

## Basketball Yoga Blast Long Form Sales Letter

by Craig M Grossman

Email: [craig@fabulouscopy.com](mailto:craig@fabulouscopy.com)

**What do LeBron James, Kareem Abdul Jabar, and other Basketball greats have in common besides basketball?**

**They all use THIS to be better basketball stars!**

**How Your Fitness Goals Can Be Achieved By Doing Exactly The Same Thing**

**And...**

**It Only Takes 30 Minutes a Day!**

**Do these typical exercise complaints below sound familiar?**

-”I’m *tired* of the same old workout routine!”

-”I never have enough *time* for exercise.”

-”I need a more *balanced* workout program.”

These were all things I used to say and maybe you do too, right? And I knew I had to do something about the way I was feeling and looking.

What I learned and put together is truly **heads and shoulders** above any program out there! So much so even *basketball greats* do **this**.

Dear Basketball and Exercise Enthusiasts,

Hello! My name is Maria Scally. I am a Yoga and training expert, and an author of 2 books, *Ultimate Athlete* and *Position of Power*.

I am here to tell you about a *challenging* and *fun* new exercise experience that my colleagues & I just recently developed. This new workout program that takes just *30 minutes* of your time each day. It's the ideal fitness routine that combines the heart-pumping game of Basketball, with modern Yoga poses to give you a lean, heart healthy, flexible **body**, and a more focused, calmer **mind**!

But before I go into all the details of this amazing new program, think about this: Wouldn't it be fantastic to start feeling great again from your regular workout routine? It's now very possible! Imagine how *great* you'll feel when you no longer have to take those blood pressure meds... and how *cool* it will be to have a brighter outlook on things. Not to mention getting control of other medical problems you may be suffering. Now that's something worth 30 minutes a day!

### **Basketball and Yoga...together for the first time!**

Why would you want to combine yoga with basketball in the same workout routine? It's actually quite a brilliant idea! It all has to do with a high-level term called SYNERGY. Synergy can be defined as : “the interaction of 2 or more practices to produce a combined effect greater than the sum of their separate effects”.

Imagine getting your heart rate up with fast-paced basketball drills. Then combine this with doing graceful yoga poses, which will create flexibility, balance, core strength, and mental focus. This *breakthrough* new exercise routine we're calling **Basketball Yoga Blast** will create a synergistic effect that will bring your body and mind to a brand-new level! Can you begin to picture just how much *better* you will feel after doing these amazing workouts?

J. Abramson, a 30- something mother of 2 put it this way: “ I played basketball on my high school team, and a little in college too. And I took a yoga class a couple times a week at the gym when I was first pregnant with my oldest son Troy. A friend suggested I try **Basketball Yoga Blast** when my youngest turned 3 this year. I can't believe the difference it makes to do both basketball & Yoga together for around 30 minutes a day! I feel great, I'm in much better shape, and I stay calmer when my kids really act up... plus, my husband has made some favorable comments about how buff I look to him lately!”

## What Yoga can do for you

The practice of **Yoga** has become hugely popular in the last 10 years. According to **New Age Guru Deepak Chopra**, approximately 16 million Americans currently include **Yoga** as a part of their weekly activities.

More & more research studies are showing some definite health benefits to practicing Yoga. According to Richard Weil, a well-known exercise physiologist, recent studies show that **Yoga** can help you to *lower your blood pressure, brighten your mood, increase your strength and flexibility, and reduce anxiety and depression*. And practicing **Yoga** can even help some symptoms of diabetes, carpal tunnel syndrome, and even asthma!

Wouldn't it be great to start feeling some of these benefits from Yoga? It's now very possible when you start using **Basketball Yoga Blast**!

