

## 1) Blog post

### *The Alternative to Boring Workouts: The Most Fun I Ever Had Transformed My Health and My Basketball Game*



Kevin Love in Side Plank pose (via stack.com)

If you're reading this, I bet you're a bit like me when it comes to your health. This story might even sound a lot like you right now...

For a long time, I was doing just fine in the exercise department. I had a weight loss goal, went to the gym a few times a week, ate pretty well, and my doctor would tell me the same, "You're doing ok."

But that was the problem. While I was checking the boxes, I felt stagnant; I wasn't really making strides to get in GREAT shape.

Plus, I was bored with my routine - the gym wasn't fun anymore. I needed something to stimulate me mentally... and physically. Regain that vitality.

Running? Too simple. Weights? Not cutting it. Spin class? Gimme more.

Now, your health goals probably don't just include hitting a certain number on the scale either. You want to feel good, mentally and physically, right? Build strength and mobility, and most importantly, enjoy the pursuit of it all!

Health and exercise isn't always a solo endeavor either. It's fun to incorporate time with friends and family into it all. For instance, we love to cook together, share a fantastic meal at the occasional restaurant, and one of my favorite pastimes... pickup basketball!

I'll be the first to admit, my glory days on the court are well in the past, but that doesn't mean I'm a chump out there either! You better not leave me open from beyond the arc - I'm still deadly.

But at my age, I can't just trot out onto the court and start draining threes. Playing basketball is not enough on its own to keep me in shape. In fact, I put a lot of effort into being in good enough shape just to play. And of course, the more I do for my body off the court, the better I play on it.

For years, as I mentioned before, that meant some combination of workouts at the gym - lifting weights, running on the treadmill - and warming up and stretching beforehand. I saw benefits from that, but at some point, it plateaued. I was spending a not-insignificant amount of time doing those things, which frankly, is not very exciting.

I'm an adult. I should be better at exercise.

I began to wonder if I could replace those uninspired workouts with something else that would at least be more stimulating, if not more effective.

And as a rather large cherry on top - what could I do to improve my basketball game at the same time? Not dribbling or shooting drills, but a way to run circles around my defender and make the game *easier* for myself.

I started to research "alternative" workout methods that would fit those criteria and realized precisely the group to focus on - NBA players. What better person to copy the habits of than a pro?

Soon enough, I discovered somewhat of a *secret weapon* NBA players were using to improve their health and game outside of standard basketball practice... Yoga.

That's right, a number of All-Star caliber players have turned to practicing yoga to get an edge. Among the benefits, one common theme stuck out: longevity.

Multi-time All-Star Blake Griffin once told *Sports Illustrated*, “When you take care of your body through yoga, it extends years on your career.”

Now, we may not be trying to prolong an NBA career, but I’d like to keep my pickup game strong.

It’s also been reported that the legend Kareem Abdul-Jabbar, himself, was one of the early adopters of yoga in the NBA, helping him play a remarkable 20 years in the league.

He gives a lot of credit to yoga, “Once I started practicing it, I had no muscle injuries during my career.” If it works for Kareem, that’s a strong enough endorsement for an amateur like me.

Along with extending your “playing” years (in whatever form that takes), yoga does wonders in many areas...

- **Strength and mobility.** Getting into and holding yoga poses builds these, and in turn, having strong, flexible muscles helps **minimize injury**.
- A killer **core**. Nearly every movement in yoga improves your core which impacts your overall physical health, including a strong back and healthy joints.

In the event of an injury, yoga also aids in **recovery**. Yoga movements and stretching help elongate muscles, improving oxygen and blood flow to areas in need of healing.

What’s more, for someone who has already been practicing yoga, their body should be primed for a faster healing process.

I started practicing yoga off and on about a decade ago and regularly more recently after a back injury that ended up spreading to my leg. My Physical Therapist prescribed certain poses as part of my at-home recovery program...

Within a few months, that debilitating injury was no longer, and my physical strength was much better than it was pre-injury!

In addition, my hoops game has leveled up as well. I have a quicker first-step, improved foot speed on defense, and my body doesn’t feel like it spent the night in a coffin the next day.

Just as satisfying, I achieved all of this without the need for pills, supplements, or an expensive medical procedure.

