# Give me 30 minutes a day for 30 days and I'll give you a longer, stronger...BETTER...life than you ever dreamed possible.

# But you better act quickly - it's only available til the end of 2014!

Hi Janet.

When I retired from basketball for good at the age of 41, its seemed like everyone had different prediction as to what would happen to me.

I remember one sportscaster even jokingly predicted that I'd go bald, grow a beer belly, and get dropped by all my endorsements. He thought he was being funny, but to tell the truth, I was terrified he might be right.

And it didn't help matters much that over the next few months I saw the pounds start to creep on. I told my wife I could stand in front of my mirror and watch the love handles grow right before my eyes. She wasn't amused.



It wasn't like I just quit working out and started eating bags of potato chips either. I still watched what I ate and worked out almost every day. But no matter how hard I tried, I just couldn't maintain the same level of fitness I

I bet you know what I'm talking about. You try to stay in shape, but as you get a little older, a little busier, and a little more focused on problems other than your waistline, things just have a way of going soft.

For me, it got so bad that when I woke up on my 42nd birthday in the worst shape of my life with my joints sore and aching, I made a vow to get my mojo back – and keep it.

That day I sat down and wrote three goals:

had when I was playing basketball.

- Maintain a super high level of fitness. 1.
- 2. Keep my joints flexible so I could keep going strong as I aged. 3. Stay strong mentally and physically.

What I wanted was something that was fast, fun, and user-friendly. And something that would give me results quickly. I didn't want to spend another birthday out of shape.

I didn't think that was a lot to ask, but let me tell you – there was nothing out there that didn't require me being in the gym for hours a day (been there, done that, got the trophies to prove it).

So, I decided to create my own workout.

do this, I wanted to do it right.

I did my research, talked to experts, and enlisted the help of some of the leading fitness pros. If I was going to

# THE BIRTH OF A BETTER WORKOUT.

Now when I say that my workout had to be fast, fun, and user-friendly, I'm not kidding.

Like you, I don't have a lot of time to spend trying to stay in shape. Wedging hours-long workouts in between working, family, and life in general was not going to work for me. Plus, I wanted results...and I wanted them fast.

Likewise, I know myself well enough to know that if it wasn't fun I would get bored pretty darn quick.

And if it the workout was too complicated, I just simply wasn't going to stick with it.

So what to do?

After 30-plus years playing basketball, I knew how great the drills were for staying in shape. I'd also been hearing my wife talk for years about how great her yoga practice was - and I have to admit she's in great shape, with a calmness even in the midst of our household chaos that I have always found incredibly sexy.

My brain started putting two and two together, and I thought, "I wonder what would happen if I combined the fat-burning benefits of basketball drills with the mental and physical benefits of yoga?"

It took me about a year – and a lot of conversation with my experts – but I finally came up with a workout that combined the two.

# A LEANER, STRONGER, MORE FLEXIBLE ME.

Every day for 30 minutes I did the workout. I expected results, but let me tell you...even I was amazed at how fast things started shaping up. In just 30 days I went from borderline tubby Michael Jordan to lean, super-fit MJ (now short for "Mo-Jo").

Not only that, but I could actually touch my toes! I have never, ever been able to touch my toes before. I couldn't believe how flexible I'd gotten in just a month.

Of course, my wife noticed the changes immediately.

The love handles were the first to go, and my clothes started fitting and hanging better. Instead of dreading looking at myself in the mirror, I began looking forward to it. In fact, I started going out of my way to pass mirrors and windows so I could check myself out.

Pretty soon, my friends and family started asking me what I was doing differently. I was happy to share my workout with them. Those who actually worked the program started seeing immediate results, too.

One person in particular was my mom's best friend, Dee...

# A LIFE-CHANGING WORKOUT.

For years, Dee and my mom did everything together. Church, shopping, parties...you name it, they were out doing it. People half their age found it tough to keep up with them.

What most people didn't know was that Dee waged a daily battle with crippling arthritis. Over the years, those 50 extra pounds Dee carried around took a toll on her joints and muscles so that some days she couldn't even get out of bed.