### **Basketball is more than just a fun sport to watch...**

It's a great sport to play as well, for all ages! The website [healthfitnessrevolution.com](http://healthfitnessrevolution.com) presents 10 separate health benefits of playing basketball:

- **Burns Calories** – up to 600 per hour for the average sized adult.
- **Increases Your Cardiovascular Health** – keep moving while you play, and you'll lower your risk of heart disease & strokes later in life.
- **Develops Concentration & Self Discipline** – by focusing on playing a clean game & not breaking the rules.
- **Builds Bone Strength** – by jumping & other physical demands of the practice.
- **Creates Better Motor Skills & Coordination** – free-throw shooting, rebounding, and dribbling all help to develop this.
- **Adds to Your Strength Training** – can see this happen through all aspects of the game including defensive body positioning, running, and shooting.
- **Improves Spatial Awareness** – by knowing where your body is in space & time.
- **Expands Your Mental Development** – it's a fast-paced game, so you learn to make quick decisions.
- **Reduces Stress and Boosts the Immune System** – simply by socializing and creating friendships while playing, you'll be a happier person between sessions, too!
- **Enhances Confidence** – just by making your shots & increasing your skills, and being part of a team!

Imagine seeing *all* of these improvements in your body & your life as you do the basketball drills in **Basketball Yoga Blast**!

## **If I'm already a Basketball player, how can adding Yoga help my game?**

There are 5 reasons why every Basketball enthusiast should do **Yoga**:

1. You can *reduce injuries* on the court by adding the Yoga element to your basketball workout. It will help you lengthen tight muscles, and strengthen the more underutilized muscles, allowing for more safe, athletic movement during your game.
2. Yoga will help you create more *balance* and *symmetry* between the left and right sides of your body. This will make you stronger on the courts, as you will have equal ability to use both sides of your body when needed to make that important play!
3. By building your *core strength* through Yoga, you will vastly improve your jump shot!
4. It takes a lot of *mental focus* to hold the long poses while also learning to breathe properly in your Yoga practice. This will help you to focus better on the court.
5. The combined workout in **Basketball Yoga Blast** will *improve your post-workout recovery time*! Doing the Yoga routines helps your body stretch out your muscles and actually move energy through the body. This means fewer sore muscles later!

## **And if I already have a Yoga practice, why should I add Basketball?**

Adding the Basketball Drills in **Basketball Yoga Blast** will *improve your overall fitness level, dexterity, hand-eye coordination, and mental discipline*. By adding this fast-moving, energetic practice to your Yoga routine, you will take your body to a new, highly conditioned level...and maybe shed a few more pounds too!

### **Introducing...Basketball Yoga Blast!**

**Basketball Yoga Blast** is a product of a rapidly expanding company named **FitR, Inc.** The company is co-owned by basketball greats **Joe Johnson** and **LeBron James**. Kent Katich, know as “the Yoga guy” expert to many NBA players (he has worked with over 25% of them!), helped to develop the program. He worked in conjunction with me, Maria Scally (another Yoga & training expert and well-known fitness author).

So what does **Basketball Yoga Blast** consist of? Here's what you will get when you order the program:

- 6 DVDs with different workouts, from beginner to advanced. Each workout has a combination of Basketball drills and a Yoga section that compliments the drills, with *specific* Yoga poses & stretches.

- An *easy* Instruction Guide on how to use the DVDs

-Healthy Mind & Body Tips related to the Basketball drills and Yoga. These will help you to *integrate* the practices on a *deeper level*!

Plus, if you place your order for this fantastic workout program in the next 10 days, **FitR, Inc.** will give you 3 *valuable* gifts:

- An NBA-quality basketball!
- A high-quality yoga mat!
- And a handy carrying case to boot!