As you read earlier, I'm a pretty average guy - an unheralded former high school athlete at best - so if you have any sort of exercise routine already, the benefits of yoga are entirely within reach.

Wondering what a basketball-focused yoga workout entails and what it can do for your game and your fitness?

Check out the page [here to learn more]...

## 2) Online PPC ad

**Hoopers: Need a new workout? | Add Yoga for Better Health! | A Super-Fit Body in 30 min/day**

[basketballyogablast.com/free](http://basketballyogablast.com/free)

Alternative, Fun Basketball Programs to Improve Your Fitness. Get the First Workout FREE.

Better Health with Basketball & Yoga. Easy, Fun, Gets You Fit. Download a FREE Workout.

### 3) Landing Page

## Level Up Your Health in 30 Min/Day Through Basketball & Yoga

Basketball Yoga Blast - A unique, proven combination of basketball drills and yoga moves will give you a heart-healthy, flexible, super-fit body.

Looking for a fun, new way to improve your health?

With our FREE GUIDE, you'll learn about a workout program that:

- Is easy to follow and can be done at home
- Boasts endorsements by doctors, sports medicine experts, chiropractors, and NBA coaches
- Features exercises used by Pro Basketball Stars that have completely ELIMINATED muscle injuries
- AND includes a BONUS, free workout you can do in less than 30 minutes!

Join the movement! Fill out the form below to get the Free Workout Guide right now!

*First Name:*

*Email:*

[I WANT THE FREE GUIDE]



## 4) Email

Subject: Confirmed! Your Basketball-Yoga Guide Awaits

From: Dustin @ The BYB Team

Hi (first name),

Thanks for your interest in Basketball Yoga Blast (BYB). At the very least, a small congratulations are in order... you took the first step toward a new way to ignite your exercise routine and improve your health!

We hope you enjoy the free workout but, so you know, this is [*just the beginning*]... [link to sales page] \*evil laugh, but in a fun way\*

So what was it that piqued your interest in a basketball-focused workout? The potential results? (Improved all-around health!) The topic? (We love basketball, too.) The ease of it all? (Just 30 minutes a day.)

No matter the reason, we think it's worth your time. After all, how often does a new program come along that *actually* checks all those boxes for you?

The program we've worked so hard perfecting didn't come from a couple of guys you might see playing pick-up at the gym. It's the result of years of combined experience from yoga instructors, pro basketball players and trainers, and sports scientists.

Aside from personal experience (yes, we do use our program!), one of the ways we know these workouts really **WORK** is that they are inspired by the same ones used by All-Star and legendary basketball players, past and present.

[Find out more about the entire exercise program...]

That's right; those elite, world-renowned athletes incorporate yoga into their basketball routines to enhance their body's flexibility, strength, and mobility, which in turn helps reduce injuries and increases overall health.

If it benefits those human beings in peak physical shape, imagine what it can do for regular Joe's and Jane's like us!

[Sound intriguing? Check out the page here to learn more.]

To your health,  
Dustin, The BYB Team

**PS** - The first workout you received, and may have already gone through, is part of the complete **Basketball Yoga Blast** program. We're really excited for you to try it out and start seeing positive results. Now for a limited time, we have a special offer going on [over here] on the entire program... See what you think and we'll see you there!

## 5) Sales Letter

*Improve Your Overall Health Doing Something You Love in Just  
30 Minutes a Day*

*Exercise CAN Be Fun and Easy!*

Hello friend,

I remember back when trying to stay in shape started to feel more like a chore than anything else. Going to the gym or doing a workout at home really was WORK.

I didn't look forward to exercising, had to consciously schedule time in the day for it, and because of all this, my motivation was waning.

Sure, the benefit of good health was still motivating, but I was struggling to see - in my mind - the payoff of the workouts for the effort I put into them.

***Does this sound familiar? Maybe you're in the same boat right now?***

The fact that exercising wasn't all that exciting for me meant I *needed* to find something new. A routine I could follow easily that didn't feel *routine*. Going beyond the weights and the treadmill. A program that inspired me to stick with it every single day.

I wanted to *enjoy* exercising again and see the positive results in my health without it consuming my life.

A novel idea, eh?