It looked like her days of gallivanting around the countryside with my mom were over. In fact, things had gotten so bad that Dee's doctor told her she could expect to be in a wheelchair in the next year or two.

Mom was devastated and asked me to get Dee started on the program. At age 69, Dee began working out for the first time in her life. She had to go slow at first, but after 30 days she was down 15 pounds! And after two months she was down 27 pounds, and still going strong!

Besides the weight loss, Dee found that she could move better and with less pain. She called it her "miracle cure" and began telling all her friends and family about it.

That's when I decided I needed to share my workout with as many people as I could. The results everyone was getting were just too dramatic not to.

## **INTRODUCING BASKETBALL YOGA BLAST!**

And that's why I'm reaching out to you today.

For a short time, I'm offering my workout to people like you who care about their health and fitness. People who want to live a stronger, longer, better life.

Called Basketball Yoga Blast, my workout combines basketball drills and yoga moves into a unique program that will take you way beyond simple fitness to help you achieve a super-fit, leaner, more flexible you.

I designed it so that anyone – no matter what their current fitness level – can see immediate results.

# Here's the scoop...

**FAST RESULTS** – I'm just going to cut to the chase: People who use my workout – with its exclusive combination of basketball drills and yoga moves – achieve a better body and better health in as little as 30 days. This is not hype. It's a promise. In one month you will look better, feel better, and be well on your way to lifelong fitness inside and out. Imagine how good you'll feel knowing that you are adding years to your life. And yes...adding life to your years.

**SHORT AND SWEEEEEET!** Nobody knows better than I do that time is a premium in the typical American household. In my own family, we're lucky if we sit down to dinner a couple of nights a week. That's why I designed Basketball Yoga Blast to take only 30 minutes from start to finish. But while it may be short in length, it isn't short in health and fitness benefits. You will be amazed at how this short workout will make you look and feel...in as little as 30 days.

FUN AND EXCITING – When it comes to a fun fitness routine, no other workout even comes close to Basketball Yoga Blast! You'll be moving your body in ways you never thought possible while having a great time doing it. Before you know it, your workout is done and you're one step closer to living stronger, longer and better. And since it's fun to do and easy to follow, you'll find yourself looking forward to your next workout - and that means you'll be much more likely to keep at it.

**PEACE OF MIND** – Because I personally developed Basketball Yoga Blast with the help of other NBA / WNBA players, certified yoga instructors and sports medicine professionals, you can rest assured that you're putting your faith into a program that is not only safe, but also incredibly effective. You don't have to worry that you are investing in yet another program that takes your money and gives you very little in return. Basketball Yoga Blast does what it says it will do.

**CONVENIENT** – No more tying on your sneakers and heading to the gym. (No more pricey gym memberships, either.) You just walk over to your DVD player or computer and hit the button. Work out in the comfort of your home, on your schedule. Anytime you have 30 minutes to spare.

**DAILY MOTIVATION** – Believe me, I know how easy it is to let life get in the way of working out. Which is why I'll send you daily mind and body tips that give you insider information to help you make the most of your program. Just think...every single day you'll get a little shot in the arm to help keep you motivated and moving.

**EVERYTHING YOU NEED TO SUCCEED** – The Basketball Yoga Blast workout comes complete – nothing else to buy. You'll get everything you need to get super-fit and super-healthy, including...

- o 6 DVDs that take you from beginner to advanced, so you can proceed at your own pace. When
- you're ready to move up, just go to the next disc. o NBA-quality basketball so you can workout like the pros.
- o High quality yoga mat that gives you the right amount of cushion and traction, for better balance and greater comfort.
- o Easy-to-follow instruction guide answers all your questions so you don't have to waste valuable time "getting up to speed."

100% MONEY-BACK GUARANTEE – Because I'm so sure you'll love Basketball Yoga Blast, I'm offering you a risk-free guarantee. Here it is...if you don't see measurable results in 30 days working out only 30 minutes a day, I'll give you your money back - no questions asked. Now, I'm a trusting kind of guy so I expect you to work the program – don't just sit on the sofa and then after a month say "It didn't work, Michael!" But I know you won't because you're going to love this program from the very first session.

