

Email sequences, which will help reactivate the prospect newsletter

First email

Subject line: Thank you!

Hey [name]!

I'm excited to take you on a trip around the calisthenics world 🌍.

My name is Michael Eckert and I'm a United States Marine, World Record Breaker for pull-ups, American Ninja Warrior, and trainer.

I want to say thank you for signing up for my newsletter 🎉!

In the next emails, I will share with you my own calisthenics journey. You will get a **TON** of valuable content about calisthenics like 'how to improve pull strength'. What's more, you will also learn how calisthenics can change your life.

So turn on your notification and be ready to transform your life!

If you have any questions feel free to ask me via email, and I will respond as fast as possible.

See you soon,
Michael