

Answer to question 1: The avatar is a 23-year-old male who has been going to the gym for a year.

He has a tough mindset and is inactively searching for better ways to improve physically and socially (mainly at the gym).

He also knows all the trends in the gym.

Answer to question 2: They are improving both men mentally and physically by going to the gym. They also want to improve socially as well.

They are feeling very confident in themselves and are proud of their physique. But they want to keep getting better both physically and mentally as well as increase their confidence by doing something or having something that would make them look “cool”.

They have either visited the website or bought a product (from the website) and are now receiving emails (some of them were obtained through open tracking).

Answer to question 3: I want them to click the button (which is at the end) which will lead them to the product page (on the website) where they will see additional benefits of the product so they can buy and hence improve themselves.

Answer to question 4: For this specific product, they must feel FOMO and they must feel like they NEED this and that having this product is the best option to solve their problem or help them achieve their dream state. I want to tell them to click the link in the email... that's all.



Subject Line: 🛑 STOP Hiding Your Hard Work!

Look, I get it. We all have different reasons for hitting the gym.

Some chase aesthetics, while others aim for raw strength.

But let's not dodge **the real issue** faced by anyone after that ideal physique.

It's the darn shirt!

Seriously, finding one that complements your gains? It's a maze.

Three critical factors make or break it:

1. Fitting - You've sculpted those muscles. Why hide them under a tent?
2. Style - It's not just a shirt; it's your statement.
3. Fabric - Comfort is key; no one wants an itchy distraction.

The fitting, my friend, is king. Nail that, and you're halfway there.

You've put in the sweat and tears. **Why settle for a look that doesn't scream "I've worked for this"?**

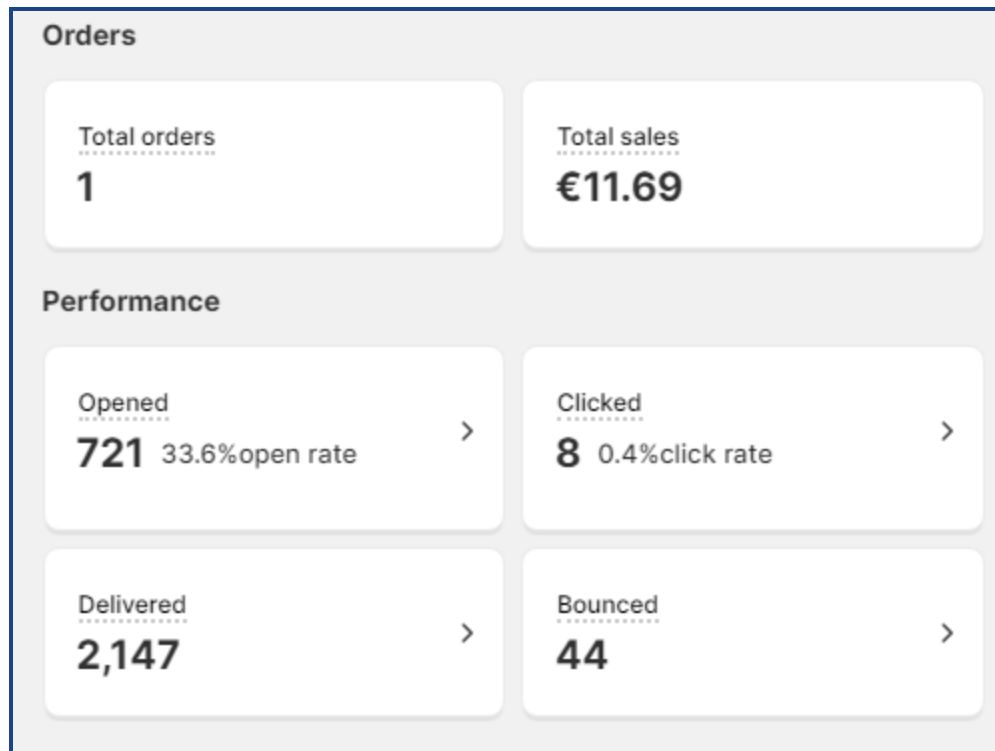
We've got the shirt that'll flex your gains to a whole new level.

Ready to turn heads while flaunting those gains? Click the button below.

Unless, of course, hiding your hard work is your thing.

It's your call,
GymShackles

I am Brave!



My BEST performing email is below!

You've been with us for a while now, so here's a little something from me to you...

A solid **€10 voucher!**

Time to grab something that fires you up.

Keep crushing it,

~~Samuel~~

€10.00 off your entire order

Use code: **VOUCHER10** at checkout, or click the link below to automatically apply the discount to your order.

Apply Discount

Offer valid from Nov 26, 2023

Analytics:

