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Part 13 - AWAI Assignment.BlogPost

Blog Post – Basketball Yoga Blast

Make Our Best Home Workout **YOUR** Amazing Success Story ... Through the Mind/Body Connection

The Yin and the Yang ... Sounds catchy, for sure.

But, come to think of it, this ancient Chinese concept - how seemingly contrary forces may be interconnected – captures the essence of our exhilarating new fitness program.

And we can't wait to share it with you.

We're not talking here of *just another fitness program*.

It might just be the best home workout on the market!



But first, does this sound like you?

Feeling a bit bored by the sameness of your workout routine? A bit discouraged that the results you hoped for just aren't there? Maybe you sneak a quick look in the mirror and think, *jeez...why am I even bothering?*

If so, we get you. We know the feeling.

Well...suppose we told you that we've found the perfect fix?

That's right. The solution was there all along in the heart of that Yin/Yang mantra.

You see, not only do opposites attract, but when they do, the fusion creates explosive excitement and energy... **Just like what you'll feel from our invigorating fitness routines!**

So, What's Basketball got to Do with Yoga?

Good question. At first glance the two activities seem entirely unrelated.

After all, basketball is about high-powered court action, with the energy of cheering fans adding impetus and dazzle.

Yoga, on the other hand, seeks calm, serene composure in an uncluttered mental and physical space.

Two different approaches, to be sure. But the two share more elements in common than might at first be apparent.

- **Both focus on flexibility, power, and steely discipline.**
- **Both teach us that mental strength is just as important as physical brawn.**
- **Both are rooted in stability, endurance, and clarity of mind.**
- **Both leave us invigorated (and sweaty!) with a sense of tremendous achievement.**

Examining the What-If

What if we told you that we have harnessed the elements of time-honored yoga practices, and artfully combined them with the most classic basketball drills...to ensure that you too can achieve robust fitness, stamina, and wellness?

Not just any vague notion of *wellness*.

We're talking about *wellness* whereby we attain – and maintain – better physical and mental health outcomes ... so that instead of simply surviving, we're thriving.

Our home workout promises that... and much, much more!

Our Secret Sauce

What makes our program super special is that it's authentic. We've tapped into the wisdom of living legendary greats, who have impacted the world of sports and mind/body exploration.

Movers and thinkers who are sure to inspire YOU to recreate their passion. How awesome is that?

The Best of the Best

Kareem Abdul-Jabbar, considered the godfather of yoga in NBA circles, claims that his yoga practice was a huge factor in his ability to remain playing the game for as long, and as successfully, as he did.

Other top players, including LeBron James, Blake Griffin, and Shaquille O'Neal, have readily embraced yoga and speak enthusiastically about their devotion to this ancient Hindu discipline.

And Golden State Warriors Head Coach, Steve Kerr, endorsed the yoga workout as one of the most effective components of his team's fitness regimen.

Oh, Girls Just Wanna Have Fun!

And it isn't just the boys. Top WNBA players are equally passionate about incorporating yoga practice into their training routines.

Take Alana Beard, for instance. Alana was credited with making the *rebound of her life*, after a dangerous tendon tear forced her into a basketball hiatus.

But Alana turned to yoga, and succeeded in restoring her strength, stability and, not least of all, confidence.

Other WNBA greats, including Mo Currie, and Marissa Coleman, speak passionately about the powerful effects of yoga on their flexibility, even eating habits ... and ultimately on their longevity in the game.



Going With the Flow ...

For added authenticity, we have turned to world-renowned thinker and author, Dr. Deepak Chopra, and incorporated valuable yoga components.

These routines promote balance and flexibility, enable the body and spirit to flow in harmony, while aligning the spine and improving blood flow.

Best Fitness Workout ...

Our program emphasizes creative, strength-building exercises, that are not only beneficial, but hoops of FUN!



Great for all age groups and all fitness and competence levels. No one is too old, too busy, too unfit, to give it a try. Practice our exciting routines in the freedom of your own home, with no pressure, at your own pace.

Our exercises are easy to follow... building momentum gradually.

You set your own goals ... you'll be *feelin' the heat* in no time!

And, speaking of heat, our workout routines are perfect for any *yin/yang* combination. Maybe he's more into basketball, and you into yoga. No problem ... now you can BOTH have fun with your creative interpretations!

Once you get started, your mental and physical transformation is sure to be your greatest motivator. And forget about that hurried sneak peek we mentioned earlier... take a good, long look and claim your awesomeness!

Unique Benefits of our Home Fitness Program ...

The seamless integration of basketball and yoga add a dynamic dimension to your workout. The speed and power of one is creatively balanced with the flexibility of the other. And the result is artistry in motion!

