

Here is some sample ad copy we used for a social media marketing campaign

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<https://youtu.be/1KVN8KYSnpQ> - hamster video

**You work hard in the gym but still don't see the big changes that you want.**

It's the definition of insanity – doing the same thing over and over while expecting different results.

Break out of doing the same old thing and challenge yourself to do something different, learn something new, and discover a very different outcome.

SSC member, Jasmine spent years at the 'globo' gym. She'd go consistently but only for a few months at a time. She followed programs she'd found on the internet but didn't have any instruction.

Looking back, she said: **“The progress I've made over the last year at SSC is far beyond what I had accomplished in the past SIX years at LA Fitness.”**

Now she knows it was a great decision to try something different, learn new skills through coaching! Our coaches made sure her form was right before adding weight into the formula.

“I've never looked back or felt stronger, both physically and mentally. Going into SSC for a workout is the best part of my day.”

Dare to try something different. Schedule your free Introduction class and find out how you can see those changes that you want: (link to getstarted page)

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<https://youtu.be/lobNoqYmD8s>

**A roller coaster changed her life.**

SSC member, Rhonda, wasn't living the life she wanted. Years of putting the kids first and making the 'easy' food choices left her out of shape and overweight. She had low energy and her joints hurt.

She had a membership at a gym all her life. She'd go on and off and not see any much in the way of changes.

But then a roller coaster everything. When Rhonda tried to get on a Roller Coaster at Six Flags and the staff couldn't strap her in, she was devastated. She cried the entire day and decided she had enough.

She took the baby steps needed to change her life and is now down 60 lbs. It's been a journey and it hasn't been quick or easy. Consistency and time has been key to her success.

When we asked Rhonda what her life might be like if she hadn't found us, she says, “my life would be the same... I would be unhealthy, overweight, lazy. And I'd just be in that mode of going 'I want to change but I don't know how.' “

Are you in the same place: wanting to make a change, but not really knowing how? Starting something new can be overwhelming and frustrating.

We've been there! We are a dedicated group of professional coaches that have ALL been through our own transformation. We've helped hundreds of busy professionals just like you.

The good news: it is completely manageable and do-able. We take a crawl, walk, run approach. No crash diets or crazy challenges. We help you change your habits and your lifestyle so you can change not just your health, but your life.

The good news: Today the ONLY thing you need to do is to take the FIRST step. We teach you everything you need to know along the way.

Find out what Rhonda did that made all the difference here: <https://sscf.it.com/are-you-satisfied-with-how-you-look-and-feel-right-now/#landing-contact>

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### **Have you given up on your biggest project? (YOU!)**

You might be waiting for the perfect time to get started. We hear it all the time: I'll start training when: \_\_\_Fill in the blank\_\_\_

[when my schedule changes, when the kids are in school longer, when I have the time, after vacation, after the holidays, etc.]

Here is a fact: There will NEVER be a good time. Your schedule will always be busy. You will always have tons of responsibilities with work and family.

If you keep waiting to start, you'll look up 10 years later and be in the same place, only worse. If you don't break out of your pattern, you will be letting your life circumstances dictate what you do.

Who is in charge of your life anyway? YOU ARE. It's time to take back your life and live the life you want to live.

Schedule your free Introduction class now - find out how you can make those changes you want: (link to [getstarted](#) page)

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### **How'd he do it? He came in and did what the coaches told him to do!**

My ex-girlfriend 'tricked' me into training, but it was the best thing she ever did!

"I have lost a lot of weight over the years," Rob says. "How did I do it? I simply came in and did what the coaches told me to do. I changed my lifestyle and also found a whole community of friends."

Rob continues to train with us "because it has become such a natural part of my life that feels 'weird' NOT to come in. It becomes something as natural as brushing your teeth!"

He also admits coming in "...for the community of friends and the fun we all have together, EVEN while we are pushing through some hard workouts!"

Join a community of like-minded people today to help you reach your health goals:  
<https://sscf.it.com/get-started/>

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Video of Kim - <https://www.facebook.com/CrossFitJohnsCreek/videos/646756699134192/>

### **Kim changed so much that even her iPhone didn't recognize her!**

We saved her life – her words, not ours! (still pic)

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Kim was turning 50, and the thought of being old and sick scared her.

Kim admits to never doing any real physical activity or sports but was scared of what would happen if she continued without making a change. Her niece, who does functional fitness training in another city, recommended she give us a call.

