

Research:

1. Who? People who are clearly want to lose weight and have a better life
2. Where are they at? They still at the beginning the want something but they didn't take action
3. Where do I want them to go? I want them to download certain application and follow someone who is already did it ...my objective is to inspire them to take action and do something about their life
4. What steps? First i want to get the reader's attention to keep reading then i want to inspire and talk to them about their desires and pains they can have ...i will use the PAS framework or HSO frame work (story of the main character (the owner of the app - product) then i will talk about this app and how it will save them time and money (instead of buying a 50\$ gym membership and doing exercises for 2 hours without progress)

Note : these are only free emails

Sorry if my english is bad it is not my main language

I accept any sort of help to make my work looks better (thank you)

Pains

- Body functionality
- Never find love
- Health concerns
- Self-confidence and self-esteem

Desires

- Improved health and well-being
- Enhanced body functionality
- Improved appearance
- Increased self-discipline and empowerment

Note : i used AI to speed up the research and find better (pains and desires)

Note : actually i decided to begin from the start of the funnel ... i mean the reader (woman who wants the lose weight) has 0 information about the product ..how to start and what they should do

First email : i will identify the problem and give them some value so they can give me their contact information

Second email : i will give them more value and i will blow up their desires and pains (make it bigger)

Third email : i'm gonna finally introduce them to the product and make them take action

Subject Line : the missing single step you need 🏆 100

You may actually think about having a nice body with strong mommy muscles ..

Im sure that u have made a lot of effort as u hit the gym and buy random products and u still can't see any progress in your life

But actually I know what you are missing..its **guidance**

Every human being needs someone who can lead them to their desire and to the main goals and objectives that they are seeking to achieve ...every famous actor or body athlete that u see,the random videos in instagram and tiktok, all of them they followed someone who already did it and trying to help more people to do it

It's time to end this empty gap in your life and start inspiring from others to achieve the body and the life that you always wanted to have

Having guidance is nothing without being **disciplined**

Are you sure you want this really bad ?

Are u sure u can handle the pain and self-discipline for the rest of your life

If you made it so far you already doing a nice work here is a link below you start to change your journey with

[Start your new life here](#)