#### THE SCIENCE BEHIND IT.

No other workout today combines the benefits of basketball drills with the benefits of yoga moves. We're the only one.

This unique combination does something truly wonderful to your body – helping you burn fat, develop lean muscle tissue, and become fit and flexible in a very short amount of time.

But to truly understand why the workout works so well, let's examine each discipline individually.

First up, let's discuss the benefits you'll get from working the basketball drills in Basketball Yoga Blast...

Anyone can play – It doesn't matter whether or not you ever played, because basketball is an easy sport to master regardless of your fitness level. We'll walk you through each drill until you're dribbling like a pro. And remember...you proceed at your own pace.

Burns fat like nobody's business – Playing basketball keeps you in a constant state of motion – running, dribbling, jumping – helping you burn calories and fat. In fact, the experts at livestrong.com call playing basketball "one of the best aerobic workouts around." Before you know it, you'll be turning heads again.

**Tones your body from head to toe** – According to body + soul magazine, playing basketball is not only great for toning your legs and butt, but your arms, shoulders and back muscles also get a great workout. You'll be amazed how 30 minutes a day with Basketball Yoga Blast will trim and tone your body from head to toe. Even if you're in good shape now, you'll be moving better and more confidently in just a few short weeks.

Improves stamina big time – Performing basketball drills gets your heart pumping and your lungs going so you'll see improved heart health and overall stamina. Not only will your risk of heart disease and stroke undergo a significant reduction, but you'll also feel stronger and more energetic. Dance til the wee hours? You bet! Romance your significant other longer and more often? Absolutely!

Improved hand / eye coordination – Now I can't promise you'll be juggling after a month of Basketball Yoga Blast, but I can tell you that you won't be a klutz anymore. Just imagine how great that will be!

Now, take all those benefits performing basketball drills can do for you and combine them with the proven benefits of yoga, and you've got a powerhouse workout that works you from the inside out.

Because yoga not only stretches your muscles, but stretches your mind as well. People who practice yoga are known for their healthy mind / body connection, flexibility, and overall great mental and physical condition.

Working the yoga moves of Basketball Yoga Blast ...

Improves your flexibility for better joint health. Yoga will help your body "age more gracefully," keeping you active longer by impeding degenerative diseases like arthritis. Instead of crippling disease so common as we age, you can look forward to staying active and vital.

**Elongates your spine for better posture.** Good posture not only makes you look better, but it also works to keep your vital organs aligned and in optimum working order.

Builds deep core strength for better balance. And better balance means fewer falls. This is even more important as we age when one bad fall can put an end to our mobility for good. Remember Dee? She improved so much that her family no longer worries that she'll take a fall and break a bone like so many other older folks are prone to do. And that wheelchair the doctors thought she'd be in? Never happened. Not even a cane

**Conscious yoga breathing lowers your blood pressure** and slows your heart rate, while distributing more oxygen into your blood stream. What this means is that you'll improve your overall heart health. Another benefit of yoga breathing is sharper focus and better mental clarity. Imagine how pleased your boss (and your spouse) will be!

Lowers stress. It's a proven fact that yoga's meditative quality has a substantial calming effect. In fact, a recent Harvard Medical School study concludes that people who have a regular yoga practice have lower stress levels, and significantly lower rates of heart disease.

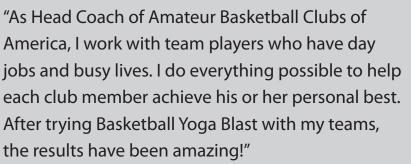
## YOU GET OUT WHAT YOU PUT IN.

I'm not going to lie to you...this isn't a fluff workout. It's tough, but it's also doable.

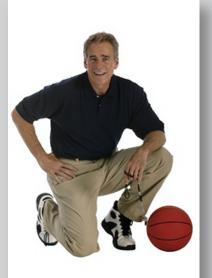
But you've been working out long enough to know that when it comes to fitness, you reap what you sow. If you're going to goof off, then you're not going to get very far along the journey to a stronger, longer, better life.

Hey...I've been there, I know. That's why I designed Basketball Yoga Blast to keep you going strong – even on those days when you just really don't want to work out.