It's a fitness opportunity that will enable you to:

- **Increase muscle strength**
- **Improve focus and clarity of mind**
- **Add years to your physical fitness**
- **Unlock tightness in your joints**
- **Renew invigorating flexibility to your entire body**
- **Regain upright, balanced posture**
- **Eliminate irritating aches, pains, and stiffness**
- **Recapture your youthful vitality**
- **Restore confidence and self-esteem**
- **Enjoy a daily half an hour of exhilarating FUN!**

This One's For YOU!

For those of us who want to age agelessly – with stamina, strength, and an enduring sense of fun ... **our program is the perfect solution.**

Maybe work has become overly stressful. Maybe you are *out* of work and feel the need to rekindle your spirit and get your groove back.

Whatever your story, we guarantee that this amazing program will restore your energy and revitalize your life.

It's your time now and you're worth it.

To learn more (and get in on all the excitement) [go here and find out all the details.](#)

Looking forward to working out with you. It'll be a ***Blast!***

ONLINE AD FOR A FREE LEAD-GEN GUIDE

Get a Super-Fit Mind & Body | Basketball/Yoga Fitness Blast | 6 Exciting Workout Videos!

www.basketballyogablast.com

Learn the value of Mind/Body Balance. Fitness Program Inspired by the Legends. Download **FREE INFO-BLAST** Yoga/Basketball Fitness Fusion. Offer ends soon. Click NOW!

Landing Page for the Free Lead-Gen Guide

How to Work Out & Mix It Up ... Starting Now!

The Asana/Slam Dunk Fusion

www.basketballyogablast.com

'Basketball is an endurance sport, and you have to learn to control your breath.

That's the essence of yoga, too.' - Kareem Abdul Jabbar



- Discover How the Fitness Routines of the Legends of Yoga & Basketball

Have Shaped our Exclusive BASKETBALL/YOGA Workout Videos

- PLUS...How YOU too can have a Super-Fit Body & Gain Perfect Mind/Body Balance

- Sign Up for our **FREE INFO-BLAST GUIDE** and learn all about it

YES...I'm Excited to Learn More!

Your First Name

Your Email Address

SEND MY FREE INFO-BLAST!

Get Fit, Healthy, and Fabulous

Working Out ONLY half an hour a day.

And...Pick up some tips from the Pros while you're at it!



Part 13 - AWAI Assignment.Email

Subject: Take Time for Fitness. Take Time for You.

Dear (First Name),

We're so excited to hear from you with a request that we send you our InfoBlast package, outlining all the great benefits of our program, **Basketball Yoga Blast**.

Consider this the First Day of the Rest of Your Life...your decision will be life changing!

[So here goes. Simply click on the link.](#)

Isn't it mindboggling that in today's world of super-smart conveniences - phones, appliances, even cars, where *figuring it out for yourself* is not even a thing anymore - we're even more frantic and frenzied and rushed? Crazy, right?

These days we always seem to be running against the clock and scrambling to *get it done in time*. We're constantly stressed by looming deadlines, endless errands, chores that can't wait... our must-do list is ever-threatening and never-ending.

What's wrong with this picture? What's missing here? You guessed it ...



It's Me-Time!

That's right. We owe it to ourselves each day to carve out that special little niche when it's all about – and only about – **Me**. We've earned our Me-Time. And we must remember to value it.

How well we all know that the day-to-day ebb and flow can very quickly become overwhelming. It saps our vital energy. It's hard to get into the habit to press pause on our wired brain.

But consider this...

Our brain needs more downtime!

Yep, according to **Scientific American**:

'Mental breaks increase productivity, replenish attention, solidify memories and encourage creativity.'

With that thought in mind, we think our **Basketball Yoga Blast** fitness program is your golden ticket to renewed youthful vitality!

The Amazing Spin-Offs:

And it's not just about the exercise. It's essentially about YOU. In fact, there are incredible side-effects from taking a half hour off your usually frantic schedule to workout either alone or with your partner.

These are just a few...

- **You get to have FUN! Uninhibited, creative fun.**
- **Your stress levels and blood pressure will thank you.**
- **If your partner joins in, this becomes your golden opportunity to reconnect joyously.**
- **You will lose weight, and you'll certainly lose inches.**
- **You'll firm up your booty; he'll firm up his six-pack.**
- **You will FEEL well, invigoratingly well...for the first time in forever.**

We're super excited to welcome you to our team. Remember, any age group, any fitness level, can participate. No previous experience in either basketball or yoga is necessary.

It's about reclaiming your time and your value.

That's our promise to you!

[Download all the exciting details @ www.basketballyogablast.com](http://www.basketballyogablast.com)

Yours in Fitness,

The Basketball Yoga Blast Team

P.S. We'll even include a FREE BONUS GIFT from our Basketball Yoga exercise kit!