## The Motivational Sweet Spot

If you dig into it, why do we exercise? For our health? Sure. To get in shape? Of course. To feel good about ourselves... definitely.

Ultimately, feeling good is about being happy and all of those benefits play a role in happiness. We know we're willing to put up with some dissatisfaction (i.e., uninteresting workouts) if it will lead to feeling happier later...

But why go through more dissatisfaction than you have to? Let's have fun *on the way* to more happiness!

Now, fun AND easy is often a tough combination to find - in any activity. (Of course, it shouldn't be too easy - a challenge is part of the fun!)

But in this case, I've done the legwork for you.

The solution is an exercise program that asks for only **30 minutes** from you a day.

It combines something you probably already love to do and/or wish you could do more of (**basketball!**) with a world-famous, ancient discipline (yoga), creating a modern way for people like you to achieve a more happy, healthy self!

# BASKETBALL MEETS YOGA





## Sound Interesting?

What's more, this is not the latest fad in exercise. In fact, professional athletes have been using yoga for decades to improve their health and performance in their chosen sport.

We know the concept is tried and true. The great part for regular folks like you and me is we don't have to devote a large chunk of our day to see real, significant results in our health.

Some of the BIG benefits you can expect from a unique program like this:

- **Reduced risk of injuries** - Long, flexible, strong muscles are less susceptible to tears, strains, and other damage.
- **Improved endurance** - Whether for basketball or other activities, improved muscle strength and breathing control allows you to perform at a high level for longer.
- **Become a better basketball player** - Your defense may see the biggest benefit with drills and poses to make you quicker on your feet AND taller! That's right, lengthened muscles and an elongated spine can mean more wingspan on the court.

These elements are all part of ***Basketball Yoga Blast***, a new exercise program that uniquely combines the benefits of basketball drills and yoga moves to help build fantastic strength, flexibility, and overall health.

Before I tell you what else the program includes, let's see what a couple of BYB users have gotten out of it...

*"Being a single dad, I need to keep my energy level up to keep up with my 6- and 8-year-old sons... I've found that your program helps me to maintain the fitness and stamina levels I need to manage work, kids, and home... I feel a definite difference when I'm consistent about following your program. My kids love it too."*  
-T. Young

Kids love it too? It's not often you find your workout routine doesn't just work for yourself, but for your family, as well.

*“Every evening when I get home, I fire up your program. I enjoy 30 minutes of a fun workout that involves one of my favorite pastimes — basketball... My husband can’t believe I found a yoga-basketball workout! Even better, doing these workouts together has energized us for... um... other pursuits. Thanks for creating a basketball fan’s fan-tastic workout that helps us perform better on all levels.”*  
- H. Walters

I don’t want to read *too* explicitly between the lines, but... the Walters’ are happily part of the larger theme - the positive impact of BYB can easily touch multiple areas of your life!



Now, being able to take advantage of a unique, tried-and-true exercise product like Basketball Yoga Blast seems pretty great, no?

Well, we couldn’t just give you the **SIX online videos** with instructions ranging from beginner to advanced and say, “farewell!” No, if you’re gonna train like a pro, you should have professional-grade equipment too.

So, included with the program, you also get:

1. A wearable fitness tracker that displays motivational messages and tips (\$99 value)
2. An NBA-quality basketball (\$50 value)

✓ MOST importantly though, is the guarantee...  
If you're not 100% satisfied, you can get 100% of your money back.

✓ AND, if you make *one of the next 15 orders*, we will also include a *high-quality yoga mat* and *handy carrying case*! Not bad, eh? (\$29 value)

The full BYB program - including the tracker, basketball, yoga mat, and case - is **only \$179**. The equipment bonuses alone nearly cover the entire price!

[Ready to jump in?]

✓ PLUS, as a special Thank You to our early adopters, those next 15 orders will also include a **second, complete BYB program, FREE**.

Give one as a gift! Let a friend or family member in on the fun.

So if you're ready to improve your overall health (and maybe your family's too!) doing something you love in just 30 minutes a day... [click [HERE](#).]

There's no better time than now.

- Taylor G.  
Amateur hooper and early BYB adopter

[Order now to secure this limited-time offer] for just \$179!