



Special Launch Invitation

Optional Prelaunch:
October 7th-9th

Goes Live:
October 15-18th



Brought To You By

Mike Westerdal, CPT, RKC & Injury Specialist Rick Kaselj, MS



We appreciate you taking the time to read over this quick launch packet.

Invest five minutes of your time and you'll be as excited as we are to offer this unique solution to your following.

Thank you in advance for your support. Read on to find out what's in it for you and those you serve.

Fix My Back Pain – What's the Hook?

In one sentence our hook is:

Fix your back pain so you can get back to pain-free workouts while avoiding time consuming expensive appointments, dangerous medications, painful shots or going under the knife for surgery.

The “Traditional Back Pain Model” involves endless cycles of appointments, investigations, stretching and strengthening.

After having hundreds of Rick’s clients follow this model with minimal success, he needed to find a new model which has **led to the creation of the BR3 Method which is based on one key concept:**

Reshaping your lower back from a painful lower back to a pain-free lower back



Note: *Fix My Back Pain is a plugin program. The trainee does not need to discontinue their current workout to benefit from this program. They can do the 10 minute pre-workout routine and the 10 minute post workout routine to start alleviating back pain.*

This Is NOT “Another” Workout or Diet

Look, I know we all have our own products and own agendas and our own training and nutrition philosophies.

Launch Objection: Promoting too many workouts and diets

The challenge for me, when it comes to promoting other products is making sure it's a good fit for my list.

The last thing I want to do is recommend a different workout or diet every other week until my list starts wondering why I recommend so many different products.

THAT'S EXACTLY WHY THIS PRODUCT IS SO EASY TO PROMOTE.

It's not another workout or diet and we are NOT your competition.

If the people on your list have lower backs (they do) this is a good fit!

Plus this product will help them continue using your programs and workouts because they'll finally be pain free again. This is a product you can feel good about recommending.



A Proven Track Record

I am so grateful to be working with Rick Kaselj. Over the course of my adult life I've struggled with back pain and it has been a major hassle.

With Rick's advice, I have saved money, time and aggravation. I have complete confidence in him as a world renowned injury specialist and kinesiologist.

Rick Kaselj has taught over 286 effective exercises for injury presentations to 5536 fitness professionals across Canada and the USA.



Combine that with my 13-years of online experience and the fact that the last five product launches I organized all grossed over 6-figures you are in good hands.

Yo: There is definitely a need in the marketplace, not just for back pain solutions for your grandma, but also for men & women that train hard and want to get back to what they love doing and do not to be told to stop doing what hurts.

We proved this last October when Fix My Shoulder Pain which grossed close to a quarter millions dollars. In the Spring Fix My Knee Pain joined the 6-figure club.

We are saving the best for last. Lower Back Pain is by far the most common injury with all people that work out. That's why Fix My Back Pain is our grand finale and concludes our entire Fix My Pain Series!

Internal Testing Results

This offer has been tested internally. Mike's muscle & fat loss lists sent 10K hops and converted over 4%. Rick's injury targeted lists converted 1 in 7 hops putting his conversions over 14%.

We are also split testing a few different upsells flows recommended by Craig Ballantyne in order to maximize your overall customer value. We've got skin in the game.

Plus we are sharing our very best email subject lines, swipe copy and analytics.

NOBODY ELSE has promoted this yet. This testing has been strictly internal to optimize this launch for you.

What's In It For YOU?!

- You'll get 75% commission on the initial \$29 product. As well as on the 3 upsells priced at 29, 67 and 17.
- Helping people get out of pain. That's pretty cool in itself.
- The whole promotion is "Done-For-You". We have created all the resources you could need and will provide you with email templates, articles, custom videos and review copies of the product on demand.
- **Affiliate prizes.....(see next few pages)**



Prelaunch: October 7-9th
(requires 2 emails sent to qualify)

1st place most hops: iPad 2



BONUS CASH

Reach 10K hops= \$500



Reach 5K hops= \$250 VISA Gift Card



Reach 2500 hops: \$100 Airline Gift Card



Launch Prizes: Oct 15-18th
(By Gross Sales Amount)

1st – 10th Cash Plus Raffle Tickets

- 1st place: \$5000 + 20 Raffle Tickets**
2nd place: \$4000 + 19 Raffle Tickets
3rd place: \$3000 + 18 Raffle Tickets
4th place: \$2000 + 17 Raffle Tickets
5th place: \$1000 + 16 Raffle Tickets
6th place: \$800 + 15 Raffle Tickets
7th place: \$600 + 14 Raffle Tickets
8th place: \$400 + 13 Raffle Tickets
9th place: \$200 + 12 Raffle Tickets
10th place: \$100 + 11 Raffle Tickets

11th – 20th Raffle Tickets

- 11th place: 10 Raffle Tickets**
12th place: 9 Raffle Tickets
13th place: 8 Raffle Tickets
14th place: 7 Raffle Tickets
15th place: 6 Raffle Tickets
16th place: 5 Raffle Tickets
17th place: 4 Raffle Tickets
18th place: 3 Raffle Tickets
19th place: 2 Raffle Tickets
20th place: 1 Raffle Ticket

RAFFLE ITEMS

(One of Each)

Royal Caribbean Cruise for Two (\$1K Voucher)



iPad2 (\$500 Value)



Kindle Fire HD (\$200 Value)



BuffaloGal.com Gift Certificate (\$100 Value)
Organic Grass-Fed Bison Meat



Amazon.com Gift Card (\$100 Value)



iTunes Gift Card (\$50 Value)



****SALES BONUSES****

1000 front end sales = \$3 Bonus Per Sale (\$3K)

500 front end sales = \$2 Bonus Per Sale (\$1K)

300 front end sales = \$1 Bonus Per Sale (\$300)



OVER 20K in Prize \$\$\$ - Come Get Some....

Here's How It Works...

On October 7-9th you'll email your visitors to our prelaunch squeeze page.

What Is Prelaunch?

They'll be cooked by clickbank for you and we'll walk them through the sales process. Just sit back, relax and let us do the work.

Having your readers go through this pre-launch should literally quadruple your commissions. When launch day arrives they will be given a special discount link to buy for 4 days with extra bonuses.

Why does it work? The pre-launch sequence allows us to bond with the future customers and overcome objections. You don't have to worry about being salesy or pushy since all you're doing is sharing valuable content. We're not here to pressure or "trick" anyone. We just want to get the information out to the people that need it.

By allowing us prelaunch to your leads you can focus on other areas of your business.

I Thought Prelaunch Was Dead?

- a. No it's not During our Fix My Shoulder Pain launch last year all the top performing affiliates participated in prelaunch.
- b. Unless you have talked a lot about injuries in the past your list will need some education on the subject. Again you're not promoting another diet or fat loss/ muscle building workout so a prelaunch period is relevant.
- c. Sure free video and report giveaways might be getting old but we have something really cool in store that you've never seen before.

Meet the "Angry Trainer". More to come on this after you accept your invitation on the next page.



Next Step...

The actual sales goes live Tuesday Oct 15th- Friday Oct 18th.

Simply shoot an email to Rick or myself to ensure you're added to the JV Partner email list.

This way you'll be kept up to date with swipe emails, split testing results, leaderboard updates, sprint bonuses? And special launch bonuses.

Email or text Rick or myself right now to ensure you're added to the JV list.

Thanks for your support & friendship,

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