

# FITNESS LAUNCH ACADEMY

## DECLARING WAR

### Key Learning Points:

Create a Superhero identity that you can build your brand around.

- 1) What do you hate?
- 2) If you could wipe anything off the planet?
- 3) Who do you feel the most compassion for?
- 4) What is your big cause?

People over 35  
who don't fully  
live because of  
fear

People over 35  
who feel that  
their time has  
come to just  
accept their  
fate

People over 35  
who are too self  
conscious to  
go enjoy life

People over 35  
who have  
secretly just  
given up?

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Student Notes: