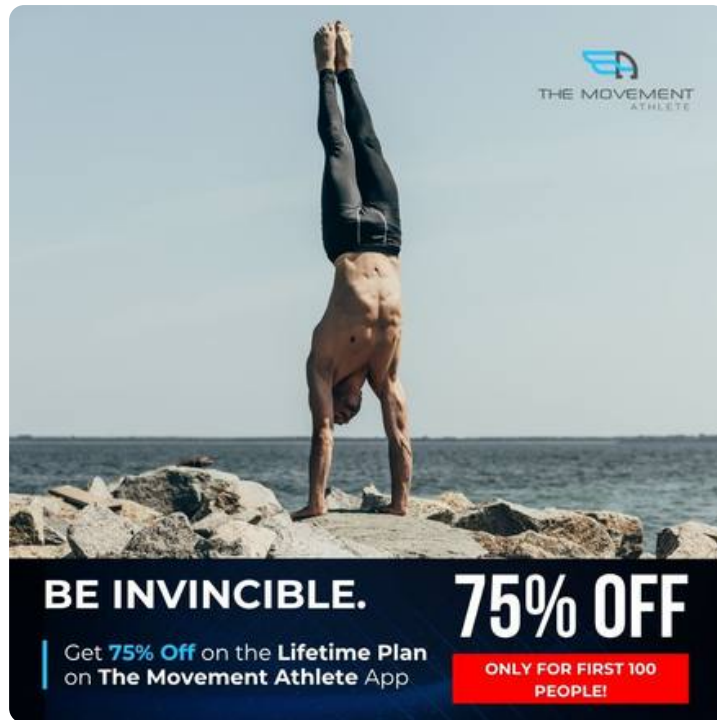
Real-person demo or story beat — strong for cold audiences on Lever 1.

Primary text (exact Meta)

You've seen the challenge. Maybe you took the assessment. You're still thinking about it. Here's what 28 days actually gets you: Joints that stop aching and start moving. Strength you can feel in daily life. Skills you thought were years away. A body that works the way it's supposed to. No gym. No equipment. Workouts that adapt to your energy and schedule every single day. The guy in this video? Twelve months later, still progressing. Pain completely gone. New skills unlocking every week. More motivated now than day one. That's the difference between a system and another program you'll quit by February. 253 spots left. Starts January 5th. Join the Challenge → 60-Day Money-Back Guarantee | 100,000+ Transformations

Headline

Your Window Closes Soon



BE INVINCIBLE.

Get **75% Off** on the **Lifetime Plan**
on **The Movement Athlete App**

75% OFF

**ONLY FOR FIRST 100
PEOPLE!**

22 purchases · 2.5× ROAS6 I

Short

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Clean product + outcome headline — default homepage ?ref=.

Primary text (exact Meta)

Everyone starts somewhere. The difference isn't talent, it's having a system that meets you at YOUR level and builds you up. This Black Friday: Get lifetime access to The Movement Athlete for 75% off. From struggling with basics to mastering handstands, muscle-ups, and pistol squats. \$997 → \$249 (ONE TIME) Never pay again. All future updates included. This price ends Monday. Your transformation starts now. [GET 75% OFF]

Headline

Can't do a pull-up? Struggle with push-ups?

66 purchases · 0.1× ROAS7 ►

Quiz - OLD Video 1 - C: 100s of people get injured trying calisthenics. - Copy

Lead with safety / smart progression, then your ?ref= link.

Primary text (exact Meta)

100s of people get injured trying calisthenics. Why? They simply have no clue what exercises they should be working on and attempt skills that the body is simply not ready for. This is why we created this FREE Calisthenics Assessment. 📄 [YOUR PARTNER LINK] It's a personalized assessment that will help you find out where you are on your journey of mastering bodyweight skills. It's also a great way for us to see what moves your body is ready for next. After just 5 minutes you will get a detailed training program and workouts tailored just for your needs. Plus, it's completely free! 📄 [YOUR PARTNER LINK] See you inside.

Headline

Get a personalized calisthenics training program

10 purchases · 3.1× ROAS8 ►

Old Man Doing Pushups

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Real-person demo or story beat — strong for cold audiences on Lever 1.

Primary text (exact Meta)

Get 70% OFF on the Lifetime Plan of The Movement Athlete Academy 📄 This 4th of July, start your journey to get stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastics skills and become the strongest version of yourself. Offer valid for the first 100 people only — hurry before it's gone!

Headline

Last Chance to Get 70% Off Lifetime Plan

5 purchases · 5.2× ROAS9 ►

Why You Started

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Get 70% OFF on the Lifetime Plan of The Movement Athlete Academy 🙌 This 4th of July, start your journey to becoming stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastics skills and build the strongest version of yourself. Offer valid for the first 100 people only — act fast before it's gone!

Headline

Last Chance to Get 70% Off Lifetime Plan

Description

Hurry Up!

7 purchases · 0.0× ROAS10 ►

Video - Promotional Black Friday

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

LAST CHANCE to get access to the whole Movement Athlete Academy at up to 75% OFF 🙌 60-day 100% money-back guarantee 📄 Secure your SPECIAL BLACK FRIDAY PRICE [YOUR PARTNER LINK]

Headline

24 HOURS LEFT OF OUR BIGGEST SALE EVER!



18 purchases · 1.9× ROAS11 I

BF2023. Main. LastChanceAd4

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

LAST CHANCE to get access to the whole Movement Athlete Academy at up to 70% OFF 📢 60-day 100% money-back guarantee 📢 Secure your SPECIAL BLACK FRIDAY PRICE [YOUR PARTNER LINK]

Headline

70% OFF this Black Friday ONLY!

8 purchases · 5.0× ROAS12 ►

Why You Started - Ad 5

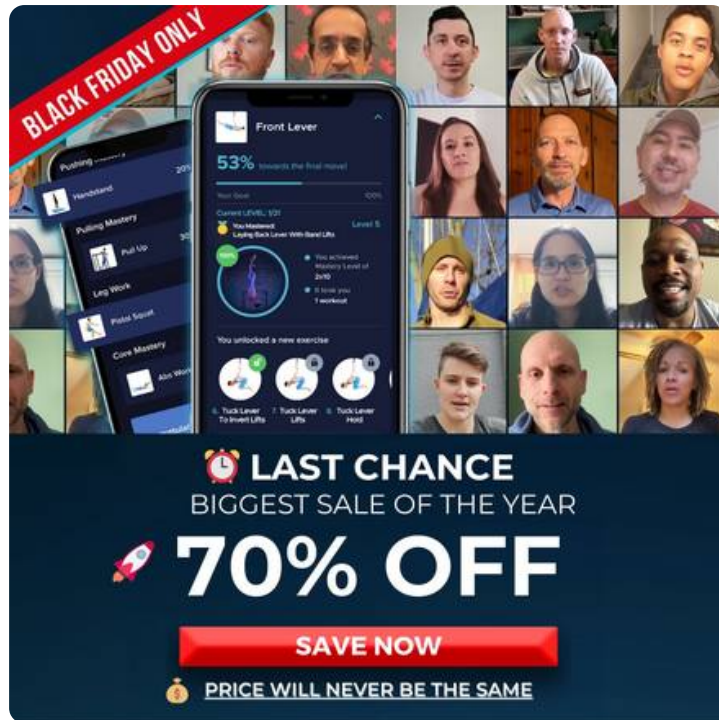
Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Get started with The Movement Athlete Academy for just \$9.99 📢 Start your journey to get stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastic skills and become the strongest version of you, Offer valid for limited time only, so HURRY UP!

Headline

Offer Ends Soon!



12 purchases · 2.6× ROAS13 I

BF2023. Main. LastChanceAd5

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

LAST CHANCE to get access to the whole Movement Athlete Academy at up to 70% OFF 📢 60-day 100% money-back guarantee 📢 Secure your SPECIAL BLACK FRIDAY PRICE [YOUR PARTNER LINK]

Headline

70% OFF this Black Friday ONLY!

9 purchases · 3.1× ROAS14 ►

UGC - 0:28min

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Real-person demo or story beat — strong for cold audiences on Lever 1.

Primary text (exact Meta)

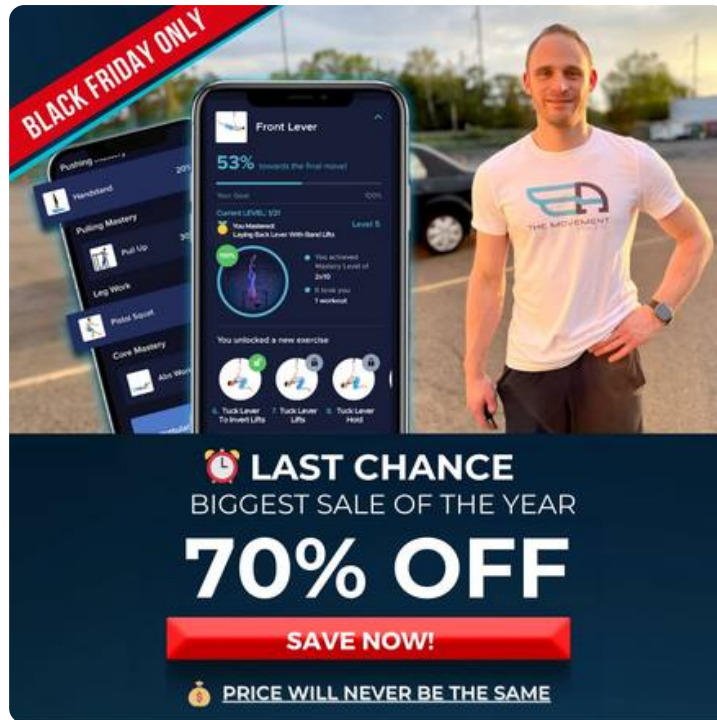
Stiff weightlifters doing human flags. Beginners hitting their first muscle-up. People training anywhere, no gym required. You wondered if you could do the same. Here's what you need to know: The Movement Athlete gives you personalized daily workouts that adapt to your schedule, energy, and current level. No guesswork. No separate courses for each skill. One program. 100+ calisthenics skills. From basics to advanced moves you never thought possible. What stops most people? Gym memberships they don't use. Random YouTube tutorials that don't connect. Programs that don't fit their life. TMA solved all three. The gamified progression keeps you motivated. You unlock new abilities as you get stronger. Train at home, in parks, hotel rooms—anywhere. Just your bodyweight. Real results. No gym needed | Train on your schedule | 100,000+ members already training

Headline

You've seen what's possible.

