



Peter Tzemis · 1st



Western University

Serial Entrepreneur, Copywriter, and #1 Best Selling Author | Marketing Consultant for Celebrities & 9 Figure Brands | My Words Have Sold Over 37M | PupLabs.com | BeatYourControl.com

Greater Toronto Area, Canada · [Contact info](#)

[178 connections](#)



3 mutual connections: Troy Ericson, Stefan Georgi, and 1 other

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About

It's not every day that someone with a background in biology becomes a world-class marketer in multiple industries. When it happens, you can be sure it wasn't conventional.

In university, with my finals 1 week away, I launched my first fitness program, Anabolic Stretching, which became a runaway success, earning me more than my professors in a single week.

This provided the launch pad to build an entire fitness business, which I sold in 2017. For a year after, I went deep into the rabbit hole of SEO, content, and branding helping to build up review websites like bodynutrition.org to 7 figures per year.

After exiting that, I chose to get mentored 1-2-1 for 18 months by world-class copywriters Chris Wright and Mike Abramov, where I learned how to scale offers and businesses to 2M+ a month, including the Inbound Closer program for Traffic & Funnels.

But my real entrepreneurial spirit was calling. And I was tired of not being in full control of my work.

I'd make a VSL, but the production would go wrong, or the page layout would be off. My marketing and words got neutered.

So I pivoted back to entrepreneurship, launching 2 highly successful ventures - Pup Labs and the Supplement Millionaire Mastermind, as well as the #1 Amazon Bestseller, The 77 Laws of Six Pack Abs.

When I'm not scaling Pup Labs and its various offers in the dog niche, I speak and consult business owners and entrepreneurs on how to optimize their sales funnels and scale their businesses using my over 40M data-driven strategies.

I've also:

- > Sold over \$37 million of online products and consulted with 9-figure brands and celebrities, including Jordan Belfort.
- > Been a speaker at world-class marketing events, including Copy Accelerator, Kommerce Kings Mastermind, Mimosa Mastermind, Leap Foundation And GiveGiveGive!
- > Appeared in NY Weekly, U.S. Times Now, and Vents Magazine among others.
- > Written 7 books, including my #1 Amazon best-seller, The 77 Laws of Six Pack Abs.

I'm also one of the only direct-response marketers to have sold an actual business, giving me a unique perspective and skillset.

All my split-tests are documented, and the results speak for themselves. Yes, I even share my losing tests, because the lessons are too good to ignore. You can find out more on BeatYourControl.com

So if you're interested in having me speak or consult your brand, or heck, even if you just want to chat about anything from entrepreneurship, scaling from 6 to 7 to 8 figures, writing, or the best beaches in the world, reach out today on LinkedIn or by email.

Email: peter@petertzemis.com

Featured

Link



Supplement Millionaire Mastermind

supplementmillionaire.com

My health supplement mastermind, where I (and my wildly successful business partner Cody Bramlett) teach the keys to success for supplement business owners looking to scale to 10M...

Link



Pup Labs™

puplabsco

My all-natural dog treats and supplements company I created in response to a corrupt industry raking in cash from dog owners while their pets suffer.

...

Link



BeatYourControl.com

[Beat Your Control](http://BeatYourControl.com)

My marketing education platform, where I document all my million-dollar split tests and how I'm actively scaling my businesses to 8 figures in 2022.

Experience



Partner | Supplement Millionaire Mastermind

Self-employed

2021 - Present · 1 yr 8 mos

My business partner Cody Bramlett managed to build an 8-figure business by being a master of operations and team building. With my expertise in marketing, we struck a deal.

The Supplement Millionaire Mastermind was the result. In it, Cody, myself, and a selection of hand-picked experts share how to launch, grow and scale a new or existing online supplement business to 10M+ annually. We cover areas like:

- > Operations and world-class team building
- > Scaling to 8 figures without paid media

- > Accounting and taxes
- > Copywriting, split testing, and marketing
- > Paid media
- > Customer acquisition

In other words, it's a full-on front-to-back solution for supplement business owners. Originally it was just a done-for-you course called The Supplement Millionaire Blueprint.

But we quickly discovered that business owners needed something more involved, so we scrapped the whole thing and turned it into the Supplement Millionaire mastermind.

Every week we have a group call with all the members, with both beginners and companies who sold 80m last year. We teach marketing, operations, and scaling your business from 0-8 figures and more.

We also created a one-of-a-kind community where affiliates can cross-promote each other and grow their business to 7 and 8 figures almost automatically.

To learn more about the mastermind and how you can join, check out the link in the multimedia below.

Skills: Creativity Skills · Entrepreneurship · Writing



Supplement Millionaire Mastermind

The Supplement Millionaire Mastermind Website Where You'll Get Insider Access To The Highest-Converting Supplement Strategies... Meet Dozens Of Million-Dollar Affiliates Wh...



