

Context: They're part of this weight-loss influencers email list by opting-in for a free lead magnet. This email is trying to sell them on his PAID weight-loss skool community by proposing one of its features as a SOLUTION to A PROBLEM this email talks about.

SL: The secret to sticking with your diet easily (NEW METHOD)

Have you ever wondered if there's an easy way to stick with your diet?

Well, while I don't know if there's an easy way...

I recently discovered something that can make dieting a LOT easier.

And no, I'm not gonna talk about meal prepping,

Intense cardio,

Or intermittent fasting.

In fact, it's a lot easier than that.

Let me give you a little example to help you understand the idea.

Imagine you had a professional chef cookin' up meals for you at your home.

A chef so good he can make 200 different gourmet meals out of the same BORING food you're forcing down your throat every day.

Do you think you'd still be struggling with eating healthy food?

I doubt it.

The truth is, <name>, dieting is fun and easy once you know how to make tasty meals out of boring food.

And that's why I want to give you access to the same exact cookbook that has helped my 1:1 private clients lose weight while enjoying good food.

It's called "The Perfect Cookbook", and it's got 200+ different recipes that make cooking tasty meals out of healthy foods pretty effortless.

In fact, I've had a bunch of my clients tell me that they actually look forward to cooking their "gourmet meals" now just because the cookbook makes them feel like a pro chef.

You can get access to the cookbook right now by joining [the Barbarian Games](#).

What's the Barbarian Games?

It's my brand new private community where I give people personal coaching, meal plan programs, and more fitness-related courses for JUST \$22/month!

The reason I set the price so low is because the community is new and I'm still not done with adding material to it.

But once we've got at least 20 members in, I'll be raising the price to \$33/month.

So, if you're looking to get shredded while being on a fun diet...

[Then click here to secure your spot in the Barbarian Games at \\$22/month.](#)

Once you've joined, you get to lock-in at \$22/month forever – even when I raise the price to \$33/month.

See you inside,
<author>

Context: readers of the next 2 emails are part of a mobility guru's email list. In these emails, I'm trying to sell them on a paid mobility program. Readers are mostly people who have heard of my program before.

SL: "I STRETCHED all night then woke up STIFF the next morning!!"

Have you ever stretched all night, felt limber, then woke up the next morning feeling just as stiff as before?

If so, then you might wanna read this email because I'm about to reveal why this happens and how to fix it.

You see, <name>, the problem you're facing is NOT one that is your fault.

There's nothing wrong with you or your body.

The problem simply lies in the way you do mobility training.

Here's the thing. Most mobility programs only give you short-term results.

They're designed so as soon as you're done with your session, you feel limber. But not forever.

It leaves you in this cycle of HAVING to go through all these routines multiple times a day to feel limber. But if you miss a day or two? Back to stiffness!

It's almost like they do it intentionally so you HAVE to keep coming back to them again & again just to feel flexible.

But the truth is, <name>, it really doesn't have to be this way.

Because if you can incorporate all the different forms of stretching correctly into a simple mobility routine...

You can build long-term, lasting improvements that don't just disappear the next morning.

All you have to do to get started is just [click here](#).

Forget endless foam rolling, purely passive work or mobility flows. We've experimented with it all, that stuff only gives short-term results.

So, <name>, if your goal is to have full control over your range of motion immediately upon waking up in the morning—the way it should be—then [click here now](#).

<signature>

SL: Stop doing follow along workouts. Here's why

Listen:

If you're serious about fixing your mobility...

Then you need to STOP doing follow along mobility routines.

I know, I know. Let me explain...

Here's the thing. Your mobility isn't where you want it to be because of ONE simple reason:

You have a number of specific mobility problems that you're not addressing.

Problems that are unique to you, <name>.

And, truth be told...

There is no magical follow along routine that can effectively target these problems for you.

And that's because these follow along routines are too generic.

They're made to more or less fit anyone.

And because of that, they're very hit-or-miss.

Instead, you need a structured program, designed to help YOU, <name> with YOUR mobility issues.

A program that shows you how to assess YOUR unique mobility problems and gives you a structured routine to help you fix it.

If you're looking for a program that does just that, [then click here now](#).

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