



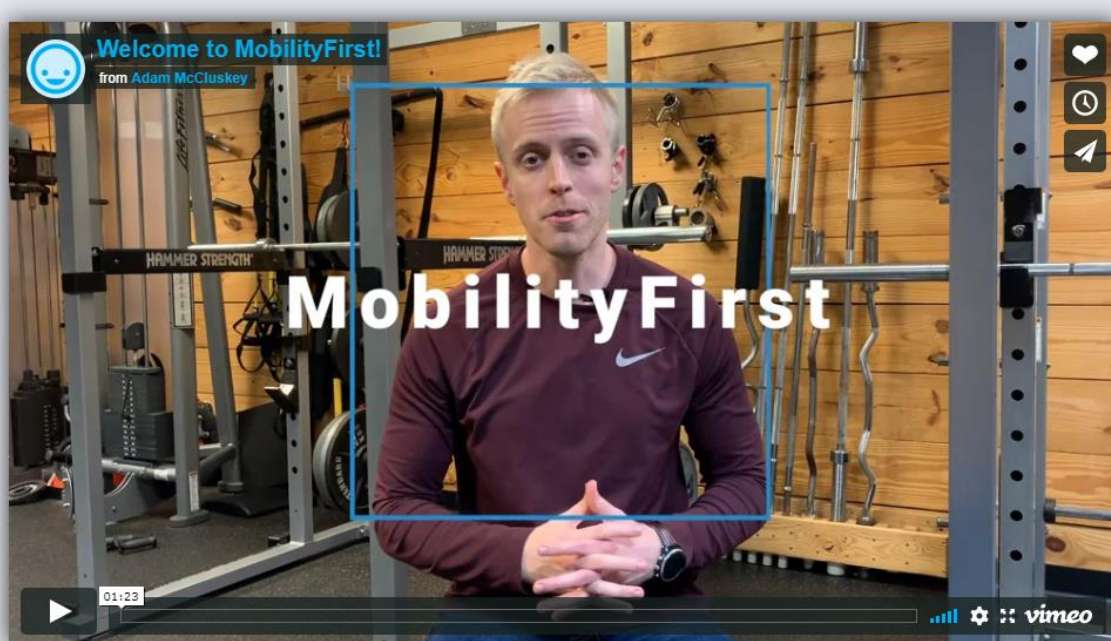
MATT MURPHY

CLIENT: The PT Initiative
PROJECT: Sales landing page
OBJECTIVE: Create a dedicated landing page to drive direct-response sales for a series of health videos
SUMMARY: Full text and page-structure recommendations for Doctor of Physical Therapy and Instagram influencer Adam McCluskey's new online membership program
WEBSITE: <https://www.theptinitiative.com/mobilityfirst>

The Secret's Out...

The Mobility Program Trusted Across the Globe for Pain-Free Performance is **Finally Being Released** - to YOU!

Unlock your mobility the *Right Way, Right Now* and learn the key to stress-free workouts for years to come!



Designed by a Doctor of Physical Therapy and professional strength coach, this world-class guide **shows you exactly what you should be doing** to take control of your body

- ➔ Active mobility programs that are enjoyable, engaging, and most importantly, *EFFECTIVE*
- ➔ Quick results and relief from movements not taught in PT school (but should be!)
- ➔ Access to everything you need to improve your mobility in one user-friendly online portal

It's time to take advantage of what so many others who have been in your shoes already know: **long-term fitness rests on proper mobility**. Once you've removed the painful obstacles keeping you from reaching your true potential, your body will thank you in ways you never could've imagined!

And I'm going to give you **everything you need** to make that happen!

[Improve My Mobility RIGHT NOW!](#)

Love to exercise but not able to workout the way you want to?

Tired of feeling stiff, sore, and clunky all the time?

Anxious about workout injuries but unsure what to do about it?

Then Welcome, You've Finally Found the Answers You've Been Looking For!

Hi, I'm Dr. Adam McCluskey, PT, DPT, CES

For years I've heard similar frustrations from thousands of fitness-minded men and women just like you.

Tell me if this sounds familiar:

- ➔ Exercise is a big deal in your life, but you're losing control over your body
- ➔ You feel "locked up" and what was once enjoyable at the gym is now painful
- ➔ You're worried about the effects of compensating for uncomfortable areas to avoid injury
- ➔ Programs from trainers and other physical therapists lead to dead-ends
- ➔ If you hear one more recommendation for a boring stretch routine, you'll scream!
- ➔ You need a solution that not only tells you what to do and when to do it, but that actually works!