Owner | PupLabs.com

Pup Labs LLC · Self-employed

2021 - Present · 1 yr 8 mos

When my parent's new dog, Zoe, developed a limp at just one-year-old, I decided to do some digging, and in the process of discovering the cause, I discovered something much bigger...

It turns out the dog industry is one of the most corrupt there is. Kibble can be made from dead dogs, vets were pushing unnecessary surgeries for 10k a pop, and just five billion-dollar companies ruled it all.

I quickly realized Zoe was slowly being poisoned from her supposedly organic healthy food, and her toys were filled with chemicals. After getting rid of all the crap her issues cleared up, and she was back to her usual self - jumping, running, and wrestling with me. Not a dime spent on surgeries.

I knew there were others out there that could use my help. At the same time, I reflected on how it cost us \$800 for Zoe to see the vet for 15 minutes and must have cost the same for dozens of others. The vet we visited must have been bringing in \$30-40k a day...

So I thought I'd build an honest, transparent company in the dog niche, and that's what I did. For 6 months, it was a mess, with \$20-30k sunk into research and a deal with a business partner that didn't pan out.

But then I scrapped it all and started from scratch, and Pup Labs came about. Here at Pup Labs, we have one mission - help your pup run, jump, and play to create memories that last a lifetime with transparent, high-quality health products.

PupLabs provides only the best, highest quality health supplements and treats to ensure your dog lives a long, healthy, and happy life. So that your best friend is jumping on your lap and showering you with slobbery, wet kisses... whether they're 1 or 15 years old.

Our products have:

- > All-natural flavoring
- > Clinically-proven doses
- > No proprietary blends
- > No chemicals
- > Custom formulations
- > Production in the USA
- > An industry-leading 180-day guarantee

To check out more about Pup Labs, visit the link in the multimedia below.

Skills: Creativity Skills · Entrepreneurship · Writing



Pup Labs

The home page for the Pup Labs website covering our mission and products.



Direct Response Marketing Consultant | #1 Amazon Best-Selling Author |

BeatYourControl.com

Self-employed

2015 - Present · 7 yrs 8 mos

During the earlier part of my career, I was deep into fitness, and that passion was where Anabolic Stretching came from. I made the offer with fitness affiliates in mind, so they could tack it onto their info products as something men could do at the end of their workouts.

But I was a broke college kid and didn't have the money to hire anybody, so I took Photoshop and coding classes on the side to learn what I needed and built everything myself. I even went to events and offered affiliates 100% commission just so I could get some customers in. I lived with 5 roommates at the time and my rent was \$300.

I followed it up by writing what later became the #1 Amazon bestseller - 77 Laws of Six Pack Abs. This book came from my personal struggle with weight loss and lifestyle changes, which began in 2011. After finally cracking the weight loss code years later, I wanted to write a book that could have accelerated my progress by 10x had I found it when I needed it.

Later, various colleagues began asking me to provide occasional paid consulting calls, where we discussed:

- > Funnel Architecture
- > Driving Traffic
- > Product Design
- > Page Layout
- > Copy Techniques

Many of the data driven split tests I run as part of the businesses I operate and consult for are published and discussed on my blog, Beat Your Control.

I also speak on these subjects at various events, like GIVE Seattle, a cutting-edge 2-day marketing event covering the latest tactics for success while raising money to educate kids in Africa.

Building on all these experiences, I partnered with Chris Wright to launch Spellbound Storytelling for Action, a specific storytelling system for creating top offers and generating 100M+ online.

To read more about BeatYourControl.com, Spellbound Storytelling, and the 77 Laws, check out the links in the media below.

Skills: Creativity Skills · Entrepreneurship · Writing



Volunteering



Speaker and coach

LEAP

Jan 2015 - Present · 7 yrs 8 mos

Education

LEAP is a week-long leadership camp at UCLA for high-school and college-aged students, which I volunteer at every year. We teach entrepreneurship, time management, productivity, public speaking, and how to get a 7-year head start in life.

I attended in 2013 and 2014 as a student, and it changed the entire trajectory of my life. Now I return as a mentor and teacher to other students. I also get to speak to the 500+ audience, alongside celebrities, including Mark Wahlberg, Paula Abdul, and Sir Anthony Hopkins.

<https://www.leapfoundation.com>

Skills

Creativity Skills



3 experiences (Self-employed)

Endorse

Entrepreneurship



3 experiences (Self-employed)



2 endorsements

Endorse

Writing



3 experiences (Self-employed)

Endorse

Show all 11 skills →

Publications

77 Laws of Six Pack Abs

PT Publishing, Inc. · Oct 5, 2021

[Show publication](#) 

I wrote this book alongside Stephen Campolo using our knowledge of weight loss and muscle-building techniques that I'd developed throughout my fitness journey. It became a runaway success, soon becoming the #1 Amazon bestseller.

Other authors

