

RISE RX HOOKS (BUILT FROM MEGER'S FRAMEWORKS)

1. Can you X without Y?

Template: Can you [desired outcome] without [undesired effort or belief]?

- Can you get in shape without living at the gym?
- Can you feel strong again without punishing workouts?
- Can you stay fit after moving without starting from zero?

2. How to X

Template: How to [achieve a clear outcome]

- How to stay fit with a demanding 9–5 schedule
- How to rebuild strength after having kids
- How to get back into a routine after relocating

3. How does X work?

Template: How does [process/system] actually work?

- How does getting back in shape actually work after 40?
- How does rebuilding your core really work postpartum?
- How does restarting fitness work when you're new to town?

4. Change your understanding of X

Template: Change your understanding of [common belief]

- Change your understanding of what “being fit” really means
- Change your understanding of post-baby workouts
- Change your understanding of starting over with fitness

5. Should you X to Y?

Template: Should you [common action] to [desired result]?

- Should you work out every day to see results?
- Should you “push through” exhaustion to lose weight?
- Should you jump into a hardcore program after moving?

6. X tips to improve X

Template: [Number] tips to improve [specific result]

- 5 tips to stay consistent when work drains your energy

- 5 tips to feel stronger without burning out as a parent
- 5 tips to rebuild fitness after a big life change

7. What would happen if you...

Template: What would happen if you [did/didn't do something]?

- What would happen if you trained smarter, not longer?
- What would happen if you stopped rushing your comeback?
- What would happen if you focused on consistency first?

8. Have you heard about X?

Template: Have you heard about [new idea or reframe]?

- Have you heard about low-stress strength training?
- Have you heard about rebuilding fitness in phases?
- Have you heard about easing back into workouts?

9. The problem behind X

Template: The real problem behind [common struggle]

- The real problem behind why busy professionals can't stay fit
- The real problem behind post-baby weight loss struggles
- The real problem behind quitting after starting over

10. How to X in Y time

Template: How to [result] in [timeframe]

- How to feel better in your body in 30 days
- How to rebuild strength in 8 weeks postpartum
- How to regain momentum in your first 60 days back

11. Easy ways to X

Template: Easy ways to [desired outcome]

- Easy ways to stay active during long workweeks
- Easy ways to move more without overwhelming yourself
- Easy ways to stay consistent while settling into a new city

12. The ultimate guide to X

Template: The ultimate guide to [outcome]

- The ultimate guide to sustainable fitness for professionals

- The ultimate guide to postpartum strength rebuilding
- The ultimate guide to restarting fitness after a move

13. X proven ways to X

Template: [Number] proven ways to [desired result]

- 4 proven ways to stay fit without burning out
- 4 proven ways to rebuild strength after pregnancy
- 4 proven ways to stick with fitness long-term

14. You won't be able to X until Y

Template: You won't be able to [outcome] until you [action]

- You won't feel better until you stop overcomplicating fitness
- You won't regain strength until you slow the process down
- You won't stay consistent until you build a routine that fits

15. Best ways to X without Y

Template: The best ways to [desired outcome] without [undesired condition]

- The best ways to get fit without tracking everything
- The best ways to feel strong without extreme workouts
- The best ways to stay active without starting over

16. X things you wish you knew earlier

Template: [Number] things about [topic] you wish you knew earlier

- 4 fitness truths busy professionals wish they knew sooner
- 4 things moms wish they knew before restarting workouts
- 4 things people wish they knew before getting back into fitness

17. X myths about X

Template: [Number] myths about [topic]

- 5 fitness myths keeping professionals exhausted
- 5 myths about postpartum fitness that slow progress
- 5 myths about starting fitness over later in life

18. How to X without Y

Template: How to [desired outcome] without [undesired action]

- How to get results without killing yourself in workouts

- How to rebuild strength without ignoring recovery
- How to stay fit without forcing motivation

19. How to deal with X

Template: How to deal with [challenge]

- How to deal with fitness plateaus when life is busy
- How to deal with frustration during postpartum recovery
- How to deal with inconsistency after a big move

20. Warning: Don't X

Template: Warning: Don't [common mistake]

- Warning: Don't start a program you can't sustain
- Warning: Don't rush your post-baby recovery
- Warning: Don't compare your restart to your past self

21. The secrets behind X

Template: The secrets behind [desired outcome]

- The secrets behind long-term fitness consistency
- The secrets behind rebuilding strength safely
- The secrets behind sticking with fitness after change

22. Guaranteed ways to X

Template: Guaranteed ways to [desired outcome]

- Guaranteed ways to feel better in your body
- Guaranteed ways to rebuild confidence through movement
- Guaranteed ways to create momentum again

23. Everything you need to know about X

Template: Everything you need to know about [topic]

- Everything you need to know before restarting fitness
- Everything you need to know about post-baby training
- Everything you need to know about easing back into workouts

24. How to X in simple steps

Template: How to [desired outcome] in simple steps

- How to get back in shape in simple steps

- How to rebuild strength safely in simple steps
- How to create a fitness routine that actually sticks

25. Smart tricks to X

Template: Smart tricks to [desired outcome]

- Smart tricks to stay fit with limited time
- Smart tricks to regain strength without burnout
- Smart tricks to stay consistent during life transitions

26. This one thing has helped me with X more than anything

Template: This one thing has helped me with [topic] more than anything

- This one habit helped me stay consistent with workouts despite a full-time job
- This one mindset shift helped me rebuild strength after having kids
- This one routine helped me stay active after moving to a new city

27. What's one thing everyone believes about X, but is actually a myth?

Template: What's one thing everyone believes about [topic], but is actually a myth?

- What's one thing everyone believes about fitness after 40—but is actually wrong?
- What's one thing everyone believes about post-baby workouts that's a myth?
- What's one thing everyone believes about starting over with fitness that isn't true?

28. Stop doing this with X. Do this instead.

Template: Stop doing this with your [topic]. Do this instead.

- Stop chasing motivation with fitness. Build routines instead.
- Stop rushing postpartum workouts. Rebuild strength first.
- Stop comparing your restart to your past fitness. Start where you are.

29. Everyone's talking about... / Why is everyone talking about...

Template: Why is everyone talking about [topic]?

- Why is everyone suddenly talking about low-impact strength training?
- Why is everyone talking about core rebuilding after pregnancy?
- Why is everyone talking about “starting small” with fitness?

30. If you're still doing X, you're missing out on Y

Template: If you're still doing [behavior], you're missing out on [benefit]

- If you're still training like you're 25, you're missing out on better results
- If you're still pushing through exhaustion, you're missing out on progress
- If you're still waiting for motivation, you're missing out on consistency

31. Weird habits that lead to results

Template: [Number] weird [topic] habits that are making [person type] [result]

- 5 weird fitness habits helping busy professionals stay in shape
- 5 weird recovery habits helping moms feel stronger again
- 5 weird routines helping people stick to fitness after moving

32. Can we be honest about X?

Template: Can we be honest about [topic]?

- Can we be honest about why fitness feels so hard after work?
- Can we be honest about postpartum “bounce back” culture?
- Can we be honest about restarting fitness later in life?

33. The best X I ever did

Template: The best [thing] I ever [did/made]

- The best fitness decision I made as a busy professional
- The best thing I did for my body after having kids
- The best habit I built after moving and starting over

34. I finally figured out how to X

Template: I finally figured out how to [get result]. Here are the steps I took.

- I finally figured out how to stay consistent with workouts—here's what worked
- I finally figured out how to rebuild strength safely—here's how
- I finally figured out how to stick with fitness after a move—here's the plan

35. How to 10X your X

Template: How to 10X your [result]

- How to 10X your energy without more workouts
- How to 10X your recovery without doing less
- How to 10X your consistency without motivation

36. Here's how you're finally going to X this year

Template: Here's how you're finally going to [get result] this year

- Here's how you're finally going to feel good in your body this year
- Here's how you're finally going to rebuild strength this year
- Here's how you're finally going to stay consistent this year

37. Ways to get more X in less time

Template: [Number] ways you can get more [result] in [time]

- 3 ways to get more results in less gym time
- 3 ways to feel stronger in 30 minutes a day
- 3 ways to build momentum in your first month back

38. Why is no one talking about X?

Template: Why is no one talking about [topic]?

- Why is no one talking about recovery for busy professionals?
- Why is no one talking about rebuilding strength slowly after kids?
- Why is no one talking about easing back into fitness?

39. Stop wasting time doing X

Template: Stop wasting time doing [behavior]

- Stop wasting time chasing perfect workout plans
- Stop wasting time comparing your body to others
- Stop wasting time restarting every Monday

40. What's the best way to X? Let me show you

Template: What's the best way to [get result]? Let me show you.

- What's the best way to stay fit with a busy schedule?
- What's the best way to rebuild strength safely?
- What's the best way to restart fitness without burnout?

41. Here's what happened when I tried X

Template: Here's what happened when I [tried something]

- Here's what happened when I trained smarter, not harder
- Here's what happened when I slowed down my comeback
- Here's what happened when I focused on consistency

42. Your X isn't working — here's why

Template: Your [thing] isn't working... here's why

- Your workout plan isn't working—and it's not your fault
- Your recovery plan isn't working—here's what's missing
- Your restart isn't sticking—here's why

43. Mistakes you're still making with X

Template: [Number] mistakes you're still making with [topic]

- 3 mistakes busy professionals make with fitness
- 3 mistakes people make restarting workouts after kids
- 3 mistakes people make when starting over

44. Bizarre myths people still believe about X

Template: [Number] bizarre myths people still believe about [topic]

- 3 bizarre fitness myths professionals still believe
- 3 bizarre myths about postpartum fitness
- 3 bizarre myths about getting back in shape

45. Smart people are getting results — here's how

Template: Smart [person type] are [getting result]. Here's how.

- Smart professionals are staying fit without burnout—here's how
- Smart moms are rebuilding strength without rushing—here's how
- Smart beginners are staying consistent—here's how

46. How to X the easy way

Template: How to [get result] the easy way

- How to stay active the easy way
- How to rebuild strength the easy way
- How to restart fitness the easy way

47. This is really embarrassing...

Template: This is really embarrassing, but...

- This is embarrassing, but I used to overcomplicate fitness
- This is embarrassing, but I ignored recovery for years
- This is embarrassing, but I kept restarting instead of adjusting

48. Steal my X strategy

Template: Steal my [topic] strategy

- Steal my weekly fitness routine for busy schedules
- Steal my strength-rebuild plan after pregnancy
- Steal my consistency strategy after starting over

49. I can't believe I didn't know this sooner

Template: I can't believe I didn't know this sooner about...

- I can't believe I didn't know this about sustainable fitness
- I can't believe I didn't know this about recovery
- I can't believe I didn't know this about starting slow

RISE RX HOOKS (BUILT FROM HORMOZI'S FRAMEWORKS)

Confessions, Contrarian Truths, & Pattern Breaks

1. I have a confession... most people don't fail at the gym because they're lazy — they fail because they're overwhelmed.
2. You've been lied to about getting in shape after 35.
3. People will hate me for saying this, but motivation is a terrible fitness strategy.
4. This is the biggest lie in fitness: "Just push harder."
5. I hate when people say you need to get in shape *before* joining a gym.

Questions That Call Out the Viewer

1. Busy Tyler professionals — do you ever feel like fitness just doesn't fit your life anymore?
2. Which would you rather be: sore and burnt out after week one... or consistent for the next year?
3. Do you ever wonder if you're doing everything "right" and still not seeing results?
4. What would you do if this year looked exactly like last year... health-wise?
5. Do you want to know the truth about why most people quit gyms?

"This Is Why / This Is What" Authority Hooks

1. This is why you're not seeing results — and it has nothing to do with your effort.
2. This is what's actually holding you back from consistency.
3. This is why you're exhausted after work — and how 30 minutes fixes it.
4. This is why most people feel intimidated walking into a gym.
5. This is what no one tells you about starting over with fitness.

Direct Commands (Strong Scroll-Stopppers)

1. Watch this if getting back in the gym feels intimidating.
2. Stop wasting time chasing perfect workouts.

3. **Don't start another fitness program until you hear this.**
4. **Listen to this if you're tired of starting over every few months.**
5. **Read this if you want fitness to finally stick.**

Stats, Proof & Specific Outcomes

1. **20 minutes, 3 days a week — that's all most beginners actually need.**
2. **90 days of consistency beats 10 years of "trying."**
3. **Most people don't know this: soreness is not a sign of progress.**
4. **Only a small percentage of gym members ever feel confident — here's how we change that.**

Stories & Relatability

1. **Let me tell you a story about a member who almost didn't walk in the door.**
2. **When I first started coaching beginners, I made this mistake too.**
3. **Here's what happened when we stopped pushing people harder — and coached them smarter.**
4. **This is why I almost quit traditional gym culture.**

Offers, Experience & Next-Step Hooks

1. **Here's the deal: if you show up three days a week, we'll take care of the rest.**
2. **If you're seeing this, it means you still have time to make this year different.**
3. **I made this beginner roadmap for anyone who feels out of shape and overwhelmed.**
4. **This is the blueprint we use to help normal people feel confident in the gym again.**

Curiosity & "Nobody Talks About This"

1. **Nobody talks about how intimidating gyms actually are — so let's talk about it.**
2. **Here's the crazy part: most people don't need harder workouts — they need clarity.**
3. **This will surprise you about getting back in shape after a long break.**

How Rise RX Should USE These Hooks (Quick Strategy)

- **Ads: #6, #11, #14, #16, #29, #30**
- **Organic Reels / Shorts: #1-5, #7-10, #17-20**
- **Pinned / Profile Videos: #14, #15, #25, #32**
- **DM & Sales Support Content: #21-24, #31**

These hooks directly address the exact objections and fears discussed in your Rise RX discovery call, paired with direct examples from Alex Hormozi's top performing Ad's playbook.