Description

75% OFF - Black Friday Sale



4 purchases · 7.6× ROAS15 I

BF2023. Main. LastChanceAd2

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

LAST CHANCE to get access to the whole Movement Athlete Academy at up to 70% OFF 📢 60-day 100% money-back guarantee 📢 Secure your SPECIAL BLACK FRIDAY PRICE [YOUR PARTNER LINK]

Headline

70% OFF this Black Friday ONLY!



8 purchases · 3.0× ROAS16 I

BF2023. Main. TestAd2

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

If you've ever wanted to get into calisthenics, now's the best time! We Start Biggest Sale of the Year 🔥 During this BLACK FRIDAY WEEK get access to the whole Movement Athlete Academy at up to 70% OFF 🇨🇦 DON'T DELAY - Normal pricing resumes on Tuesday 28 December 12am EST! Hurry, the price will never be the same again

Headline

THE BIGGEST SALE OF THE YEAR



8 purchases · 2.9× ROAS17 I

BF2023. Main. LastChanceAd1

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

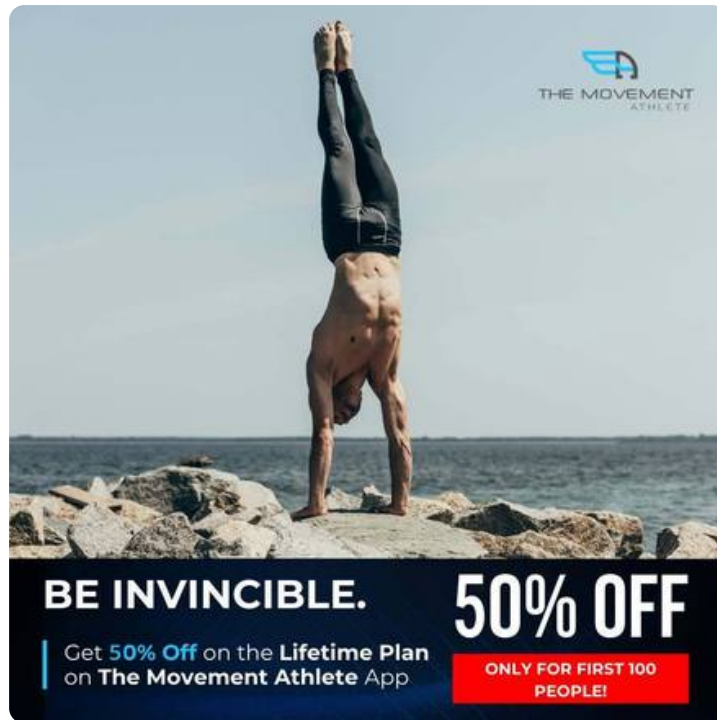
Urgency + discount framing — pair with Lever 2 (50% page). Never add trial wording.

Primary text (exact Meta)

LAST CHANCE to get access to the whole Movement Athlete Academy at up to 70% OFF 📣 60-day 100% money-back guarantee 📣 Secure your SPECIAL BLACK FRIDAY PRICE [YOUR PARTNER LINK]

Headline

70% OFF this Black Friday ONLY!



6 purchases · 2.9× ROAS18 I

Handstand Cliff

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Get 50% OFF The Movement Athlete Academy Lifetime Plan 🙌 This Memorial Day, invest in the strongest version of yourself. Build strength, mobility, flexibility, and control with access to 100+ calisthenics and gymnastics skills designed for every level. Train smarter. Move better. Stay consistent. Offer valid for the first 100 members only — don't miss it.

Headline

Get 50% Off All Lifetime Plans

Description

Hurry Up!

18 purchases · 0.5× ROAS19 ►

2 TMA _ Social Media Ad _ 28 Day Series Challenge _ Jeremy _ Draft 05 Ar.B

Series / habit framing works in email + Reels; send warm traffic to /start-training/?ref=YOURCODE.

Primary text (exact Meta)

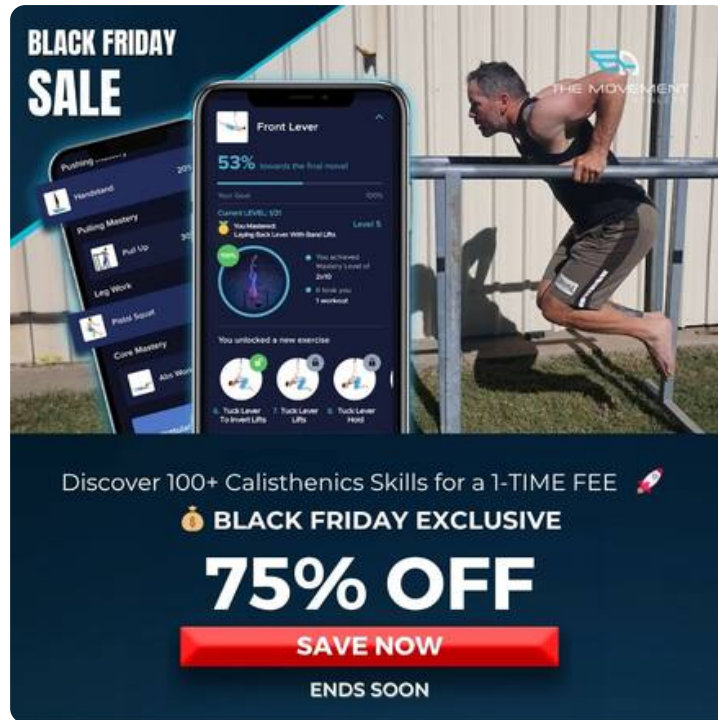
100s of people get injured trying calisthenics. Why? They simply have no clue what exercises they should be working on and attempt skills that the body is simply not ready for. This is why we created this FREE Calisthenics Assessment. 📩 [YOUR PARTNER LINK] It's a personalized assessment that will help you find out where you are on your journey of mastering bodyweight skills. It's also a great way for us to see what moves your body is ready for next. After just 5 minutes you will get a detailed training program and workouts tailored just for your needs. Plus, it's completely free! 📩 [YOUR PARTNER LINK] See you inside.

Headline

Get a FREE Personalized Training Program

Description

Master 100+ Calisthenics Skills!



7 purchases · 2.2× ROAS20 I

Mid

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Lifting heavy destroyed your joints. Running hurt your knees. You're strong but immobile, in pain, and worried about the next injury. There's a better way. Calisthenics builds functional strength without joint destruction. It conditions your nervous system, strengthens connective tissue, and improves mobility, keeping you pain-free and moving well for decades. This Black Friday: 75% OFF Lifetime Access The Movement Athlete program: → Starts with YOUR current mobility and strength level → Progressively builds you up without aggravating old injuries → Eliminates random joint pain through proper movement patterns → Creates resilient, functional muscle that actually moves well Real results from 40-70 year olds: • "Pain-free for the first time in 5 years after shoulder surgeries" - David, 52 • "Off pain medication, playing with grandkids again" - User, 51 • 100k+ members, many over 50 BLACK FRIDAY ONLY: Lifetime: \$997 → \$249 (never pay again) 12 Months: \$157 → \$78.50 60-day money-back guarantee. You're not too old. You just need smarter training. [CLAIM 75% OFF]

Headline

After 40, Your Body Needs a Different Approach

17 purchases · 0.2× ROAS21 ▶

Homepage_OLD Video 1 - C: 100s of people get injured trying calisthenics_ASSMNT URL_131025 - Copy

Lead with safety / smart progression, then your ?ref= link.

Primary text (exact Meta)

100s of people get injured trying calisthenics. Why? They simply have no clue what exercises they should be working on and attempt skills that the body is simply not ready for. This is why we created this FREE Calisthenics Assessment. 📄 [YOUR PARTNER LINK] It's a personalized assessment that will help you find out where you are on your journey of mastering bodyweight skills. It's also a great way for us to see what moves your body is ready for next. After just 5 minutes you will get a detailed training program and workouts tailored just for your needs. Plus, it's completely free! 📄 [YOUR PARTNER LINK] See you inside.

Headline

Get a personalized calisthenics training program

7 purchases · 1.9× ROAS22 ▶

Fail by February

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

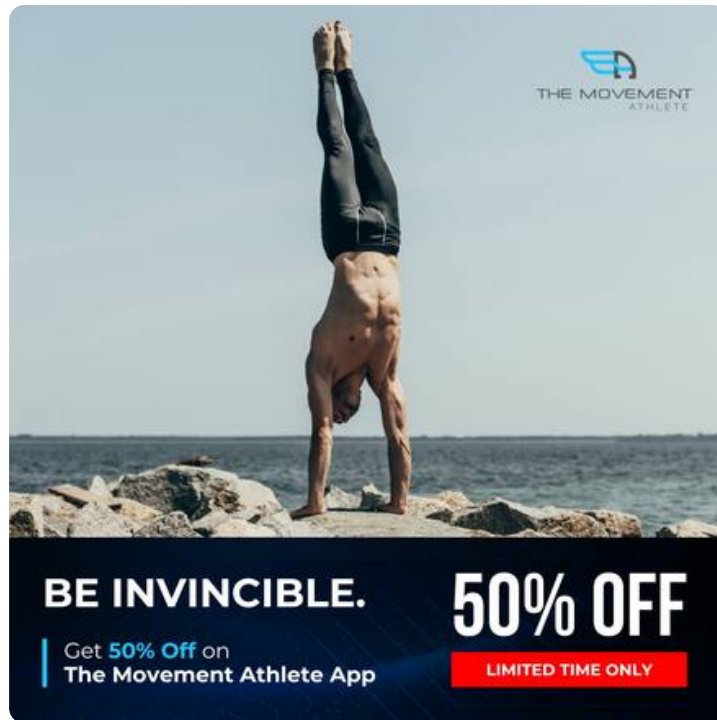
Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

The problem isn't your motivation, or discipline—it's not knowing where to begin. You either start at a level that's too difficult for you so you quit, Or you start at a level that's too easy and you quit because it's not challenging enough or too boring for you (yes, that happens as well) That's why we're here to help you #TMAStartRight. 🔥 Here's how: 1 Take our FREE Calisthenics Assessment (link in bio!) to see exactly where you are in your fitness journey. 2 Get a personalized plan tailored to your level, time, and equipment. 3 Start unlocking your strength and progress like never before. 💡 BONUS: Share a photo of your first workout with TMA, tag us, and use #TMAStartRight for a chance to win FREE lifetime access to the app! Let's make 2025 the year you don't just start, but KEEP GOING. 🚀 Don't wait—take the first step now. Link in bio! 📄 #TMA #Calisthenics #BodyweightTraining #StartStrong #NewYearsResolution

Headline

Start Right in 2025 with TMA



4 purchases · 3.6× ROAS23 I

Handstand Image

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Get 50% OFF on The Movement Athlete Academy 🏋️ This summer, start your journey to get stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastic skills and become the strongest version of you, Offer valid for 10 days only, so HURRY UP!

