


1. Who am I writing to?
 - I am writing to 18-35 young adults striving for health improvements and maintenance because they don't want to stay at the same place where they stayed before because it doesn't improve their health or life performance overall and they want to keep improving to the best athlete version of themselves.
2. Where are they right now?
 - After 1 week of being a customer and engaging with our Instagram, they get this sales email in their box
3. Where do they need to go?
 - They need to go and buy ashwagandha at a discount
4. What steps do they need to take to get there?
 - They need to get their attention grabbed in the headline with something they really care about and mix in with opportunity because we are doing a discount, the whole body is making it scarcity with the discount and the reader better not miss out on the discount because otherwise they will miss out the opportunity, the CTA will be a 2 way close with scarcity

Format: PAS

End Goal: Sell discounts with scarcity because otherwise, they will miss the opportunity to get healthy and become better Athletes and crush it in the gym.

Persuasion Cycle:

- **Headline: Grab their attention with something they really care about and make it scarcity**
- **Body: make the discount opportunity scarce and urgent for them because it's their chance to get healthier and stronger than ever**
- **CTA: 2 way close with the scarcity of them losing the opportunity**

Sales Email 

My written Sales Email:

Headline: The Easiest Way To Reach Your Athletic Potential

Dear Friend,

For the past week, the reason our team has been holding this secret valuable information is because we were scared of how many people were going to buy our product so they get the opportunity to finally reach your true athletic potential, they always wanted on their wish list (which is probably over 1 year old)

This single supplement will single-handily get you from the basic lifestyle where you have no good nutrition, which leads to a no-winner mindset to then become an actual winner in life.

[Button Shop now]

In fact, we don't do discounts very often, and this opportunity to buy a single supplement will remove your stress and unclear thinking is going to end by tomorrow evening.

Until now, this leads you with two options...

You either just stay in the basic lifestyle to where you don't even have taken care nutrition with a non-winner mindset, or you just take this lifetime opportunity to improve your health and strive forward winning in life with just a singular supplement...

Made a wise decision? Then go [here](#) and start your health journey for REAL.

ChatGPT Written Sales Email (No change)

Subject: It's Time to Transform Your Mindset - Here's How!

Hey there,

I wanted to share something big that our team has been keeping under wraps for the past week. We were a bit hesitant because we had no idea how many folks would jump at the chance to grab our product and finally achieve those gym goals they've been dreaming about for who knows how long (probably over a year).

This incredible supplement has the power to lift you from a mundane lifestyle, where good nutrition seems like a distant dream, straight to a winning mindset that'll change your life.

[Shop Now]

We don't usually dish out discounts, and this opportunity to snag this game-changing supplement, waving goodbye to stress and cloudy thoughts, will be gone by tomorrow evening.

At this point, you've got two paths ahead...

You could stick to the same ol' basic routine, neglecting nutrition and sticking with a non-winning attitude. Or, you could grab this golden opportunity to supercharge your health and leap forward into success with just one supplement.

Feeling ready to take the plunge? Then [click here](#) and let's kickstart your real health journey.