



# **“Poser” 100 Days of Fitness**

**Treatment for a Documentary Feature**

**Director: Kenneth J. Yoder**

## **Log Line**

*Poser* – An out of shape everyman lives the life of a professional body builder for one hundred days eventually coming to terms with his abusive inner demon

**“Poser: 100 Days of Fitness”** is a feature documentary film that chronicles the impossibly intense fitness journey of a forty-year-old “average Joe” as he completely transforms his “Dad bod” physique in only one hundred days. Under the expert guidance of strength coach and fitness personality Dr. Dusten Nelson, this average Joe will live the life of a professional body builder and do everything it takes to go from flabby to fit with the ultimate-goal of stepping on stage in the transformational division of an professional body building event.

*Poser* is meant to be a self-deprecating peek into the world of fitness and body transformation from the layperson’s point of view. The tone is meant to be motivational in the same manner as *The Biggest Loser* but presented with the cringey fish out of water energy of *Super-Size Me*.

## **Main Characters**

**Dr. Dusten Nelson** world class strength coach and doctor of Chinese Medicine.

**Kenneth Yoder** is the director of the film and has cast himself in the role of “average Joe”.