

Who am I talking to?

Men between the ages of 24-45, they are in a decent financial situation, they are struggling with their training, diet and health. They are looking for guidance, somebody that can actually help them achieve their dream body.

Where are they?

They just booked a consultation with my client, so they are on their phone, and this email pops up in their inbox after they got off the consultation page.

Where do I want them to go?

Main goal is to build some more rapport with these people, get them warmed up and exited for the consultation. Remind them of the value they are getting on this call and what's in it for them.

What do I need to do to get them there?

Build rapport, give them WIIFM, show them social proof, follow up with them and use micro-commitments so that they are more eager to make a purchase and sign up with my client on the call.

Goal of the 1st email: Get them to take a 60-second quiz.

Goal of the 2nd email: Add more social proof, build credibility, use small micro commitments and persuade them to take action. This makes them more eager to take action and sign up for coaching.

Email No.1

SL: Your consult is booked [Name]

You took the first step to transforming your physique, your health and your life.

I'm genuinely excited to talk to you on [Date of consult] and help you tackle the challenges you are facing in your fitness journey.

Here's just a glimpse of what you'll discover on this call:

1. How to get absolutely ripped and lose 10-20 lbs without doing any extra cardio, training or eating like a rabbit. (You'll be surprised how easy this is)
2. The big fat lies of the fitness industry about training, nutrition and building a lean muscular physique. (95% of people get this wrong)
3. The critical mistakes you're making right now that are damaging your health, muscle recovery and wellness.

But first, I'll have to know a bit more about your goals and the current challenges you are facing with your health, training and diet.

To make this consult the most productive 15 minutes of your day, reply to this email and tell me more about your current struggles and what your goals are.

Talk soon,

Nick Trigili,

SL: It's almost time [Name]

Hi [Name],

Our call is just in a couple of hours, and this is real time footage of me ready to jump on the call with you.

Lmao

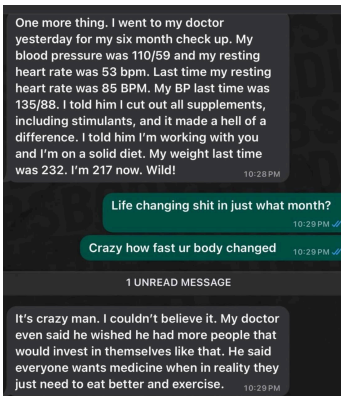
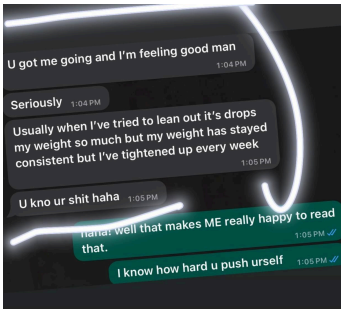
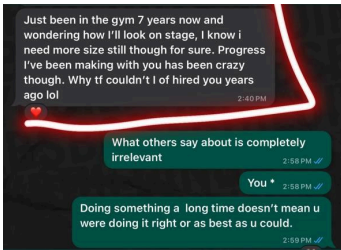


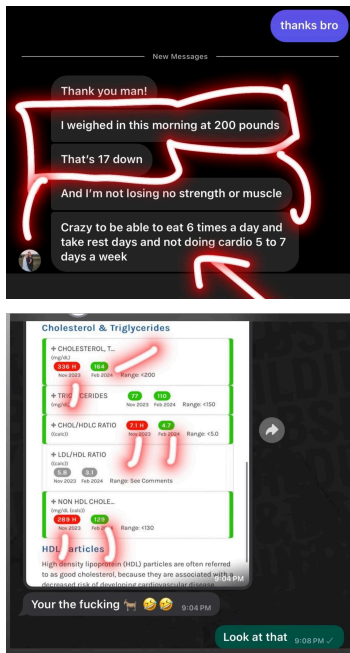
Most clients who start working with me can't even believe how fast they are able to drop body fat and feel stronger at the same time.

They're getting leaner, stronger, healthier and kicking ass day in, day out.

Don't just take my word for it, take a look for yourself:







I could go on and on with these testimonials and transformations, all I'm trying to say is that your health is the most valuable asset you have.

Transcending any material possession on this planet, that allows you to live life to it's fullest and be proud of who you are as a man.

I know you are an action taker [name], this already puts you ahead of 90% of people.

And I'm all in to help you become the healthiest version of yourself while you achieve your dream physique.

Talk to you in a couple hours . . .

Nick Trigili,