Trust me, I hear you! I know how this feels and I know how hard it can be to find the right guidance.

Well, I'm here to tell you that **your search is over!**

It's Time to Unlock Your Mobility the RIGHT Way!

Enough with ineffective PT. Stop trying to piece together recommendations from trainers without the proper medical background. And please, PLEASE, let's can the so-called "expert advice" from random YouTube videos and blogs!

What if I told you one program could get your workouts back on track? Improve your overall performance? Boost your longevity for years to come?

It's true, it's here, and it's **built on the success I've had teaching thousands** of people all over the world on a regular basis.

Let me tell you how to take your mobility to the next level . . .

Introducing MobilityFirst

What you need to feel unrestricted, confident, and pain-free

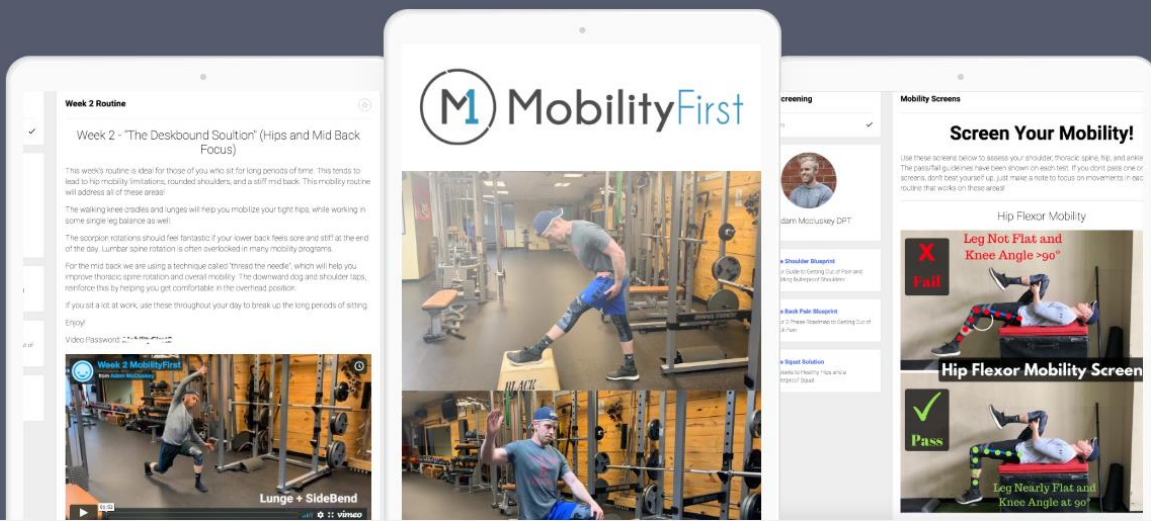
I've used my unique background combining performance coaching, physical therapy, and doctoral training to develop a scientifically-backed movement program, MobilityFirst.

MobilityFirst offers you a new video tutorial every single week targeting different problem areas in the body. It's based on proven methods for improving range and comfort of movement, not on outdated thinking that somehow continues to be used despite poor results (if any!).

The other key is consistency. See, doing an exercise once doesn't get you the results you want, and the same goes for mobility. And here's the thing: consistency gets MUCH easier when you're feeling better and better by doing mobility drills that actually work. Go figure!

That's why I've taken all the guesswork out of what to do and when to do it. You'll receive an alert every week when your new video is ready. Each one includes step-by-step instructions and checklists covering everything you need to know.

Plus, they can be accessed on any device, making it possible for you to continue optimizing your long-term health at home, the office, a nearby park, your hotel, or other convenient location!



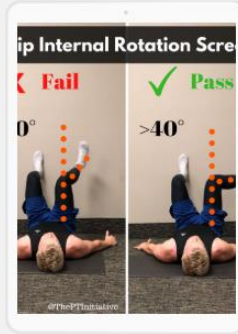
Your Ultimate Mobility Guide

MobilityFirst members enjoy readymade training for **performance AND longevity**.
Weekly training programs at your fingertips!



Done-for-You Programs

- New 2-minute video each week with pre-workout and non-training day exercises
- Detailed descriptions of each movement with demos by your expert movement coach—me!
- Mix of full-body routines and movements specific to common trigger areas
- Permanent access to all routines you receive as long as you're a member



Mobility Screening

- Detailed movement screening to uncover your primary mobility limitations
- Self-screens require no special equipment and can be done easily at home
- Visuals feature both right and wrong body positions so there's no confusion
- Instant access to all guides as soon as you sign up!