Headline

Offer Ends in 10 Days

Description

Hurry Up

10 purchases · 0.0× ROAS24 ▶

Video - Jeremy On The Rings

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

This is your LAST CHANCE to get access to the whole Movement Athlete Academy FOR LIFE at 75% OFF 🙌 Even as a customer - you are protected by 🛡️ 60-days, no BS, guarantee. Once you make a payment, your current plan will be canceled within 24 hours, and you will officially be our legacy, lifetime member. We will see you inside.

Headline

OUR BIGGEST SALE EVER!



10 purchases · 0.3× ROAS25 I

You Wish You Had Started

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

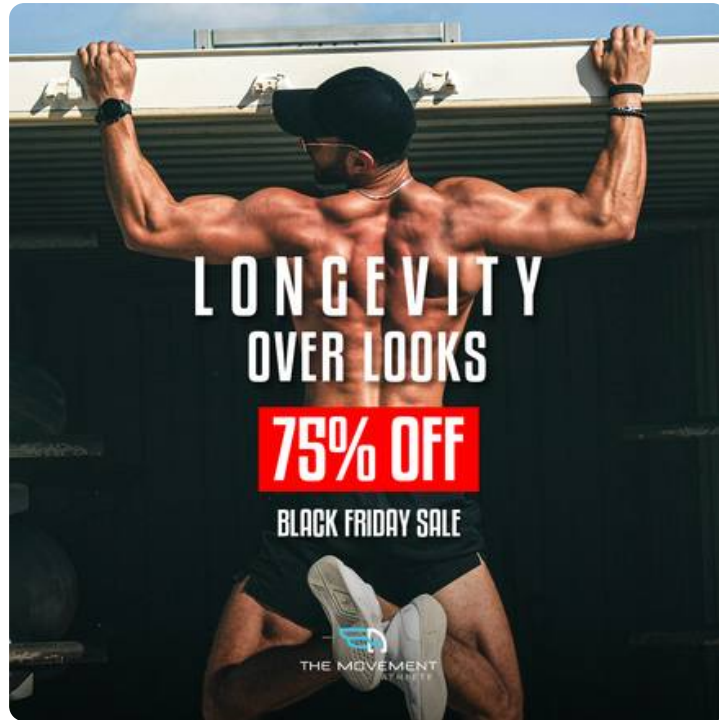
Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

This is your LAST CHANCE to get access to the whole Movement Athlete Academy FOR LIFE at 75% OFF 📣 Even as a customer - you are protected by 📅 60-days, no BS, guarantee. Once you make a payment, your current plan will be canceled within 24 hours, and you will officially be our legacy, lifetime member. We will see you inside.

Headline

OUR BIGGEST SALE EVER!



10 purchases · 0.0× ROAS26 I

Longevity Over Looks

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

This is your LAST CHANCE to get access to the whole Movement Athlete Academy FOR LIFE at 75% OFF 📣 Even as a customer - you are protected by 📅 60-days, no BS, guarantee. Once you make a payment, your current plan will be canceled within 24 hours, and you will officially be our legacy, lifetime member. We will see you inside.

Headline

OUR BIGGEST SALE EVER!

9 purchases · 0.1× ROAS27 ►

Copy Quiz - OLD Video 1 - C: 100s of people get injured trying calisthenics. - Copy – Copy

Lead with safety / smart progression, then your ?ref= link.

Primary text (exact Meta)

100s of people get injured trying calisthenics. Why? They simply have no clue what exercises they should be working on and attempt skills that the body is simply not ready for. This is why we created this FREE Calisthenics Assessment. 📄 [YOUR PARTNER LINK] It's a personalized assessment that will help you find out where you are on your journey of mastering bodyweight skills. It's also a great way for us to see what moves your body is ready for next. After just 5 minutes you will get a detailed training program and workouts tailored just for your needs. Plus, it's completely free! 📄 [YOUR PARTNER LINK] See you inside.

Headline

Get a personalized calisthenics training program

3 purchases · 1.9× ROAS28 ►

Old Man Doing Pullups

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Real-person demo or story beat — strong for cold audiences on Lever 1.

Primary text (exact Meta)

Get 70% OFF on the lifetime plan of The Movement Athlete Academy 📄 This 4th of July, start your journey to get stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastic skills and become the strongest version of you, Offer valid for first 100 people only, so HURRY UP!

Headline

Get 70% Off on our Lifetime Plan

Description

Hurry Up!

6 purchases · 0.4× ROAS29 ►

Not Gonna Be Easy - Ad 3

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Get started with The Movement Athlete Academy for just \$9.99 📄 Start your journey to get stronger, leaner, and more flexible. Learn over 100 calisthenics and gymnastic skills and become the strongest version of you, Offer valid for limited time only, so HURRY UP!

Headline

Offer Ends Soon!

8 purchases · 0.0× ROAS30 ►

Hook 1-Starting Point

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

100s of people get injured trying calisthenics. Why? They simply have no clue what exercises they should be working on and attempt skills that the body is simply not ready for. This is why we created this FREE Calisthenics Assessment. It's a personalized assessment that will help you find out where you are on your journey of mastering bodyweight skills. It's also a great way for us to see what moves your body is ready for next. After just 5 minutes you will get a detailed training program and workouts tailored just for your needs. Plus, it's completely free! 🍌 [YOUR PARTNER LINK] See you inside.

Headline

Get a FREE Personalized Training Program

Description

Master 100+ Calisthenics Skills!



8 purchases · 0.0× ROAS311

PDF Ad

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

Weights beat up your body. Bodyweight training builds functional strength that lasts. But you need progressive overload—not random exercises forever. The Bodyweight Muscle Building Blueprint shows you joint-friendly progressions: push-ups → one-arm push-ups, squats → pistol squats. Build real strength without the wear and tear. Download your free blueprint + get 7 days free access to your personalized program. No gym. No joint pain. Just sustainable muscle.

Headline

Build muscle after 40 without destroying your joints.



8 purchases · 0.0× ROAS32 I

Holding the phone-Get Strong

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

This is your LAST CHANCE to get access to the whole Movement Athlete Academy FOR LIFE at 75% OFF 📞 Even as a customer - you are protected by 📁 60-days, no BS, guarantee. Once you make a payment, your current plan will be canceled within 24 hours, and you will officially be our legacy, lifetime member. We will see you inside.

Headline

OUR BIGGEST SALE EVER!



6 purchases · 0.0× ROAS33 I

Strength That Lasts a Lifetime

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

Proven visual pattern from paid — rewrite copy in your voice and attach your link.

Primary text (exact Meta)

This is your LAST CHANCE to get access to the whole Movement Athlete Academy FOR LIFE at 75% OFF 📣 Even as a customer - you are protected by 📅 60-days, no BS, guarantee. Once you make a payment, your current plan will be canceled within 24 hours, and you will officially be our legacy, lifetime member. We will see you inside.

Headline

OUR BIGGEST SALE EVER!

From our video library34 ►

TMA _ Testimonial Promo _ 3 min 52 sec _ 4 _ 5 _ Michael Allison_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library35 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 3 min 52 sec _ 4 _ 5 _ Michael Allison_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library36 ►

TMA _ Testimonial Promo _ 3 min 18 sec _ 4 _ 5 _ Titis Karweni_cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library37 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 3 min 18 sec _ 4 _ 5 _ Titis Karweni_cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library38 ►

TMA _ Testimonial Promo _ 2 min 35 sec _ 4 _ 5 _ Shorter Hook _ Clayton Weis_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library39 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 2 min 35 sec _ 4 _ 5 _ Shorter Hook _ Clayton Weis_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library40 ►

Auto_Cropped_AR_IG_9_X_16_V4_TMA _ Testimonial Promo _ 2 min 35 sec _ 4 _ 5 _ Shorter Hook _ Clayton Weis_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library41 ►

Auto_Cropped_AR_4_X_5_DCO_TMA _ Testimonial Promo _ 2 min 35 sec _ 4 _ 5 _ Shorter Hook _ Clayton Weis_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library42 ►

LUKE MURRAY - TESTIMONIAL - I found TMAMOV.MOVlibrary

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library43 ►

TMA _ Testimonial Promo _ 2 min 19 sec _ 4 _ 5 _ Hanna Sedlak_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library44 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 2 min 19 sec _ 4 _ 5 _ Hanna Sedlak_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library45 ►

Auto_Cropped_AR_IG_9_X_16_V4_TMA _ Testimonial Promo _ 2 min 19 sec _ 4 _ 5 _ Hanna Sedlak_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library46 ►

Auto_Cropped_AR_IG_4_X_5_V3_TMA _ Testimonial Promo _ 2 min 19 sec _ 4 _ 5 _ Hanna Sedlak_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library47 ►

Auto_Cropped_AR_4_X_5_DCO_TMA _ Testimonial Promo _ 2 min 19 sec _ 4 _ 5 _ Hanna Sedlak_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library48 ►

TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Nils Johan Kruse_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library49 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Nils Johan Kruse_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library50 ►

Auto_Cropped_AR_4_X_5_DCO_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Nils Johan Kruse_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library51 ►

Auto_Cropped_AR_IG_9_X_16_V4_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Nils Johan Kruse_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library52 ►

Auto_Cropped_AR_IG_4_X_5_V3_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Nils Johan Kruse_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library53 ►

TMA_KALI_TESTIMONIAL_VIDEO - Hi I m kali1.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library54 ►

Auto_Cropped_AR_IG_9_X_16_V3_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Edward Cole_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library55 ►

Auto_Cropped_AR_IG_9_X_16_V4_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Edward Cole_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library56 ►

Auto_Cropped_AR_4_X_5_DCO_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Edward Cole_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library57 ►

Auto_Cropped_AR_IG_4_X_5_V3_TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Edward Cole_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library58 ►

TMA _ Testimonial Promo _ 2 min 06 sec _ 4 _ 5 _ Edward Cole_Cut.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library59 ►

LUKE MURRAY - TESTIMONIAL - MY Bacground FULL.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library60 ►

2020 Post Black Friday Promo (Longer Version) - DRAFT 09 - v4-1.mp4library

Archive — the offer in this ad is retired. We no longer sell lifetime access or these discounts. Copy the visual and the structure; write the offer from the three current ones.

