


# TM Email Sequence for “Why” Sign Up!

Research (read before review):  TMstrengthtraining Market Research Template (1)

## Ideas:

Email 1: Free e-book as promised, teaser for next email

Email 2: Knowing if your “why” is strong enough, tease the next email

Email 3: Talk about all the topics in the Mindset Series and tease that you’ve got answers

Email 4: Promotion for Mindset series.

## Email 1:

**SL:** Here’s your FREE e-book {{ first\_name|default:'there' }}!

**Preview Text:** Here’s my e-book, completely free as I promised!

Hey {{ first\_name|default:'Lovely' }}!

**I’m sure you’re looking forward to learning the ONE key element fitness gurus don’t talk about...**

(I’ve left the link for you at the end of this email)

But before you do that, it’s CRUCIAL that you know a few things...

I’ve got a ton of special tricks coming to your inbox through my newsletter.

This newsletter will contain the **bits and pieces you NEED** to start wearing clothes that fit you more nicely.

It doesn’t matter if you’re overweight or simply trying to turn fat into muscle!

Take your first step towards a MORE confident you.

**I’ll follow up with you** in a few days to discuss the e-book in more depth!

Cya lovely,

Tia

[E-book link/download]

Email 2:

**SL:** Erasing self-doubt from your mind

**Preview Text:** Make your goals easier, for FREE.

Hey {{ first\_name|default:'Lovely' }}!

In the e-book, we talk about discovering your **'WHY'**...

Is your 'why' something very personal?

*Maybe you want men to irresistibly fall for you...*

*Maybe you want to be a role model to your kids...*

*Or is it so you look in the mirror and see the physique you've always wanted?*

Everyone's 'why' is different...

**BUT how do you know if yours will give you the strength required?!**

There's one simple answer to your question:

Whenever you wake up... does your 'why' flash into your mind and give you a jolt of energy?

Is it strong enough to get you to eat what you don't want to eat?

If your 'why' doesn't live up to these standards...

You must rethink and identify a stronger 'why' which will propel you forward.

This can be done in a thousand different ways,

BUT I suggest you go through the steps listed in the e-book again...

OR drop me a DM on Instagram for help.

I've also got some **IMPORTANT information** being delivered to your inbox tomorrow.

Make sure to keep your eyes peeled!

Bye beautiful,

Tia

## Email 3

**SL:** QUICK! Learn this ASAP!

**Preview text:** The secret that fixes 99% of fitness issues!

How's your day been, {{ first\_name|default:'lovely' }}?

One day you'll FEEL like sticking to your diet

...and another day you won't.

This is one of the reasons you're never able to sustain LONG-TERM results

**Issues like these are fixed with a SIMPLE trick...**

It's called consciously working on your mindset.

I know, I know!

You've heard it a MILLION times before! But let me remind you of a harsh truth...

You CAN NOT shred fat or pack on muscle without the Right Mindset

You might achieve them in the short term, but you'll never overcome them in the long term with the wrong mindset.

Now, what exactly is the Right Mindset?

It's NOT an abundance mindset

...and it's not a magical motivation mindset.

**Let me be honest with you:**

This mindset change won't magically improve your relationship with food or the scale

BUT it contains the exact information that helps my clients **FALL IN LOVE with the process** of achieving their dream physique.

I'll talk to you more about this tomorrow.

**Have a good think about what the Right Mindset is...**

Until then, love

Tia.

## Email 4- Selling time

**SL:** Fill in the gap you're MISSING!

**Preview text:** ...plus how you can get access to this secret sauce.

Howdy, {{ first\_name|default:'love' }}!

Let's continue from where we were yesterday.

As I said earlier...

You CAN NOT achieve or maintain your long-term goals without the right mindset.

I'm sure you've been thinking about what it is.

I think it's finally about time you get access to this CRUCIAL guide.

*It might suit you to go out and try to find these secrets on your own.*

It'll take away a few years of your precious time...

But if don't mind **delaying your dreams by a few years...**

I suggest you do that.

OR you can easily unpack all the sneaky secrets about the Right Mindset

...at the ease of a click

You already know what the right choice is.

**Only take this leap if you're committed to your goals:**

[Button leading to series purchase]