Part 13 - AWAI Assignment.Sales Page

How to Get the Perfect Workout Routine – Right Now And How a Dribble and a Rebound Became a Resounding Slam Dunk ... with an Assist from a Downward Dog

This is a gym.

Now, it doesn't look like any gym I've ever seen, and I can bet you agree.

But the sign clearly says GYM, so I guess we must accept that that is indeed what it is intended to be.

Which all goes to say that a gym is nothing more than a concept. The physical space and amenities provided are inconsequential.

It's the activity, the intensity, and the explosive energy that take place there that counts.

And this is where **Basketball Yoga Blast** comes into play...

We're delighted to offer you this exciting, new fitness/weight-loss program, with a creatively innovative twist.

For the first time, two seemingly opposed fitness activities – basketball and yoga – have been strategically combined into one powerful workout routine, designed to promote strength, stamina, balance, flexibility... and overall awesome wellness.

And forget the gym. Our program is designed for the intimacy and comfort of your home...your private space, where you can feel free to explore and develop your fitness potential...and experience the exhilaration of feeling your body progress from *learning the ropes* to *stunning!*



How It All Began ...

Our program was created and inspired by several greats in the world of basketball, including **Kareem Abdul-Jabbar, LeBron James, Shaquille O'Neal, and Blake Griffin.**

To make it even more exciting and challenging, we enlisted the collaboration of world-renowned yoga author and thinker, **Dr. Deepak Chopra**, who gladly obliged and suggested the inclusion of several powerful sequences of yoga asanas and vinyasas in the package.

Listen to Blake Griffin in his own words:

'For me, flexibility is huge. Staying loose and healthy and staying limber...you can tell a difference when your muscles are tight or when you're stretched out and completely relaxed.'

Deepak Chopra had this to say:

'If you perform asanas regularly, you will feel more flexible physically and emotionally. Flexibility is the essential difference between the vitality of youth and the lassitude of old age.'

Our Concept ...

The seamless integration of basketball drills and yoga postures enables our program to deliver powerful health and fitness benefits. Benefits that will allow you to:

- **Increase muscle strength**
- **Improve focus and clarity of mind**
- **Add years to your physical fitness & endurance**
- **Unlock tightness in your joints**
- **Renew invigorating flexibility to your entire body**
- **Regain upright, balanced posture**
- **Eliminate irritating aches, pains, and stiffness**
- **Recapture your youthful vitality**
- **Restore confidence and self-esteem**
- **Enjoy a daily half an hour of exhilarating FUN and, yes, have a BLAST!**

Our program is satisfaction delivered! But don't just take our word for it. Hear what delighted customers have had to say:

"I've always loved basketball, but until now could only enjoy it on TV. What a joy to be able to learn 'da moves' and to experience up close and personal the thrill of the drill!

This, combined with the yoga stretches and steady, powerful postures is the perfect fitness routine to unwind and round off a busy day."

- K. Mais

“A-MA-ZING and then some! What else can I say? I have FINALLY found a fitness routine that challenges me, but never intimidates; one that excites me, and makes me feel super confident and super sexy!”

_ M. Daniels

Our Package ...

Here’s what’s in store in your Basketball Yoga Blast workout kit ...

- **Six online videos, from beginner to advanced, each with a unique workout routine.**
- **A wearable fitness tracker, complete with motivational messages.**
- **A how-to guide on the recommended use of the videos and tracker.**
- **Mind / Body health and fitness tips from the basketball and yoga greats themselves.**
- **An NBA designed basketball.**
- **A high-quality professional yoga mat.**
- **A sleek, modern carrying case.**
- **All for an exclusive introductory cost of \$179.**
- ***PLUS... Our Customer Service Team stands ready to support your fitness journey 9 am to 6 pm Monday – Friday.***

We’re sure you’ll agree that this amazing package is priceless in value and well worth the bargain cost.

But get this... We’re so excited to have you experience the incredible fitness benefits of our one-of-a-kind workout program, that we’ll sweeten the deal just for you!

Bear in mind that we can only do so if you lock in your order **right now**.

Click the Order Button below in the next 24 hours, and we’ll throw in the basketball – a \$70 value - as a special FREE bonus and round off the entire package at just \$99.99.

Now, that’s what we call a Slam Dunk of a deal!

We are available for orders & product information 9 am – 6 pm Monday – Friday

Visit our website @ www.basketballyogablast.com

Or contact us directly at 800.588.0123

If for any reason you are not completely satisfied with our package

We will refund 100% of your money back – No Questions.

AND... You get to keep your basketball!

ORDER NOW