**Basketball Yoga Blast** is a really *fun* workout that's *easy* to do. And as you progress through the program, you will gain a real sense of accomplishment. Imagine yourself feeling *stronger, more flexible, with better dexterity, hand to eye coordination, and calmer, yet more alert* as well! Only through using this *highly developed exercise routine* can you get these kind of results! Many fitness lovers have reported some *amazing new skills and results* in **just a few weeks...**

### **Happy & Satisfied Customers**

*T. Richards* writes “I love to work out and stay in shape. I've been going to my local fitness club religiously 4 or 5 times per week, but I was getting bored with the same old workout routine. I started doing **Basketball Yoga Blast** workouts, mixing these in with going to the gym about 6 weeks ago and I'm really enjoying the variety! I noticed my aerobic conditioning has improved with the basketball drills, and the yoga poses make me feel more flexible & balanced. What a great program for your weekend athlete!”

Another enthusiastic **Basketball Yoga Blast** user is local high school basketball coach *R. Williams*. “I coach for the Ferris Saxons basketball team during the season, and for a couple amateur teams over the summer here in Spokane. I'm a big fan of daily workouts, and I've found none better than **Basketball Yoga Blast**! The synergy of doing the fast-paced basketball drills, combined with the stretches & poses of yoga is unsurpassed! I already notice how much more endurance I have on the court, and how quick my recovery time is from doing the yoga moves after the basketball workouts. I just introduced the program to the players on one of my summer league teams, and they

are very enthusiastic as well!”

So whether you're already a basketball player, a yoga practitioner, or someone who likes to do what it takes to stay in shape, **Basketball Yoga Blast** is the *right* program for you!

Imagine having a *super lean*, yet *flexible* body, perhaps like when you were a teenager! Combine this with *feeling calm*, yet *focused*... even in tough situations. Adding this altogether, what do you achieve? More **SELF CONFIDENCE!!**

So what does Basketball Yoga Blast cost? It's a *steal* at \$89.95 plus \$11.95 shipping. If you had to go to a Yoga instructor and a separate Basketball trainer a few times a week, just *think* how much this would add up to after one or 2 months!

Keep in mind that this program includes 6 *DVDs*, with workouts from beginner to advanced. And if you order in the next 10 days, you'll get the 3 extra gifts mentioned above!

### **Look & Feel Great Again!**

Remember, **Basketball Yoga Blast** is a truly fun workout routine that's *easy* to learn and practice. And since it's fun, you're more likely to do it regularly! Ever had workout routines that were more *arduous* than you expected? You were probably done with them after the first week!

This self-paced program will help you to *look* great and *feel* great in as little as **2-3 weeks!**

Take a look at all you can achieve using **Basketball Yoga Blast** as an integral part of your regular workout routine! You can expect results like:

- feeling more fit, plus higher stamina and endurance levels
- better dexterity and hand-eye coordination
- improved discipline
- feeling calmer & more relaxed in tense situations
- better mental focus
- excellent core strength
- more flexibility
- being more physically balanced
- reduced injuries on the court
- faster recovery time after tough workouts

And I'm sure you'll discover more of these on your own as you go through the program!

## **There's nothing else like this!**

**Basketball Yoga Blast** isn't just another ordinary exercise program. This *highly advanced* workout program was developed by **NBA-sanctioned** Training & Yoga experts who work with professional athletes every day! No other routine combines the *heart-pumping, heart-healthy* sport of Basketball, with the *flexibility* and *core-strengthening* poses of a good Yoga session, into a *fun, easy-to-learn* workout that takes just 30 minutes of your time a day!!

This is one *balanced* exercise program that you will actually look forward to doing, at least a few times a week! No more *boring* workout routines!

So please join the *hundreds* of other athletes and weekend sports enthusiasts, and sign up for **Basketball Yoga Blast** today!

But before we go into how to order this *amazing* workout program, here are a couple other ideas to think about...

### **Cross-Training at its Best**

The *synergy* of doing basketball drills and yoga poses together will make you feel better than doing just one or the other. This is *cross-training* at its best! Sure, you could come up with combining a couple of different sports or workout routines on your own. But doing the right routines like you'll find in **Basketball Yoga Blast**, developed by the *fitness experts*, is much more efficient than what you'd come up with on your own!