Member Portal

- Welcome area with a walkthrough of the program to help you maximize your well-being
- Each week's video, organized by month as you receive more over time
- Routine summaries: areas targeted, how it helps, checklist of all movements including sets/ reps/ times
- Helpdesk for any issues or questions you may have

[Give Me INSTANT Access to My Portal!](#)

Success Stories from REAL MobilityFirst Members

Our members were searching for answers **just like you**. They wanted a plan that laid out **exactly what to do** to truly improve their bodies' functionality and longevity.

Now, they're enjoying **remarkable results**, experiencing little to no pain, and putting more money back in their pockets without costly training appointments and rehab sessions!

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Before, I had some pain in my hip area because of the lack of mobility and muscle tension. Now, hip-area and shoulder mobility has improved significantly and muscle tension has relieved a lot. The feeling after doing sports and exercises is just amazing—I'm totally pain-free! Exercising is always easier when you have a plan on paper, especially if it's made by a professional. MobilityFirst was perfect, this was easily the best gift for me all year!



Markus Matilla

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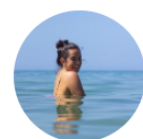
This mobility program was just the thing I needed. I just started working out a couple months ago and noticed that I'd be tight and sore afterwards. I started trying MobilityFirst as a warm-up—not only did I feel better after my workout, but my range of motion improved a lot. I noticed a big improvement in my squats and pullups. It was challenging, but I had a lot of fun seeing the results.



Devon Bergen

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This has been a treat! The videos are very well shot and put together. What I really enjoy are the easy-to-follow instructions. Knowing I don't have to do all sets at once means I don't have to add an extra 30 minutes to my workout and can just divide it up throughout the day. I feel good throughout the program, and I better understand where and why I have tightness in my body—plus some exercises I can do to help that!



Ashleigh Matthews

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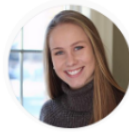
My range of motion has improved significantly. I'm no longer experiencing clicking in my shoulders, which feel much looser now. MobilityFirst has also highlighted some weaknesses I have as well such as balance. I've really benefitted from this program over the last few weeks!



Dan Lockshin

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The MobilityFirst program is really easy to follow, and the instructional videos are amazing! As an athlete constantly training, my body's often very sore and I can sometimes neglect my mobility. But this program didn't take that much time out of my day, and my hips and lower back feel much better than they usually do!



Katie Geddes

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This program is great for anyone looking to take their health into their own hands. Each week's videos are well done, concise, and filled with fantastic movements. It's perfect for improving performance, and getting back to working out with no pain! As a practicing physical therapist myself, I have been able benefit from Dr. McCluskey's creative mobility exercises which have helped me in the clinic as well as on the basketball court!



Drew Keres

[I'm Ready to Join the Community Too!](#)

An Effective Mobility Program Should Focus on TRUE Mobility, Not One-Off Movements

It sounds obvious, but this is where so many routines fall short

Between my time as a trainer / strength coach and a Doctor of Physical Therapy, I've seen a HUGE gap in what old-school "mobility techniques" offer and what people actually need. In fact, everything you're going through right now is what led me to start The PT Initiative in the first place!

See, *it's not just about stretching* like so many believe. Improving flexibility is important, but it's just one part of the equation. It's the difference between your muscle being a rubber band (good) or a string (bad).

But, guess what? You can be a human pretzel and still suffer the kind of pain that comes from poor overall mobility!

Finally, a Program Specifically Designed to Deliver the Key Benefits of Healthy Movement

On the other hand, mobility is all about how freely your joints can move through their full range of motion. And this is different for everyone. That's exactly why we have our proprietary screening guides to help you figure out what you need to work on most!

Active-mobility goes beyond typical passive stretching routines. Not only is it far more engaging, but it will boost stability, joint alignment, and other critical areas that stretching simply can't do on its own.

MobilityFirst is based on my years of medical research and direct experience helping others like you overcome their physiological limitations. It blends a holistic approach with active movement so that you can achieve:

- ✓ Full range of motion for improved muscle activation during exercise sessions, leading to better results
- ✓ Pain-free workouts with reduced risk of injury to ALL activated areas regardless of which ones you're specifically targeting
- ✓ Balanced joints and stability to prevent overcompensation for tight, weakened areas
- ✓ Easier day-to-day functional abilities, including basic ones like bending and reaching
- ✓ Lower risk of physical injury with age—after all, you've worked hard and deserve to be comfortable from your twenties to your twilight, right?

RIGHT!

Sounds Great, but Will This Mobility Guide Really Work for MY Movement Issues?