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library61 ►

7 Day Trial Promo - TESTIMONIALS - IG STORY.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library62 ►

cropped_4X5_(x, y)_(0, 283)_width_1080px_height_1352px_7 Day Trial Promo - TESTIMONIALS - IG STORY.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library63 ►

Shoulder Mobility ADS _ Ricky Story_ CTA_ MINI COURSE _ O_ A Calisthenics Coach Reveals The Truth About Mobility.m4vlibrary

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library64 ►

cropped_1X1_(x, y)_(0, 419)_width_1080px_height_1081px_7 Day Trial Promo SHORTEN - TESTIMONIALS - IG STORY.movlibrary

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library65 ►

7 Day Trial Promo SHORTEN - TESTIMONIALS - IG STORY.movlibrary

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library66 ►

BF2023. Main. Video7.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library67 ►

Auto_Cropped_AR_4_X_5_DCO_Three Difficult Skills.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library68 ►

Three Difficult Skills.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library69 ►

LUKE MURRAY - TESTIMONIAL - This App has changed everything .MOVlibrary

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library70 ►

Auto_Cropped_AR_4_X_5_DCO_TMA _ Social Media Ad _ 28 Day Series Challenge _ Pexels Model _ Draft 02.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library71 ►

TMA _ Social Media Ad _ 28 Day Series Challenge _ Pexels Model _ Draft 02.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library72 ►

trimmed_start_0.0s_end_60.9s_TMA_KALI_TESTIMONIAL_VIDEO - Hi I m kali1.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

From our video library73 ►

TMA - LUKE MURRAY - TESTIMONIAL - 1 min - 4-5 - Hook - This App has changed everything.mp4library

From our Meta ad-account video library — use with your ?ref= link; rewrite any outdated offer claims.

Primary text (exact Meta)

Original ad text not kept for this one — write your own.

Headline

No headline on this one.

The video ad library

Every video we have made — 324 catalogued, with real opening frames.

The video library — open it online

Every video ad we have made, catalogued and requestable by name.

<https://beta.themovementathlete.com/partner-assets/marketing-library/video-library/>

Ten years of video ads, catalogued and searchable. **You are not expected to make video for TMA** — pick from here instead.

304 videos

69 member testimonials

26 UGC-style

112 vertical (9:16)

Opens the full ad library — filter **Type** to video, or search the on-screen copy. Every ad we have ever made lives there, video and still, in one searchable place.

How to use it, and what it is not

- **The cards are a catalogue, not a download.** The videos are not hosted on our side of this — what you see is the opening frame of each one, plus everything we know about it.
- **Found one you want?** Name the title in a message and we send you the file, in the aspect ratio you need.
- **Check the offer label first.** A video cut for a past promotion says so on its card, and that offer is not running. Reuse the footage, never the overlaid price.
- **8 of them use an AI presenter** and are marked *AI presenter*. You may use them — never imply the person on screen is a real member or a real coach.

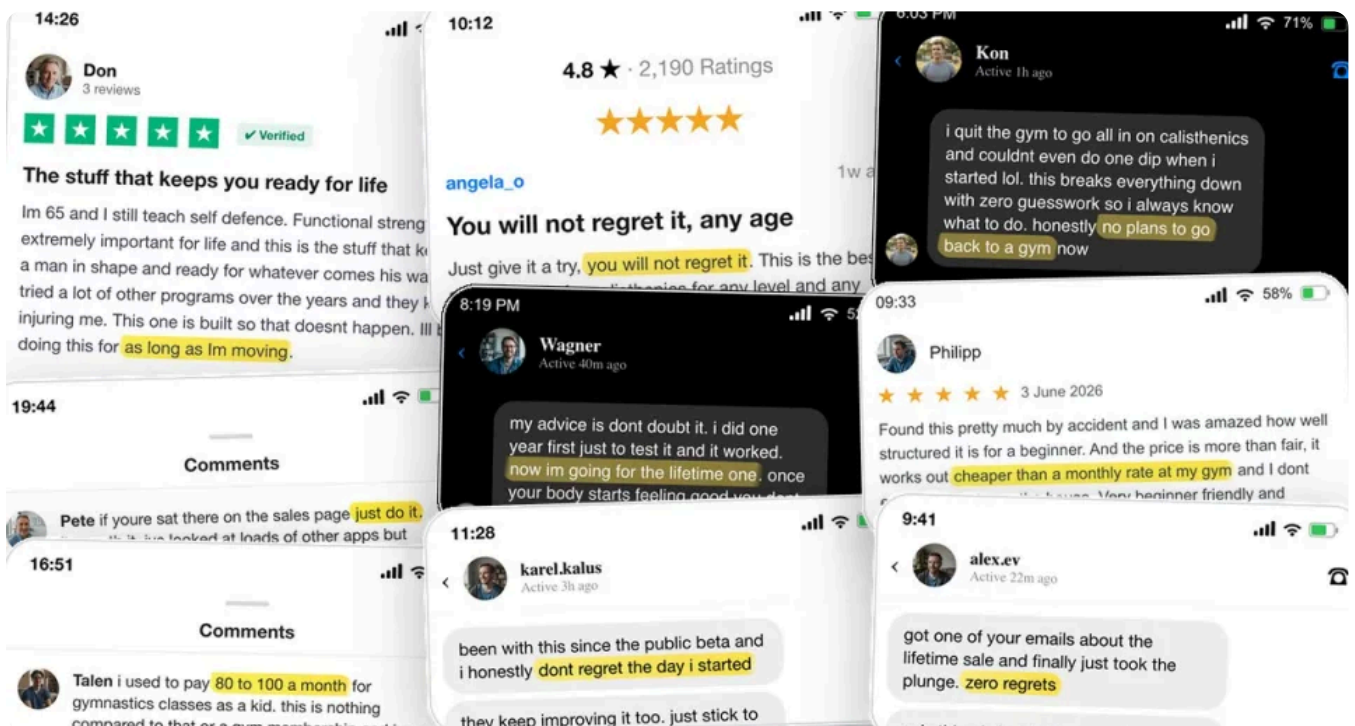
The highest-converting format we own is a member telling their own story to camera. If you only take one video from the library, take one of those 69.

Visuals, ads and proof

Real, cleared and hosted. Never make your own.

Everything you get, in one place — you shouldn't have to build a thing.

- **Every image, video and animation you may use** → the published **Asset Book** — real member photos, app screens, exercise demonstrations, badges. Use these instead of screenshotting the product yourself (yours will go stale; ours are current and licensed).
- **The ad creative that actually converted** (*for inspiration and format guidance*) → the **Creative Gallery** — 302 visuals covering 99.1% of our lifetime ad spend. The headline finding for your own creatives: **in our Meta ad data, static images with a clear claim out-performed video on return in every year we've meaningfully run both**. Simple beats produced.
- **Proof matched to your angle, on request** — we keep a tagged library of real member quotes and reviews, searchable by theme, plus **100+ video testimonials**. Tell us your angle (injury / skills / parents) and we pull the right ones.



Real member proof — store reviews, messages and comments (first names and handles as members wrote them). Quotes stay verbatim, always.

✓ THE TESTIMONIAL RULES

Quotes stay **verbatim**, are attributed the way we supply them, and are never presented as something they're not. **Never invent, compress or "improve" a member quote, and never reuse a quote you find elsewhere without checking with us.**

The rating is 4.8★ — the blended member rating across platforms. Never quote 4.9★ (an old figure, retired), and never attribute the rating to a specific app store.

The homepage assets — yours to use

These are the graphics running on our own homepage right now. Using them means your content looks like ours, which is the point — your audience should recognise the thing when they land on it.

The member testimonial film

Real members, in their own words. **The single strongest asset we have for a cold audience** — embed it, link it, or point to it in a description.

Video player configuration error

Error 153

Watch video on YouTube

[Learn more](#)

Error 153

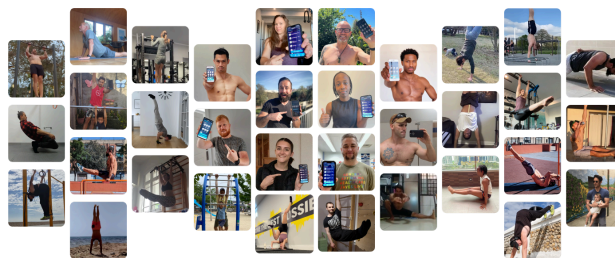
Share link: <https://youtu.be/dK0pzXPu1BQ> — use the YouTube link rather than re-uploading, so the view count and the comments stay in one place.

The graphics



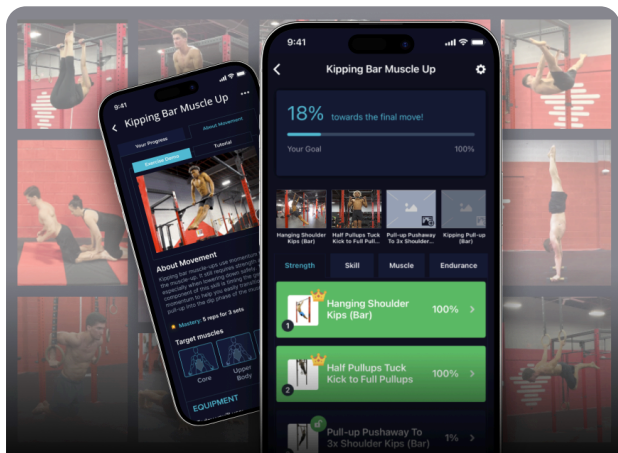
THE FIVE-PHONE APP SHOWCASE

The default hero. Use it when you need one image that says “this is a real, finished product”.



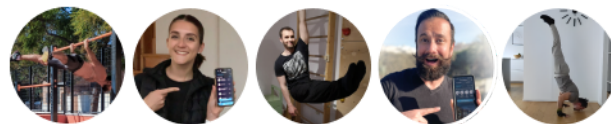
THE WIDE FEATURE BAND

Good as a blog header or an email banner where a tall image would push the copy down.



THE ASSESSMENT AND RESULTS PAIR

Use it beside any copy about *starting at your actual level* — it shows the thing being described.



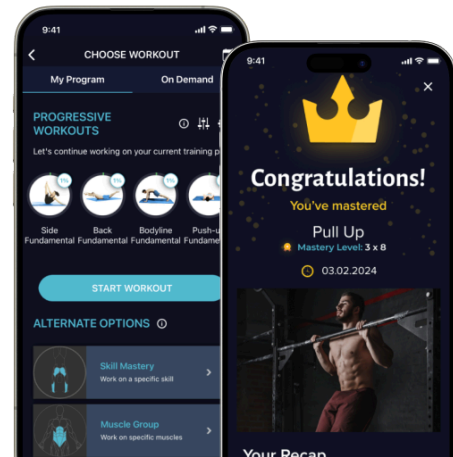
THE PROGRESSION VIEW

For the micro-progression argument. Shows a ladder with the next step visible.



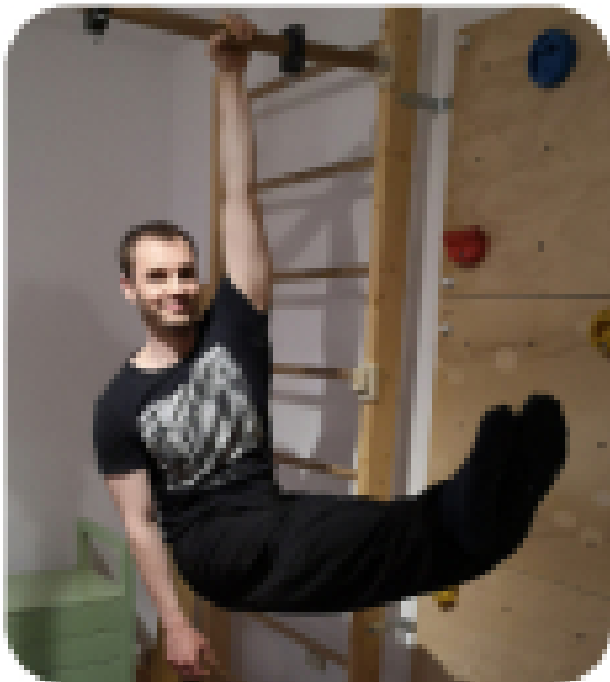
THE WORKOUT SCREEN

For “what a session actually looks like”.



THE SKILLS FRAME

For skill-led angles — handstands, levers, muscle-ups.



A REAL MEMBER

A face for member-story content. Real member, used on our own homepage.

Right-click any of these to save it. They are hosted here so they will not disappear when our site changes. If you need a size or a crop that is not here, ask — we would rather make it than have you stretch one.

Everything here is real, cleared for partner use, and hosted — copy a URL straight into your page or email. Use these rather than screenshotting the app yourself: yours will go stale, ours are current.

The one rule that matters. Never generate, mock up or recreate a product screenshot or a testimonial. If the asset you need does not exist, ask us — an honest gap beats an invented asset, and an invented one is the single fastest way to lose an ad account.

Never caption anything as a "real screenshot", "unedited" or "actual capture" unless it genuinely is one, and never submit a composited proof image where a platform asks for authentic customer evidence — ad review, app store, press or a regulator. That is exactly the context where it becomes a problem, and you run ads.

Say this → reach for that

The fastest way to pick an image: start from what your copy is actually claiming.

WHEN YOUR COPY IS ABOUT...	REACH FOR	WHY IT LANDS
the assessment / their results	The in-app assessment result — a measured level on every movement	It shows the mechanism rather than describing it.
a personalised plan	The plan build animation	Use the mp4, never the raw GIF — the GIF is 6 MB and will hurt your page.
progressions and unlocking	The skill ladder / progression strip	Pairs with any 'you start exactly where you are' line.
what a session contains	The six-element workout screen	Answers 'what do I actually do each day?' before it is asked.
going full-screen or hero-size	The multi-device mockup	The only asset big enough for a full-bleed hero.
explaining the method	The brand-system infographics — skill tree, placement, progression, the loop	Built to be understood without you narrating them.
population / social proof	The members wall	Scale, without a number you have to defend.
members' own words	A named member review capture from our live reviews page	Real, published, attributable — the strongest proof in the kit.
one strong proof block	The compilation testimonial wall	When you need a single image that does all the proof work.
physical change	A transformation image	Keep the claim modest; let the picture carry it.
the team / coaching credibility	The coach and team images	Pairs with the physiotherapists-and-coaches line.
press / borrowed authority	The publication logo strip	Use flat, never implying endorsement beyond coverage.

Proof you can publish today

Named member reviews

Around thirty captures from our own live reviews page — real people, real published words, attributable. This is the cleanest proof we have and the best default.

The compilation wall

One image carrying many member voices. Reach for it when a slot needs a single strong proof block rather than a specific story.

Member quotes as text

Every quote in this kit is verbatim and first-name only. Quote them as text freely — never edit, compress or 'improve' a member's words.

Need something specific? Ask for proof matched to your angle — injury, skills, parents, older starters — and we will pull the right ones and send them hosted and ready. One email: hello@themovementathlete.com.

Claim limits that travel with every asset

- **Real proof only** — no fabricated screenshots, faces, quotes or numbers.
- **The rating is 4.8★, or 4.7★.** Never 4.9 — that figure is retired. Say *member rating*, never *App Store rating*.
- **The assessment takes about three minutes.**
- **"100+ progression levels across the 9 Fundamentals"** — the exact total grows, so exact counts go stale. Use the drift-proof phrasing.
- **Never put a person's name on a results screen.** Those screens show the engine's output, not a named member.
- **Keep proof legible** — never shrink a screenshot of someone's words below about 60% of its native width. Unreadable proof is not proof.
- **Convert before you ship.** Never put a 6 MB GIF or an 11 MB video on a page; use the mp4 or webm.

Social proof and testimonials

The headline numbers, the claims you may publish, and the three proof tools.

What proof exists, the rules that travel with it, and the three tools it lives in.

What we hold

100+ video testimonials

143 named members in the database

312 quotes cleared for your use

46 verified screenshot captures

The three proof tools

Every cleared member, searchable, with the objection each one answers and a copy button on every quote. Start here.

312 member quotes, searchable by any word your audience would use, grouped by angle, with a copy button on every quote.

Every video we have made — catalogued, filterable, and requestable by name.

The numbers you may publish — in these exact words

Copy the wording, not the idea. Each line is checked; a paraphrase usually is not.

THE CLAIM	HOW TO USE IT
100,000+ athletes	Never “100,000 users” or “members”.
4.8★ member rating	4.7★ is also fine. Say member rating — never attribute it to one app store, because it is blended across platforms.
47 countries	As is.
2,000+ exercise variations	As is.
100+ skills with full progression paths	Say 100+ , never an exact count — the real number grows.
60-day money-back guarantee	As is. Your strongest closing line.
Backed by the LEAD Sports Tech Accelerator — run by the Adidas family and ex-Red Bull executives	Spell it exactly like that. Never “LEED”, never “Adidas and Redbull”.
Built with physiotherapists, gymnastics coaches and elite calisthenics coaches	As is. The line that answers “is this just an influencer app?”

THE TWO LIMITS ON EVERY PROOF ASSET

- **Never caption a proof image as a “real screenshot”, “unedited” or an “actual capture”.** Some proof images are designed cards carrying real member words — the words are real and consented, the frame is artwork.
- **Never submit one where a platform asks for authentic customer evidence** — ad review, an app store, press, or a regulator.
- **And never make your own.** If nothing fits your angle, ask us — there is more than is published.

The quote engine

Members' own words — searchable, grouped by angle, copy-ready.

The quote engine — open it online

312 cleared member quotes, searchable by any word your audience would use.

<https://beta.themovementathlete.com/partner-assets/marketing-library/quotes/>

Members' own words, cleared for outside use. Search by any word your audience would use, or scan by angle.

SEARCH THE BANK

Type a word — *shoulder, desk, pandemic, pull-up* — and the bank filters as you type.

Use them verbatim. A real quote you tidied up is no longer a real quote. Some lines are spoken words transcribed and read rough on the page — **pick a cleaner line rather than rewriting a rough one.**

No time — busy professionals (55 quotes)

Over forty (73 quotes)

Starting from nothing (157 quotes)

Why the progression works (1 quotes)

Visible physical change (26 quotes)

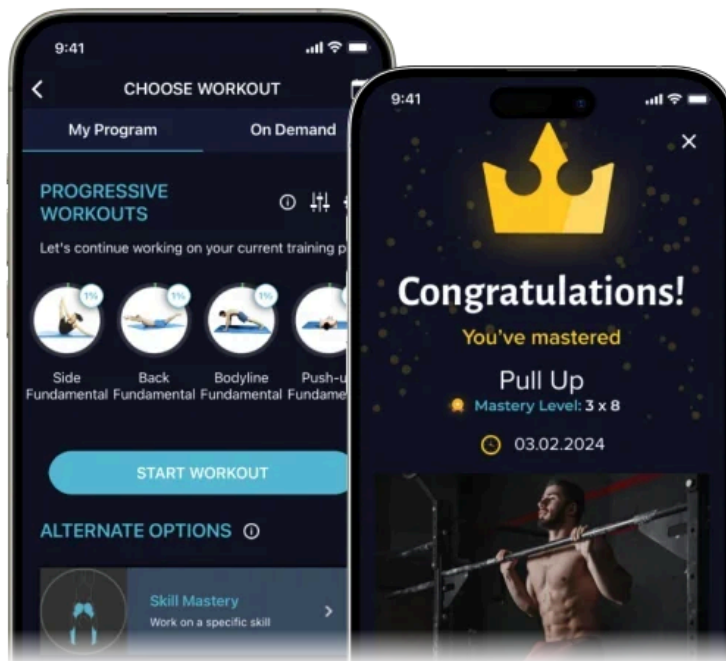
The email assets

Nineteen assets, ready to adapt — plus the formats behind them.

We're not handing you swipe copy we hope might work. We mined every campaign we've sent since 2015 — 1,500+ — kept only what actually won, and rebuilt the winners so you can put your name on them.

What's in the pack:

- **The 7-email evergreen sequence** — written to be adapted into your voice, with [ADAPT] blocks and your-link placeholders
- **The 3-email promo-window variant** — for when a real dated offer runs
- **The winners gallery** — the actual highest-performing emails from ten years of our own sends
- **A subject-line bank** by angle (objection · research · story · honest-urgency)



What your reader gets on the other side of the click — progressive workouts and skills they actually unlock.

The evidence behind the sequence

FORMAT	EVIDENCE	USE IT FOR
Member case study	Consistently our best-performing format. On our current list it out-clicks our sale emails by roughly 2–3× (the 2020 original scored far higher, but pre-dates modern click-tracking, so we don't lean on that number)	The heart of any sequence
Objection / FAQ email	The best performer in our biggest promo arc, twice	The pre-ask email
Personalisation explainer	Among the highest-clicked emails we've sent at full list scale	Beginners & skeptics
Skill / value guide	a consistently strong click rate at full list scale (the handstand guide; the bare-minimum workout)	Trust-building, giveaways
Honest deadline	The closing email is the best converter of every promo arc we've run	Promo windows ONLY, real dates only

Frameworks you can reuse — from ten years of campaign archive

- **Objection-first launch** — open by naming the audience's biggest doubt ("bodyweight can't build muscle") and answering it with evidence, before any offer.
- **The origin story** — the injury-and-rebuild story (this kit), told with vulnerability.
- **The member case study** — one person, believable numbers, modest outcome.
- **Authority research** — cite real, sourced studies on progressive resistance; never an unsourced percentage.
- **Future pacing** — "choose your [date] story": the reader's two possible futures, honestly told.
- **Escalating close** — over a real window's final days: reminder → objections answered → final hours. Always against a written-confirmed date, and the offer must actually end.
- **The psychology toolkit** — loss aversion · social proof · authority · identity · reciprocity; scarcity and urgency only when genuinely true.
- **The objection map** — muscle-building → member proof + progressive-overload science · "too easy" → progression explanation · "tried everything" → system precision · "no time" → 15-minute workouts · "too expensive" → cost-per-week vs one PT session.