And since you'll be spending just 30 minutes of your day doing the *correct* routines in this efficient program, you'll be able to save more time for other pursuits in your busy day!

So are you ready to give **Basketball Yoga Blast** a try for yourself?

### **Here's the Skinny on Ordering:**

This is what you'll get when you order this *awesome* workout program:

- 6 DVDs with different workouts, from Beginner to Advanced
- Instruction Guide on how to use the DVDs
- an extra **free gift**: an illustrated booklet of healthy mind & body tips that will really help you utilize your basketball drills & yoga postures even better!

And if you order this program in the next 10 days, we'll include 3 more **BONUS GIFTS**:

- An NBA-Quality basketball
- a high-quality Yoga mat
- and a handy carrying case for it all!

And all of this is yours for just \$89.95, plus \$11.95 shipping.

Once you receive your package, you can finally **get started!** And with all of the easy step by step instructions, you'll soon be playing **Basketball Yoga Blast** at least 3 to 5 times a week, yielding you *super quick* results.

Imagine yourself feeling *leaner, stronger, and agile*, with more *flexibility* and *calmness* than you've ever experienced before!

### **A Great Value for your Money**

I think you will agree that you'll be getting *a lot* for your investment here. You could *easily* spend \$40 to \$65 on a quality yoga mat and basketball alone! And other workout DVD programs that aren't nearly as well researched or as well structured can cost well over \$60, *without* all the extra goodies that are listed here.

And think about all the classes you'd have to pay for to come close to all this fantastic training! With Yoga classes costing \$12-\$20 per session, and a gym membership at \$40 or more per month, this can really add up *quickly!* Of course you can use the **Basketball Yoga Blast** DVDs over & over at no additional cost!

And guess what! **Basketball Yoga Blast** is now **mobile-friendly** too! Once you buy the DVD set, we'll email you your own password, so you can download or even *stream* each workout routine on your smart phone or tablet. Now you can do these drills & poses anywhere!!

So... why don't you go ahead and order **Basketball Yoga Blast** today! Please fill out the enclosed Order Form, and you can mail, fax, or email this to us right away. Of course the *sooner* you start this well-researched program, the *better* you'll feel! And remember, if we hear from you in the next 10 days, you'll receive the 3 excellent BONUS GIFTS listed above too!!

### **No Risk Guarantee**



We know you will be *thrilled* with this outstanding fitness program once you get started doing the drills and routines.

If for some reason, you are not happy with the results you get from using **Basketball Yoga Blast**, please let us know. **FitR, Inc.** will refund your original cost (less the original shipping & handling) *promptly*. And you may even keep your **bonus gifts** that came with the DVDs, *no questions asked!*

For FitR, Inc.

Maria Scally  
Co-Founder, **Basketball Yoga Blast**

p.s. One of our *favorite* athletes is a big fan of **Basketball Yoga Blast** too...none other than **Michael Jordan!** He was recently heard saying “I would recommend this well-balanced cross-training program to any aspiring athlete!”. So don't put this off, order it today!

## Order Devise

**Basketball Yoga Blast** is the ideal fitness routine I've been searching for! I'm definitely looking forward to achieving a *lean, heart-healthy, flexible* body, and a more *focused, calmer mind*...in just 30 minutes a day!!

\_\_\_ **Yes!** I want to order this fun, synergistic new workout routine that's easy to learn. I see that it combines the best of Basketball and Yoga into one *powerful* workout! And I'm looking forward to gaining the additional benefits from doing this program including *more endurance, better balance, higher core strength, and faster recovery time!*

\_\_\_ Please RUSH me the **Basketball Yoga Blast DVD Program**, including the **Instruction Guide** and **Healthy Mind & Body Tips Booklet**. I am including \$89.95, plus \$11.95 shipping, for a total cost of \$101.90. Or bill my credit card number below.