In short, yes! This is a proven program for anyone asking: "how can I improve my mobility?"

Quite simply, if you want to live an active, pain-free lifestyle, a well-designed mobility plan is ESSENTIAL!



Pro athlete? Iron man? CrossFit competitor?
This will help keep you in peak condition throughout your training.



Gym rat? Rec leaguer? Weekend warrior?
MobilityFirst reduces the risk of injury and avoidable muscle soreness.



Construction worker? Law enforcer? Office dweller? Every job—including desk jobs—puts stress on the body in different ways that can be magnified at the gym.

No matter your walk of life, this program will empower you to **unlock your own body** for safer, more enjoyable workouts... **and keep it that way!**

Getting Started is Quick and Easy!

The great thing about MobilityFirst is how brief each video is—just 2 minutes!—and how easy you can slide each set of movements into your daily routine. In other words...

Fast. Simple. Effective.

Those three things define my entire approach to this program beginning with the very first step. I want to get you up and running in moments so that you can start enjoying safer, more productive workouts as quickly as possible.

This is all you need to do:



Sign Up in Less Than a Minute

Sign up for your MobilityFirst membership today and gain immediate access to your personal portal via desktop or mobile device! This makes it simple and easy to access the full program from anywhere you like.



Start the Mobility Screens

Acquaint yourself with everything using our handy walkthrough so you know what to expect once you get underway. Check out our screening guides to gauge your existing mobility strengths and weaknesses. Then move on to week 1 when you are ready!



Get Started on the Week 1 Program

Your first MobilityFirst video is already locked and loaded! Keep an eye open for an email alert every 7 days letting you know that your next tutorial is available. Your video library will grow with each passing week and contain practical mobility routines—squat movements, desk-bound exercises, running warmups, and many, many more! Enjoy pain-free workouts and off-days along with our other happy members, many of whom saw results in the very first week!



We've Got Your Back!

Whenever you need it, our helpdesk can be reached through your portal to help with any questions or issues that may pop up. Improving your mobility and living an active, pain-free life is a worthwhile journey. My team and I are here to help you each step of the way!

Let's Take Your **FIRST** Step with MobilityFirst!

I want you to take back ownership of your body, period. And this innovative program will walk you through exactly how to do this each and every week.

What I don't want you to do is agonize over yet another credit-card payment on top of your gym dues, spa treatments, event entry fees, and so on.

That's why I'm offering this entire program—HD tutorials, detailed summaries and checklists, screening guides, and ongoing video library—for the AMAZING price of only \$12 per month!

Exercise the way you want to. Never stress over workout-related aches and pains again. And enjoy the long-term benefits of maximum mobility thanks to 4 new video routines each month, every month, for as long as you're a member!

By the Way, Did I Mention...

That You Can Start Right Now for **FREE?**

It's been an honor to help so many people across the world realize the joy and empowerment that comes from having true ownership of how their bodies move and feel.

I'm so confident that this program will revitalize YOUR body's mobility as well that I'm offering a **1-week free trial.**

That's right—no risk, no commitment, just a guarantee that you'll see the long-term value of this program right away!

Your **FREE** trial includes access to:

- Member portal with program walkthrough
- Screening guides to gauge your biggest hot-button target areas
- Your first video tutorial, playable from any computer or mobile device
- Summary of benefits and descriptions associated with each movement
- Checklist of sets, reps, and other specs for the entire routine

If, for any reason, you decide after a week that this isn't for you, simply cancel your membership—no cost, no questions asked.

You have nothing to lose and everything to gain from testing a program that's provided much-needed relief for so many others!

Start My RISK-FREE Trial Right Now!


Pay Nothing Today!

Just \$12 / month after the first 7 days


100% Privacy. No Contracts. Cancel Anytime.

Frequently Asked Questions


Still debating what's best for you? I know this program will help you achieve your mobility goals, but I want you to be just as confident! Here are some of the most common questions I receive from others before they become MobilityFirst members.

Why should I care about mobility? 

When your joints have full range of motion, it triggers a cascade of benefits that begins with short-term exercise and ends with long-term health. Your muscles are better able to engage during workouts, which therefore become more productive. This means increased strength and reduced pain and risk of injury thanks to your ability to use proper technique. So, when you find a program that cultivates flexibility, joint stability, and muscle balance, it's worth it for the long haul!

Will this mobility program work for me? 

I've done traditional PT, why is this any different? 

How do I access the program? 

I already stretch, why do I need this? 

Can I do this at home? 

What does my membership include? 

How much does it cost? 

What if it's not for me? 



Get Started for **FREE** Today!