TWO CORRECTIONS TO THE PACK BELOW

- **The accelerator line is APPROVED.** Where the quick-reference says never reuse "LEAD Sports Tech Accelerator — run by the Adidas family and ex-Red Bull executives", that applies to lifting a historical email whole — the line itself is the approved credibility sentence and appears across this kit. Same for "this window closes on [DATE we confirm]" — that is the approved deadline construction.
- **Destination:** these emails were drafted around the trial link. Your default route is the quiz — swapping [YOUR PARTNER LINK] for your quiz link is correct, and where an email describes the in-app assessment, keep your promise to "see where you'd start" — the full assessment happens in the app after the quiz places them.

Nineteen email assets: a seven-email evergreen sequence, a three-email promo arc, and nine of our own best-performing emails rebuilt as structure cards you can study. Every claim outside an [ADAPT] block is verified — keep those as written.

Disclosure is not optional. Every email must say you earn a commission, **near the top of the send** — #ad , Affiliate link below , or "I earn a commission if you sign up through my link — at no extra cost to you." The FTC (USA), ASA (UK) and their equivalents all require it, and it does not hurt conversion.

Write what is true. Every [ADAPT] block asks for your own experience. If you have not personally used TMA, say so — "I recommended it because..." is honest; "I've been training with it for three months..." when you haven't is not, and your audience will work it out.

The evergreen sequence — seven emails over 22 days

Evergreen · 7-day free trialDay 1

E1 — THE PERSONAL INTRO

Open the door. The partner explains why they are bringing TMA up now, in their own words.

Written for: All three (the gateway email; personalisation happens in the [ADAPT] blocks)

Your voice goes in 3 places ([ADAPT])

Subject options

1. Why I stopped recommending gym programs
2. The training app I keep getting asked about
3. I tried a lot before I found this

Preview

It started with a simple frustration — nothing I tried was built for how I actually move.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Opens the trust arc without a hard sell. The [ADAPT] blocks make this impossible to fake-personalise, which is the point — partners who fill them honestly build the credibility the later conversion emails need. Format mirrors TMA's six-year observation that their best affiliate results come from genuine creator endorsement, not coupon blasts.

Evergreen · 7-day free trialDay 3

E2 — THE MEMBER CASE STUDY

A real person with a believable problem solved — the format that produced TMA's all-time #1 email.

Written for: The Injured Professional (35–45, weights betrayed their body, highest-converting segment)

Your voice goes in 1 place ([ADAPT])

Subject options

1. He trained for 11 years and then couldn't play with his kids
2. What happened when a lifter tried calisthenics
3. Eric started sceptical. Here's what changed.

Preview

11 years of lifting, muscle to show for it, and movement quality that had quietly collapsed.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Directly modelled on TMA's all-time highest-clicked email. Treat that email's recorded a strong click rate as an artifact of its era Specific person, believable problem, sceptical start, mechanism explained, modest concrete outcome. The same structure appears in the Don's Story (BF23) and Dave/new-to-calisthenics emails (format examples, not top performers).

Evergreen · 7-day free trialDay 7

E3 — THE MECHANISM

Explain why it works differently — assessment plus microprogressions. Builds understanding before the ask.

Written for: The Skill-Seeking Professional (wants to actually learn movements, not just be tired)

Your voice goes in 1 place ([ADAPT])

Subject options

1. Why cookie-cutter programmes keep failing smart people
2. The real reason you plateau (and it's not effort)
3. What "personalised" actually has to mean

Preview

The problem is not the exercise. It's that nobody starts in the same place, and the programme assumes they do.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Mirrors the structure of TMA's "New to calisthenics? This is for you" email — identifies the failure mode of generic programmes before explaining the mechanism. The 5–10% microprogression detail is a specific, credible claim that separates this from vague "personalised" promises.

Evergreen · 7-day free trialDay 10

E4 — THE OBJECTIONS EMAIL

Answer the questions that are stopping people. All the real ones, none of the fake urgency.

Written for: The Busy Parent Professional (time, age, equipment, "is this actually for someone like me?")

Your voice goes in 0 places ([ADAPT])

Subject options

1. Your questions about The Movement Athlete, answered honestly
2. "Will this work for me?" — the real answers
3. What I'd want to know before starting

Preview

Equipment? Age? Too heavy? Too busy? The genuine answers, not the marketing version.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Directly modelled on BF23 FAQ email — the Q&A format systematically removes the friction that stops someone clicking. Written as evergreen answers rather than deadline pressure, so it converts without manufactured urgency.

Evergreen · 7-day free trialDay 14

E5 — THE SKILL GIVEAWAY

Teach something genuinely useful before asking for anything. Builds reciprocity.

Written for: All — anyone who wants to actually get better at moving

Your voice goes in 1 place ([ADAPT])

Subject options

1. The 9 movements that everything else builds from
2. Why your handstand will never stick (until you fix this)
3. A 15-minute session you can do today

Preview

Most people skip the foundations and wonder why the skills don't come. Here is what actually has to happen first.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Teaches something concrete before selling anything, matching the format of the handstand tips email and the Rocco Bare Minimum workout email. The giveaway format builds goodwill and sets up the CTA as a natural next step rather than a pivot.

Evergreen · 7-day free trialDay 18

E6 — THE DIRECT ASK

Make the case cleanly and ask. No manufactured urgency — the free trial does the work.

Written for: All — this is the conversion email for anyone who has been following along

Your voice goes in 1 place ([ADAPT])

Subject options

1. If you've been considering it, here is the case for trying
2. Seven days. No card risk. Here's what you'll find out.
3. The honest version of "why now"

Preview

The free trial exists because TMA knows the programme needs to be experienced, not just described.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: A clean, honest direct-response ask modelled on the structural pattern of TMA's evergreen conversion emails — no scarcity fabrication, no deadline pressure, the free trial as the risk remover. The objection-handling is pre-done by E4; this email's job is to simply close what earlier emails opened.

Evergreen · 7-day free trialDay 22

E7 — THE FOLLOW-UP ANGLE

Different frame for people who did not convert from E6. Desk-job and injury-waiting-to-happen lens.

Written for: The Injured Professional / Desk-Based Worker — "my body is quietly deteriorating and I know it"

Your voice goes in 1 place ([ADAPT])

Subject options

1. The body of someone who has been at a desk for ten years
2. What a physio would tell you about training in your 40s
3. Don started at 65 after decades of lifting. Here's what he found.

Preview

He was a martial artist who kept getting injured from weight training. The personalisation thing finally clicked for him.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Don's story is drawn from the BF23 member case study email, which uses the same avatar structure as the all-time #1 Eric case-study email — real person, relatable problem (injury from conventional training), mechanism (personalisation and progressions), modest honest outcome.) The desk-job framing extends reach to the secondary avatar the partner brief identifies as the second-largest revenue segment.

The promo-window arc — three emails

Locked until we confirm a promotion in writing — the exact offer, the exact price, the exact end date. Never run these on an assumed deadline, and never extend one yourself. The deadline in these emails has to be true by construction. **Never add trial wording to a promo email** — the discount page charges on day one, there is no free trial on it.

Promo window · only on a confirmed offerWindow opens

P1 — PROMO ANNOUNCE

Open the window. Describe what is on and why it is worth attention.

Your voice goes in 2 places ([ADAPT])

Subject options

1. TMA has a promotion running — here's what it is
2. Worth knowing: The Movement Athlete's current offer
3. [ADAPT: Your own headline acknowledging this is timely]

Preview

I do not flag every deal I see. This one is worth flagging.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Short, factual, trusts the audience to decide. The [ADAPT] block forces the partner to use only confirmed information — no invented scarcity, no misrepresented offer.

Promo window · only on a confirmed offerMid-window

P2 — MID-WINDOW SOCIAL PROOF

Remind and reassure with real member voices halfway through the window.

Your voice goes in 1 place ([ADAPT])

Subject options

1. What members actually say (and why this keeps surprising me)
2. A few of the real results worth reading
3. Still thinking about it? Read these.

Preview

The range of people getting results from this keeps expanding — engineers, parents, martial artists, complete beginners.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Testimonial format mirrors BF23 FAQ social proof block. All quotes are drawn verbatim from real member testimonials as they appeared in TMA's own highest-performing emails. No invented voices, no composited quotes.

Promo window · only on a confirmed offerFinal day

P3 — FINAL DAY

Last reminder. Honest deadline, no exaggeration.

Your voice goes in 1 place ([ADAPT])

Subject options

1. Closes tonight — The Movement Athlete promotion
2. Last day: if you were waiting for a reason, this is it
3. [DATE TMA GIVES YOU] — that's today

Preview

One email, because this is the last day, not because I enjoy sending final-day emails.

► Read the full body (fill every [ADAPT] block, swap [YOUR PARTNER LINK] for your link)

Why this works: Honest deadline copy — no "this will never happen again," no price-doubling threats, no fabricated scarcity. The deadline is real, which is the only kind that belongs in this pack. The model is the proven finding that 48h-left emails are every arc's best converters, applied here with a genuine close date rather than a manufactured one.

What our own best emails did — the structure, not the copy

Study the shape. Do not reuse the lines. These are our own historical sends, several from years ago under rules that no longer apply. The banned phrasing is listed on each card precisely so you can recognise it and avoid it — false scarcity, invented reasons, lifetime offers we no longer sell, and medical promises are all off the table today.

