

Michael Misuraca

Conversion copywriter for fitness & wellness brands

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Hi, I'm Michael — a fitness writer, publisher, and conversion copywriter. I run a fitness blog on Substack covering training and home gym gear, and I write copy that turns attention into revenue: product pages, email flows, and ad creative for fitness and wellness brands. Because I write for real readers in this space every week, I know the exact language that makes them buy — and the claims that make them scroll past.

WHAT I DO

- **Product pages & e-commerce copy**
Pages that translate features into reasons to buy
- **Email flows & launch campaigns**
Sequences built around launches and key moments
- **Ad creative**
Paid social and display that earns the click
- **Brand voice & naming**
Clear, consistent voice across every touchpoint

SELECTED WORK

Sports Research — Brand Partnership Pitch

EMAIL PITCH · SUPPLEMENTS · COSTCO LAUNCH

Hey team —

I run a fitness blog on Substack, so I spend my days inside your customers' heads — I know the exact language that makes them buy and the claims that make them scroll past.

I also write conversion copy for fitness brands: product pages, email flows, and ad creative built to turn that attention into revenue.

The Costco launch of Creatine + Electrolytes is a big moment — your first step into the warehouse sports-nutrition aisle — looked at the launch and spotted 2-3 messaging tweaks that could make the "Hydrate Responsibly" story land harder with Costco shoppers and move more units. Open to a quick chat this week? No strings — just ideas you can use either way.

SOLE Fitness — Launch Copy Pitch

EMAIL PITCH · HOME GYM EQUIPMENT · ST90 LAUNCH

I'm Michael, a fitness writer and publisher. I run a fitness blog on Substack where I cover training and home gym gear, and I'm reaching out because the ST90 caught my eye: your first slat-belt treadmill and your first with a built-in touchscreen is a big move for a brand known for simple, durable machines.

I'm a conversion copywriter and I'd love to help SOLE turn that launch momentum into revenue — sharper product pages for the ST90, launch email flows, and ad creative that sells the slat-belt difference to runners who've never tried one. As someone who writes about this equipment for real readers, I know which details actually move buyers.

Echelon — Partnership Pitch

EMAIL PITCH · CONNECTED FITNESS · THRIVE / UNITEDHEALTHCARE

I'm a conversion copywriter, and that expansion is exactly where copy makes or breaks revenue — benefits buyers don't convert on the same messaging as DTC fitness shoppers. I help brands lift revenue with sharper product pages, email flows, and ad creative, and as someone who writes about this space for real readers, I can translate the Thrive value prop for an audience that's new to connected fitness.

Written for Echelon's Thrive rollout, this pitch reframes a connected-fitness offer for a benefits audience — a different buyer, different objections, and different language than direct-to-consumer fitness.

Long-Form Fitness Writing — Substack

EDITORIAL · TRAINING, NUTRITION & HOME GYM GEAR

Michael publishes long-form fitness articles on his Substack, including a recent piece on running for visible abs — covering training progression, the roughly 100 calories-per-mile math, core training schedules, and nutrition guidance. The editorial work is the research base behind the copy: same audience, same questions, read week after week.

Read it at: mikemisuraca.substack.com

WHY BRANDS WORK WITH ME

Most copywriters learn your customer from a brief. I write for them every week. That means faster first drafts in the right voice, claims grounded in what readers actually respond to, and copy that sounds like it came from inside the category — because it did.

My background is fitness first, copy second. I run, I train, and I publish for people who do the same. When I write about a treadmill, a supplement, or a training program, I am writing about products I understand as a user as well as a marketer — which is why the details in the copy are the details buyers actually care about.

HOW I WORK

- 1. Start with the buyer.** What they want, what they have tried, and what would make them stop scrolling.
- 2. Find the sharp angle.** The one message — a launch, a first, a new audience — that makes this offer different right now.
- 3. Write to convert.** Clear product pages, email flows, and ad creative with a specific next step in every piece.
- 4. Keep it usable.** Ideas and copy a brand can use right away, whether or not we keep working together.

SERVICES — AT A GLANCE

- **Product pages & e-commerce**

Features translated into buying reasons

- **Ad creative**

Paid social and display

- **Email flows & launches**

Welcome, launch, and campaign sequences

- **Brand voice & naming**

Voice, taglines, and product naming

GET IN TOUCH

Available for product pages, email flows, launch campaigns, and ad creative for fitness and wellness brands. Open to a quick introductory chat — no strings, just ideas you can use either way.

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