But don't just take what I'm telling you as solid gold. Listen to the people who have tried it and swear by it...



- J Cunningham





"Every evening when I get home, I fire up your program. I enjoy 30 minutes of a fun workout that involves one of my favorite past times – basketball. Thanks for creating a basketball fan's fan-tastic workout that helps us perform better on all levels." - H Walters

"Being a single dad, I need to keep my energy level up to keep up with my six and eight-yearold sons. I've found that your program helps me maintain the fitness and stamina levels I need to manage work, kids, and home. Basketball Yoga Blast makes it fun for all of us to play basketball and stay healthy."

- T Young



# **ARE YOU READY TO LIVE A LONGER, STRONGER BETTER LIFE?**

You may be fit. You may be at your ideal weight. You may be saying "So what do I need this program for, MJ?"

Well, actually, there a lot of really great reasons we've already talked about, like...

- You get fast results. - It only takes 30 minutes a day.
- It's fun!
- You workout at home at your own pace. - It comes complete with everything you need – nothing else to buy, ever.

But what I really want you to think about is what it means to be really fit.

The kind of fit that starts from the inside and works its way out. Mental and physical fitness that not only helps you live a better life, but also helps you live your best life.

The kind of fit that lets you know beyond a shadow of a doubt that no matter what happens, you're strong enough to tackle it.

The kind of fit that helps you age more gracefully, with increased health and zest for life.

More confidence? Yes.

More strength? Absolutely.

Better health and greater stamina? Heck yeah.

And guess what? With Basketball Yoga Blast you can have all that without having to kill yourself by spending hours in the gym.

With Basketball Yoga Blast, anyone can live a stronger, longer, better life...in just 30 minutes a day.

Take a moment and think about what being really fit will mean to you and the people who love you.

Will it mean climbing that mountain you always talked about?

Or maybe it will mean having the courage and confidence to go after that dream job you always wanted?

Or maybe it's simply having peace of mind knowing that sickness and crippling disease won't be spoiling your retirement.

Am I overstating the benefits of Basketball Yoga Blast?

Not at all. This can be a *life-changing* program, my friend.

# **GET THE PROGRAM, GET RESULTS**

No other workout on the market today combines the incredible benefits of basketball drills with yoga moves.

In 30 days, you will watch your body transform before you very eyes or your money back.

Watch your muscles become longer, leaner, and more flexible. (Never been able to touch your toes? Well you will now.)

Feel your stamina and endurance improve. (Carry your groceries and the kids up the stairs without getting winded!)

Rest easier. Play harder. Get healthier. Live longer, stronger, better.

The list goes on and on.

## **RESULTS OR YOUR MONEY BACK**

As I mentioned earlier, I am so convinced you'll agree that Basketball Yoga Blast is the best workout on the market today that I'm willing to give you an amazing Money-Back Guarantee. If you're like me, you don't want to spend your hard-earned money on something you're not sure is going to work. So I want to make it as easy as possible for you to say "yes" and feel good about your decision.

I've made a lot of big claims here on how this program will change your life.

So before you decide whether or not you want to try the workout, here's something I want you to think about... how many fitness programs out there promise you MEASURABLE results in as little as 30 days or your money back, no questions asked?

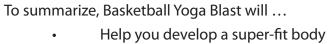
None. Basketball Yoga Blast is the only one.

I make this guarantee because I'm sure you'll love Basketball Yoga Blast, and love the results you get.

But even if you're that one in a thousand who doesn't love the program, all you have to do is send it back to us. We'll even pay for return postage. And so you know there are no hard feelings – you keep the yoga mat as my gift to you.

#### PKOGKAM GET WITH THE

In this letter, I've only been able to skim the surface of the benefits you'll experience when you make Basketball Yoga Blast the mainstay of your fitness routine.



Improve your flexibility and longevity ٠



- Give you better hand/eye coordination ٠
  - Help you build deep core strength
  - Reduce your stress

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- Improve your sleep
- Build your stamina and endurance Help you age more gracefully and put more life in your years ٠

In short, with Basketball Yoga Blast you get a fun, exciting workout that will totally transform your mental and physical health in 30 short minutes a day. All in the comfort of your own home, on your schedule.