CASE STUDY ERIC (all-time #1)

Subject as sent: * **👉 -How to switch to calisthenics and not lose muscle*

BF23 Dons Story

Subject as sent: * **He kept getting injured, until he did THIS*

Never reuse these lines

- This will never happen again
- our final sale
- your last chance
- for a limited time only... 70% off
- this window closes on [DATE TMA confirms]

BF23 FAQ 48h

Subject as sent:* **🔴 Last 48 Hours: Grab 70% OFF Access Now*

Never reuse these lines

- This is the last chance to snag this price, as inflation is leaving us with no choice
- 70% OFF
- No more joint pains and muscle aches

Value: new to calisthenics

Subject as sent:* **New to calisthenics? This is for you*

Never reuse these lines

- You'll become INVINCIBLE
- insanely strong, with bulletproof joints
- so you won't get overwhelmed—or injured

Handstand tips

Subject as sent:* **8 little-known tips to help you master that handstand*

Never reuse these lines

- BECOME OUR FOUNDING MEMBER & GET LIFETIME ACCESS
- WE ARE TEAMING UP WITH REDBULL AND ADIDAS
- LEAD Sports Tech Accelerator — run by the Adidas family and ex-Red Bull executives
- achieve better body control without the risk of injury

Rocco workout

Subject as sent:* **Short on time? So is this professional acrobat*

SEPT 48h LEFT

Subject as sent:* **🔴 6 months of free training gone in 48h*

Never reuse these lines

- The PRICE WILL DOUBLE on the 5th of October
- changes back

Easter structure

Subject as sent:* **You can start mastering these 100 moves today*

Never reuse these lines

- WE ARE TEAMING UP WITH REDBULL AND ADIDAS

BF23 last day

Subject as sent:* **🔴🏆 70% off gone at midnight *

Never reuse these lines

- This incredible opportunity disappears... the door slams shut on this killer deal
- 70% off gone at midnight
- secure a spot as a lifetime member
- lock in a lifetime of fitness

The subject-line bank

Objection angles

- "I've tried it all, nothing works for me"
- "But you can't build real muscle with bodyweight... right?"
- "Bodyweight training is too easy" (then prove it isn't)
- "Am I too old / too heavy / too much of a beginner for this?"

Story angles

- "How [name] switched to calisthenics and didn't lose muscle" (the all-time winner's shape)
- "He kept getting injured, until he did THIS"
- "From 300lb bench press to wall push-ups" (the head-coach story)
- "My ego destroyed my shoulder (embarrassing story)"

Mechanism angles

- "New to calisthenics? This is for you"
- "Why cookie-cutter programs fail (and what actually fits)"
- "See exactly where you'd start — before you pay anything"

Value / skill angles

- "8 little-known tips to help you master that handstand"
- "Short on time? So is this professional acrobat"
- "The bare-minimum workout that actually works"

What you may and may not use

USE — PLAN INTENT	BLOCK — WILL NOT PAY YOU
calisthenics program	calisthenics equipment
calisthenics app	pull up bar
bodyweight training plan	dip bars
home workout no equipment	gymnastic rings buy
beginner calisthenics plan	street workout equipment
how to learn a handstand	workout pdf free
handstand progression	calisthenics jobs
front lever progression	the movement athlete login
muscle up training plan	movement athlete coupon code
bodyweight workout for beginners	free workout app no signup

The brand kit

Logos, colours, type and the rules — downloadable.

The logos in every format, the colours, the type, and the rules that keep your content looking like ours.

The logo — the full lockup

Mark plus wordmark, the way the brand is actually set. **Right-click to save, or use the vector files below for print.**



White lockup

WHITE LOCKUP

For dark backgrounds — the default on photography and dark layouts.



Dark lockup

DARK LOCKUP

For white and light backgrounds.

Vector — for print and large format

Scales to any size without softening. Use these for anything printed, any banner, and anything a designer will open.

↓ Lockup · .ai

↓ Lockup · .eps

↓ White lockup · .eps

↓ Dark lockup · .eps

↓ With tagline · .ai

↓ With tagline · .eps

The mark on its own

When the wordmark will not fit — avatars, favicons, a corner badge.



Mark —
for light
backgrounds

MARK — FOR LIGHT BACKGROUNDS

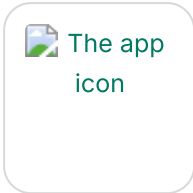
Dark mark, transparent PNG. Put it on white or off-white.



Mark —
for dark
backgrounds

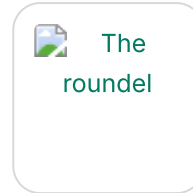
MARK — FOR DARK BACKGROUNDS

White and cyan mark, transparent PNG. Put it on dark, or on photography.



THE APP ICON

The square App Store tile. Use it when you are showing the app.



THE ROUNDEL

Circular badge — profile images and avatars.

LOGO RULES

- **Use the full lockup** wherever it fits; drop to the mark alone only when the wordmark would be unreadable.
- **Minimum mark size 32px.** Clear space of one icon-height on all sides.
- **Never** stretch, rotate, recolour or re-typeset the logo, and never put a light-background version on a dark surface.
- **App Store and Google Play badges are not ours to give.** Download them from Apple's Marketing Resources and Google Play's Brand pages — they are licensed and may not be redrawn.

The colours

Two-colour system: **teal is action, navy is authority.** Everything else is supporting cast.



TMA TEAL — THE PRIMARY

#00D4AA — Buttons, links, highlights. Everywhere.



TMA NAVY

#1A2540 — Authority zones: callouts, footers, CTA backgrounds.



ACHIEVEMENT GOLD

#FFB000 — Mastery and tiers ONLY — never a CTA or button.



APP BLACK

#0A0A0A — The app runs on true black, never navy.



WHITE / #F8F9FA OFF-WHITE

#FFFFFF — Marketing surfaces.

BANNED COLOURS

#0C71C3 (the old TMA blue — retired 22 May 2026, banned in every context) · #0EA5E9 · #3B82F6 · purples (#7C3AED , #A855F7) · and gold used as a button. If you inherit old creative carrying the old blue, replace it with teal.

The logo's cyan is its own colour and stays as drawn — the palette above is for everything you build *around* it.

The type

One family: Inter. Three weights — Regular 400 for body, Medium 500 for labels, Bold 700 for headings and CTAs. **Never 600, never 800.** Free from [Google Fonts](#).

The workout-element icons

Seven SVG files covering the six elements (warm-up and mobility ship as separate glyphs). Scale to any size.



warm-up



mobility



skillwork



strength



muscle



endurance



cooldown

Photography direction

- **Real people, mid-movement** — never posed stock models.
- **Bodyweight only in frame** — no barbells, dumbbells or machines, ever.
- Ages 20–60. Slightly cool, desaturated grade.
- App screenshots always sit on a dark background.
- 🚫 No before/after body-composition shots, and no visible third-party sportswear logos.

THE FACTS, FOR YOU OR YOUR AI — BRAND

- **Primary colour #00D4AA teal · dark anchor #1A2540 navy.**
- **#0C71C3 is banned everywhere.** Replace it on sight.
- **Font: Inter** — 400 / 500 / 700 only.
- **Logomark minimum 32px, clear space one icon-height.** Never stretch, rotate or recolour.
- **The full lockup is a real artwork file** — mark plus wordmark, supplied as PNG and as vector (.ai / .eps). Never re-typeset it.
- 🚫 **Store badges come from Apple and Google directly.**

What not to say

Short version: make real claims, use real deadlines, and say you earn a commission.

These aren't ours — they're US (FTC) and UK (CMA/ASA) consumer law, and every one has bitten a fitness brand before. We check our own copy against them, and we ask the same of yours. These rules are why partner content about TMA never needs quiet deleting a year later.

1 **Disclose the relationship, clearly, near the top.**

"I'm a TMA partner — I earn a commission if you join through my link" or #ad. On every placement: email, page, video description, social post. It doesn't dent conversion, and it keeps both of us clean.

2 **No income or earnings claims — about anyone.**

Not what you earn as a partner, not projections, not "I made \$X". (We don't publish earnings either — if you're asked, share the commission terms, not totals.)

3 **No medical claims.**

TMA members train around setbacks and build strength — we never say "heals", "cures", "fixes injuries" or promise pain outcomes. If your own story includes recovery, tell it as *your* experience, not a promise.

4 **Deadlines only when we confirm one in writing.** No countdown tricks. If we have given you a dated window, use that date exactly; when it passes, the offer language comes down.

5 **Keep urgency and health outcomes in separate pieces of content.**

A deadline next to body-transformation messaging is exactly what UK regulators have ruled against — even when both halves are true.

6 **Testimonials are verbatim and real**

(the rules). Never present a designed graphic as a screenshot.

7 **Numbers only from the verified list.**

The proof points in this kit and the rules are yours to use verbatim. No success-rate percentages, no member counts or ratings from memory.

8 **Guarantee wording: "60-day money-back guarantee"**

— nothing stronger ("no questions asked", "risk-free forever") and nothing about refund speed.

✓ IF A PIECE OF YOUR CONTENT FAILS ONE OF THESE

We'll tell you which rule and hand you a compliant alternative that converts as well — that's our job, not yours.

Rules (non-negotiable)

Programme lock as of Sep 2026. Full offer page for prospects: the invite link we send you. Contact: hello@themovementathlete.com.

Economics

- Commission is **30% of the first paid charge only** — amount actually charged. Not renewals. Not the free-trial window.
- Same public rate for every new partner unless we put a different deal in writing. No public 35% / 40% / 50% tiers.
- Usual buyers often pay nearer **~\$97**, not full list \$157. Do not lead with ~\$47 as the standard cheque.
- The **\$78.50 / 50% page** is for deal / coupon channels only — link to the page, no 50% coupon code.
- App store: **30% of store net** only when we confirm that track is live. No dated app payout promises until then.

Cookie, hold, payout, refunds

- **Cookie:** 180 days from click. If they buy in that window, you get credit.
- **Hold:** 30 days from the first paid charge, then the commission is payable.
- **Payout:** monthly on the 1st once your approved balance is at least **\$100**.
- **Refunds:** if they refund inside the customer's **60-day** money-back guarantee, that commission comes off — including from the next payout if we already paid you. Refund proof available.

Tracking and levers

- Web `?ref=` / your our tracking platform link is the primary rail. Partner codes (Lever 3) do not replace it.
- Three levers, your choice: (1) full-price trial link, (2) 50%-off page link, (3) 30%-off first-charge code when issued.
- **Never** put free-trial wording next to the 50% off page (Lever 2).
- The quiz **root** is the default cold destination — `https://quiz.themovementathlete.com/?ref=YOURCODE`. Partner `?ref=` credit through the quiz is confirmed. 🚫 Always link the root; never a versioned path such as `/2026-quiz-checkout-v1/`, which goes stale when we ship a new version.

Disclosure and claims

- Disclose that you earn a commission **before** the link, every time (FTC / advertising rules).

- Tell our origin as the company's story. Do not promise a live coach interview, "Jesse," or a named-person AMA. Ask us first.
- Do not invent medical outcomes. Use only approved claims and assets we provide.
- Do not lead with projected totals ("make \$X from 100 sales"). Show % + honest range per lever; your audience math is yours.
- Use a deadline only when we have given you one in writing. No countdown tricks.

Traffic quality

- No brand bidding on "The Movement Athlete" or confusingly similar terms without written approval.
- Do not upload partner codes to public coupon or deal aggregators.
- No incentive traffic, malware, misleading redirects, or fake reviews.
- We may withhold or reverse commission on fraudulent or policy-breaking traffic.