Although she admits to being 'petrified,' she called us. I remember she cried a little during that first phone call, but we had a coach that had a similar story. We knew Coach Ronda would be able to put her at ease and give her HOPE that she really could make a change in her life.

Kim started with the basics of movement as a newcomer. She learned how to move well and kept showing up. She made some small changes in her life that had a huge impact on her health today. She has lost 65 lbs and says now that we SAVED HER LIFE!

Need to make a change in your life now? We can help, here's how: (link)

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### **Overweight and uninspired, I was 35 and not in a good place physically or mentally.**

(Other hooks – I didn't like how I looked and I hated going shopping

Even a doctor told me it was inevitable for us ALL to be overweight and unhealthy! It got me mad and inspired me to take action.)

(video)

It wasn't like I was obese, but I definitely didn't like how I looked. When I shopped, I had to work around my body so I could hide the parts I didn't like. I blamed it on the cut of the clothes until one day I realized it wasn't the clothes - it was the extra weight I had put on.

I used to be what I considered to be 'in good shape,' but a couple of kids and a few years later, I had gained 25 or 30 lbs. It happened slowly and just snuck up on me. I still considered myself to be active and even went to the gym a few times a week, but I didn't get much out of it. I didn't know what I was doing wrong, and I didn't know how to do it myself.

I was looking at my parent's health, and that was NOT where I wanted to be in 20 years! And it wasn't just them, EVERYONE in my family seemed to be having heart issues. My mom had a stroke and nearly died when she was just 57. I felt like that was where I was heading if I did nothing.

I'd go on a diet and lose 5 lbs only to gain 10 lbs back. I started to think that if I was going to be able to do it on my own, I would have done it by now already! I was frustrated! I felt like being unhealthy and fat like the rest of the folks in the state of Georgia was just inevitable.

I had a bad case of reflux, which wasn't being helped by having extra weight. I went to a doctor who told me it was just a matter of time before we were ALL fat and unhealthy! A doctor telling me that made me mad. Surely it didn't HAVE to be that way!

It was official; I had mom-bod. Is that a thing? I think so...

Funny this is, people who know me now and didn't know me back then think I've always been athletic and that I was born this way! Very much not the case!

I changed how I trained based on basic human movement – using movements from a mixture of different disciplines such as Olympic lifting and gymnastics. I learned a lot of new movements along the way. It was fun but sometimes frustrating. There were times I really didn't think I'd EVER be able to do a pull-up, climb a rope or move a barbell very well.

The learning curve felt like a steep hill. Top that off with the fact that it seemed like the coaches I was learning from seemed like THEY were still learning how to coach. There was a coach I worked with that told me to 'JUST kick up to the wall and do a push-up while I was there against the wall.' I didn't even know WHY I should do that and I hadn't kicked up to a handstand in over 20 years. There was no way I was 'JUST' kicking up?! It was intimidating as hell!

As a trainer myself, I vowed to find a better way for my clients someday! When my husband and I opened a gym, we vowed to NEVER treat the learning curve for these movements as no big deal. Athletes need to learn movements in parts and progressions, from simple to more complex. The experience should never be intimidating and overwhelming! It needed to be a simple crawl, walk, run approach to fitness to make it work. And it had to be fun!

And now, at 51 I am now in better shape than I was when I was 20. Having won four World Champion titles in powerlifting, I can say I have accomplished more than I thought I ever would as a competitive athlete. But this post isn't about me – this is about YOU!

It was a long journey in which I went from overweight and out of shape to being fit to helping hundreds of people just like you get in shape.

Our team of professional coaches will help you change your life so that you will feel better, be stronger, and get you in the best shape of your life. You will gain more confidence and energy than you ever had! All of our coaches are awesome, because they've been through their own transformation!

Don't just take it from me – look at some of our members and what they've been able to accomplish. Feel free to come in, watch a class, and talk to them – our members are walking testimonials!

Our community of athletes at Southern Strength and Conditioning is amazing and genuinely second to NONE. Some members have met their best friends and significant others here. Several couples and even whole families train with us! One couple even named their first-born my husband and co-owner, Dan. We change lives!

Click the link below now, to schedule your free introductory session with a professional coach at Southern Strength and Conditioning.

In this session, we will:

- Go over a comprehensive health and mobility assessment
- Talk about you and your goals
- Help guide you towards a fitness program you will want to do consistently because you enjoy it!
- Help you determine if we think you are a good fit for us and that we are a good fit for you. We aren't for everyone (and that is OK)!
- Detail the next steps towards getting in the best shape of your life!

Schedule your FREE Introductory Session Now!