\_\_\_ I am ordering within 10 Days, so please include my **3 BONUS GIFTS**:

- An NBA-Quality Basketball
- high quality Yoga Mat
- and handy Carrying Case!

All at no extra charge!

\_\_\_ Please also include my **EXTRA BONUS GIFT** for ordering within 10 Days:

**The Illustrated 12 Top Yoga Poses For The Aspiring Basketball Athlete!**

## 100% No Risk Guarantee

If I am not completely happy with the results I will achieve using **Basketball Yoga Blast**, I understand that **FitR, Inc.** will completely refund my original cost of this exercise program (less shipping cost), as long as I ask for a refund within 3 months of purchase.

And I can even keep all the bonus gifts if this happens, no questions asked!

We accept Visa, Mastercard, and American Express, or personal check. You may also order online at [www.fitrinc.com/order.com](http://www.fitrinc.com/order.com).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Method of Payment:

I have enclosed \$ \_\_\_\_\_ by  Check (payable to FitR, Inc.)

or Charge my  Visa  Mastercard  AmEx

No. \_\_\_\_\_ Exp: \_\_/\_\_

FitR, Inc.  
122 E Rushmore St.  
Montecito, CA 98831

ph.805-448-0408  
[www.fitrinc.com](http://www.fitrinc.com)

## **Lift Note for Basketball Yoga Blast**

From the Desk of *Kent Katich*, Co-Developer of **Basketball Yoga Blast**

-Known throughout the **NBA** as THE YOGA GUY

-L.A. Clippers Full Time Yoga Coach

I've been helping great players such as Blake Griffin, Joe Johnson, and Dallas Mavericks star Dirk Nowitzki improve their flexibility, body balance, and mental focus by helping them add a yoga practice to their weekly workout routines. In fact, I've personally introduced and trained approximately one-third of *all* NBA players with their own Yoga sessions in the last 6 to 8 years.

I created **Basketball Yoga Blast** in conjunction with Yoga expert and fitness coach Maria Scally. Thanks to her years of experience and expertise, together we designed an unsurpassed workout routine for anyone interested in combining the synergistic effects of doing Basketball drills and Yoga poses, while using just 30 minutes of their time per day!

Please look over the enclosed letter to view all the important benefits you can achieve through using this incredible program! I've seen what this can do for my star athletes...and now you can incorporate this *advanced* yet *fun* workout routine into your fitness regimen too!

Here's to your Good Health!

*Kent Katich*, L.A. Clippers Yoga Coach

## **Buckslip Premium Note**

HERE'S AN **EXTRA BONUS** IF YOU ORDER BASKETBALL YOGA BLAST IN THE NEXT 10 DAYS...

### **THE ILLUSTRATED 12 TOP YOGA POSES FOR THE ASPIRING BASKETBALL ATHLETE!**

Our Yoga expert Maria Scally, author of *Ultimate Athlete*, has put this *beautiful* booklet together with help from a professional sports photographer.

These are her **Top 12 Yoga Poses** that you can use yourself when you're not by your computer or DVD player. If you are a *serious* basketball player, you know that your game can leave you feeling out of balance with sore muscles, and it can take you awhile for your body to recover.

These *awesome* pictured Poses will show you step by step how to:

- Lengthen the right muscles to keep both sides of your body in better balance
- Elongate your spine to stand taller
- Improve your muscle tone and flexibility
- Relax your mind after a strenuous game
- and Reduce your recovery time by getting rid of lactic acid buildup faster

Normally an illustrated booklet like this would retail for \$16.95. But it's yours **FREE** if you order the **Basketball Yoga Blast DVD Program** in the next 10 days!

Basketball Yoga Blast Sample Letter – Craig Grossman

## **Envelope Teaser Copy**

**LeBron James** and **Magic Johnson** add THIS to their successful practice routines.

Inside: How THIS can help you achieve your fitness goals - in just 30 minutes a day!