Creatives in this library

- Rewrite every swipe-file headline in your voice; visuals are inspiration, not mandatory copy-paste.
- Ad copy below is what we ran on Meta historically — adapt it. Historical creatives may mention lifetime access or old promo %OFF. Sell today's Offer levers only (trial / 30% code / 50% page).
- Attach your own `?ref=` link. Do not use someone else's slug.

Relationship

- Applying does not guarantee approval. Either party may end the relationship.
- Custom rates, if any, are written separately and do not rewrite these rules for everyone else.
- Legacy partners on older deals stay as written for them — new partners follow this lock.
- Questions: hello@themovementathlete.com

Your first 14 days

The quickstart. Two weeks, in order, so nothing stalls at the handover.

The partners who earn are the ones who publish in week one. This is the shortest path from reading this page to a credited sale.

BEFORE DAY 1

You are approved, so everything below assumes you already have your link and your code. If either is missing, one email to us fixes it the same day.

DAY 1–2

Read the relevant sections of this kit. Then **click your own link and walk the path your audience will walk** — not to buy, but to see what they'll see. If anything looks wrong, reply to your onboarding email before you publish.

DAY 3–5

Pick your ONE first placement — the thing your audience already trusts you for. Match the angle to your avatar (this kit): setback → the case-study email · skills → the mechanism email · parents → the FAQ email.

DAY 6–10

Build it using the email pack (this kit) or your review outline (this kit). Need proof matched to your angle? Email us the angle — we pull the right member quotes within 2 business days.

DAY 11–14

Publish with your disclosure at the top (see the rules). Then email **"My link is live — [your name]"** with the URL. We check your link is crediting correctly and reply within 48 hours. **That reply is your proof you'll be paid — never skip it.**

AFTER LAUNCH

One placement per month beats ten in launch week. The review page compounds; the email sequence converts; the video refers for years. And Black Friday 2026 is already planned — [the chapter](#) has the dates and the copy.

How we work with you

What you can expect from us, and how to reach a human.

We don't run an open affiliate program, and we're not trying to. There's no signup form and no anonymous dashboard — **we choose a small number of partners whose audience actually fits, and we onboard each one personally.** If we work together, that means:

- **Your code carries your name.** Not a serial number — an identity your audience recognises and you own.
- **A named person on our side.** We reconcile by hand every month and tell you exactly what you earned. If a sale goes missing, that's ours to find and fix — and we say so.
- **Founding-partner standing.** You'd be among the first on the rebuilt program. That access is deliberately small while we get every partner's first sale right.
- **The truth, including when it's inconvenient.** If your audience isn't our buyer, we'll tell you before you spend an hour on it — we'd rather lose the placement than waste your credibility.

As the program grows we'll add more — a self-serve dashboard, the exclusive longer trial through your link. We'll bring those to you when they're real, not before.



The team on the other end of the email — the coaches who built the progressions your audience will train on.

Terms, FAQ and start this week

The agreement in plain words, the questions partners actually ask, and the first move.

The terms, in summary

Definitive terms come with your partner agreement; this is the working summary. The commission structure is being finalised — we share your exact terms directly, in writing, before you promote anything.

- **Commission:** on the **first paid charge** of each new subscriber you refer, at the rate in your agreement (this kit shows the proposed structure). Paid on **paid subscriptions, never trial starts**.
- **Payout timing:** monthly, with a **\$100 minimum** (smaller balances roll forward — nothing is lost). Each sale becomes payable after the 60-day guarantee window has passed on it, plus a processing period — exact schedule in your agreement.
- **Attribution:** your partner link, and/or your named code typed at the web checkout. If both ever apply to one sale, the typed code wins — it's the strongest proof the sale is yours.
- **What does not pay:** app-store subscriptions (see the rules), your own purchases on your own code, and sales refunded inside the guarantee window.
- **Reconciliation:** monthly statement; discrepancies resolved from the payment records, in the open, every time.

× PPC / PAID-TRAFFIC POLICY — STANDARD FOR THE INDUSTRY, AND ENFORCED

-  **No bidding on TMA brand terms** ("movement athlete", "themovementathlete", misspellings) on any search platform, and no ads that direct-link to our domain.
- Paid social to **your own content** (your review, your video) is welcome.
- No coupon-site submissions, no cashback listings, no browser-extension distribution of your code. A code that leaks to an aggregator stops being yours — **protect it like a password**.

Partner FAQ

- ▶ How do I know my link works?
 - ▶ When do I get paid?
 - ▶ Can I run ads?
 - ▶ Can I offer my audience a bigger discount?
 - ▶ Can I promote the app instead of the website?
 - ▶ Someone bought but it's not on my statement?
 - ▶ Can I translate the emails for my audience?
 - ▶ What if TMA changes its pricing?
-

Start this week

You now know more about who buys The Movement Athlete — and what actually sells them — than most people who work in fitness marketing. The only part we can't do is the part that makes it work: putting it in front of your audience, in your voice.

1. Email hello@themovementathlete.com — subject **"Partner introduction — [your name / platform]"** (this kit). You'll get your code, your links, the email pack, and a real person on the other end.
2. Pick the one placement your audience already trusts you for — a review page, a video, an email to your list.
3. Publish inside 14 days, tell us it's live, and we confirm your link is crediting. That confirmation is how you know every sale after it is yours.

We treat partners the way we treat members: no hype, no invented deadlines, every claim checkable. If a sale of yours ever goes missing, that's our bug — and we fix it in the open.

— Jesse, Head Coach

Two more questions partners ask

- Where may I promote, and in what language?
- What happens to my commission if my reader refunds?

How to get in

Know someone who should be promoting TMA? Here is what we look for.

We don't run an open affiliate program — and we're not trying to.

There's no signup form, no anonymous dashboard, no auto-approved link. **We run a small, hand-managed roster of partners whose audience actually fits** — and we onboard each one personally. That's not a limitation; it's why partners here get things big programs can't give: a named person, proof matched to your angle on request, and a team that checks your first placement is crediting before you've earned a cent.

Who we accept: creators, reviewers, newsletter writers and coaches whose audience overlaps the three buyers in this kit — especially the 35–45 professional training around a setback. Audience size matters less than fit: a 20k audience full of them will out-convert a 200k general-fitness audience.

✓ TO APPLY — TWO MINUTES, ONE EMAIL

Email hello@themovementathlete.com with the subject **"Partner introduction — [your name / platform]"** and three things:

1. Your platform and approximate audience size
2. Which of the three buyers in this kit describes your audience best
3. How you plan to promote — a review page, your email list, a YouTube video, or something else

We reply within 2 business days with your code, your checkout links, the email pack, and a real person on the other end — not a portal.

The archive — the 2024 campaign package

Kept for reference. Every offer and date in here has expired — read it for structure, never for copy you can paste.

THE TOOLKITS MOVED

The subject-line bank, the psychology principles and the objection map now live in **Messaging**, as live tools. What remains below is campaign history — read it for structure, never for copy.

The subject-line bank (*preserved; struck items superseded*)

- **Objection:** "🤔 I've tried it all, nothing works for me" · "💪 But I can't build anything with bodyweight" · "😓 Bodyweight training is just too easy"
- **Research:** 🇺🇸 Study: 1,500 classes = 0 strength gains" (*use only with the study citation in the email*)
- **Story:** "The \$50K mistake that rebuilt my body" · "My ego destroyed my shoulder (embarrassing story)" · "From 300lb bench press to wall push-ups"
- **Urgency:** "72 hours to choose your future self" · ~~"Tomorrow: the door closes forever"~~ 🚫 → "Tomorrow: the window closes" (*with a real date*)

The toolkits (*preserved*)

Psychology: loss aversion · social proof · authority · scarcity (*real only*) · urgency (*real only*) · identity · reciprocity.

The objection map: muscle-building → testimonials + progressive-overload science · "too easy" → progression explanation · "tried everything" → system precision vs random programs · "no time" → 15-minute workouts · "too expensive" → cost-per-week vs a single PT session.

Campaign frameworks referenced (*preserved for study*): Jeff Walker PLF · Frank Kern Mass Control · Ryan Deiss Invisible Selling Machine · Dan Kennedy direct response · Ben Settle entertainment-based email.

Risk mitigation + post-campaign follow-up (*preserved*): guarantee featured prominently · value-first content · graduated urgency · winner's-circle email for purchasers · re-engagement for non-purchasers · case-study collection from new members · feedback survey · next-campaign planning from learnings.

Changelog and sources

What changed, when, and where each figure came from.

Where the numbers come from

Every figure this kit asks you to rely on, with its basis. **Hard** = recomputed from raw records.

Directional = real research, modest sample — use the direction, not two decimal places.

FIGURE	BASIS	STATUS
100,000+ athletes · 47 countries · 4.8★	The published, blended cross-platform figures	Hard
~\$1M+ in sales	Payment-processor records	Hard
64.3% of cancellers would pay nothing	2,231 of 3,468 answers in the raw exit-survey workbook	Hard
Average buyer age 36.8 · ~85% male	Buyer records; independently corroborated across 143 named members (mean 37.4, median 36)	Hard
Injury recovery 46% · convenience 38% · skill 35% · holistic 32%	68 long-form member responses, multi-coded	Directional
Injured Professional 40% of revenue, ~5× conversion	~25 deep buyer case studies against 53,482 quiz profiles	Directional — strong direction, small paying sample
~5,250 logged objections · fit 32% · price 15%	Three non-buyer surveys combined	Directional
73% of pain reports are shoulder or wrist	Quiz pain-location answers	Hard

If you need the detail behind any row for a piece you are writing, ask — we would rather share the workbook than have a number drift.

The live tools

Six searchable libraries that cannot be printed — open them online.

The ad library — open it online

1,105 ads searchable by the offer printed on the artwork — 448 of them downloadable at full resolution.

<https://beta.themovementathlete.com/partner-assets/marketing-library/ad-library/>

The member database — open it online

37 cleared members, filterable by the objection each one answers, with copy-ready quotes.

<https://beta.themovementathlete.com/partner-assets/marketing-library/members/>

The asset gallery — open it online

1,024 images and clips — member proof, assessment graphics, exercise demos, mockups and brand visuals.

<https://beta.themovementathlete.com/partner-assets/marketing-library/gallery/>

The creative gallery — open it online

302 Meta creatives with what each one actually did.

<https://beta.themovementathlete.com/partner-assets/marketing-library/creative-gallery/>

The brand kit — open it online

Logos (including vector), the colour system, type rules and the element icons — all downloadable.

<https://beta.themovementathlete.com/partner-assets/marketing-library/brand-kit/>

The email pack — open it online

The evergreen sequence, the promo variant, the winners gallery and the subject-line bank.

<https://beta.themovementathlete.com/partner-assets/marketing-library/email-assets/>

One link to remember: <https://beta.themovementathlete.com/partner-assets/marketing-library/resources/> — every tool in the kit, one line each.