#### DON'T LET LIFE PASS YOU BY.

Now is the time to start building your very best life.

Not tomorrow. Not next week.

Today.

After all, you never know what tomorrow will hold. You might wake up like me one day and say, "Is this it?"

Or you might wonder in the back of the ambulance, "Was there anything I could have done to prevent this?"

I can honestly say that Basketball Yoga Blast changed my life. It changed the way I looked at my fitness and the way I approached my health.

Was I fit before? Of course I was. But Basketball Yoga Blast has helped me become the super-fit person who doesn't worry about what life throws my way.

#### A BARGAIN AT ANY PRICE.

Basketball Yoga Blast isn't free...but it is very reasonably priced.

Especially when you consider that the average cost of a gym membership is \$58 per person per month. Over a 12-month period, that's \$696. For one person.

Or consider this: According to a special report from the powerhouse consulting firm, Millman, Inc., the average family of four with an employer-sponsored healthcare plan still paid more than \$ 3,600 on out-of-pocket medical expenses.

Just think how much you could save if you were operating at optimum health and fitness.

The benefits of Basketball Yoga Blast far outweigh the cost of the program – which is a bargain price of only Ş299.

That's a fraction of what it would cost you for just a few months of that gym membership, and way below the cost of other programs that don't promise you the kind of results that Basketball Yoga Blast does.

Heck, you'll save that in gas money going back and forth to the gym.

But...if you act before December 31, we'll cut the program cost in half to just \$149!

That's an unbelievable price for an incredible program. And I know you're going to want to take advantage of this special price before the deadline.

#### A LIFETIME OF GREAT HEALTH.

Even with all the money you'll save in healthcare costs and gym memberships, you really can't put a price on the quality of life and peace of mind that comes from achieving true physical and mental wellness.

Take a moment and visualize how you'll feel 30, 60, 90 days from now?

Imagine the look on your spouse's face when you walk into the room with your new lean body.

The smile on your kid's face when you're able to go the distance at the swim park.

Take a minute and think about how much richer your life will be once you're really fit.

Pretty powerful stuff, huh?

## A LITTLE SOMETHING EXTRA FOR EARLY BIRDS.

I think by now you can tell by now how much I believe in this program, and how much I believe it will help you achieve a super-fit body and optimum health and well-being.

Which is why I want you to get started right away. I don't want you putting it off for a few days thinking you'll "get around to it."

I want you to do it now.

Now's the time and the now's the place to draw that line in the sand and say "I'm not going to settle for mediocrity anymore."

I believe in this program so much that I'm willing to put my name on it. And for the first 350 people who respond to this offer, they're going to see my name on something else...

A basketball signed by me. Michael Jordan.

No kidding.

Now I don't know how long it will take for 350 people to respond to this offer, but if I were you, I'd act now. Because once the signed basketballs are gone, they're gone.

Not only am I convinced Basketball Yoga Blast is the best workout on the market today, I'm sure that it will change your life.

Try it for 30 minutes a day and in 30 days you will burn fat, develop lean muscle tissue, and become more fit and flexible.

Think about it...in one month you'll be well on your way to living a longer, stronger...BETTER...life. The kind of life you always wanted to live. A life where you're in total control.

I am absolutely convinced you have the power to do this.

That's why I'm giving you a no-risk, money-back guarantee.

That's why I'm giving you more than half off the program.

And that's why I'm going to autograph the basketball that comes with your program if you act right away.

After all, my name is on the line here. There's no way I'm going to sell you something that I don't believe in with my whole heart.

Please don't wait. The sooner you order the sooner you can be on your way to living life on your terms. Click here to order Basketball Yoga Blast today.

Your friend in fitness.

Michael Jordar

P.S. I almost forgot to tell you about the special bonus I have reserved in your name! I'm going to send you a signature Basketball Yoga Blast carrying case for your yoga mat FREE if you order before November 30. Made of high-quality materials with a reinforced handle for easy carrying and storage, the case is valued at \$33, but is yours to keep (along with the yoga mat!) even if you decide the program isn't right for you. So order now because you have absolutely nothing to lose, and a lifelong of super-fit living to gain!