

Email Sequence #1 for "Charles Atlas" workout program

Background info;

Hey Gs my avatar is a 15 - 25 year old male with little to no fitness experience.

These emails will build fitness knowledge and brand loyalty for life long customers.

It's not part of this email sequence but you should all read the "parallel welcome sequence" from the scratch folder. I highly recommend all new copywriters check it out!

Thanks for taking the time to read this. I am sure you will get some value for your time G.

Hopefully you will learn something about working out like the avatar would!

This is only the first email. I have 5 in total before the close. Going more in depth every email.

All feedback, good, bad, & ugly, from my fellow Gs is much appreciated thanks.

Tell me what you didn't like, why, and tell what would be better to replace it with!

Thanks again G.

Email #1.

Sent 24 hours after the free gift of a beginner workout program.

SL: Did you even lift bro?

Hey there,

How are you feeling today?

Not too stiff and sore I hope.

What you're not sore at all!?!

Did you even open the free workout program I sent you yesterday?

Oh you skimmed it but didn't actually do a single rep?

Just because the workout PLAN was free doesn't mean the RESULTS are free!

I'll wait here while you go back to the free beginner workout program and complete day one.

Oh you *are* feeling a little sore? My bad. I forgot how easy my program starts out, so you don't feel too sore causing you to give up after only one workout.

In that case get some rest and eat some good protein. When you're working out, your body will need more of both.

A general rule of thumb is everyday our bodies use one gram of protein per kilogram of body weight in people who don't exercise.

People like us, who use and build our muscles, we need around a gram per pound. Basically 2.2 times more protein everyday!

It's better to . . .

Sounds of HEAVY breathing interrupt us

. . . Oh hey
You're back from the workout already. See it didn't take that long.

Now you just have to do that 3 to 5 days a week for the rest of your life!

. . . I was just telling those of you who worked out YESTERDAY, as soon as our beginner workout program landed inside their inbox!

You will need to increase your protein intake to 1 gram per pound of bodyweight.

Eating small portions more often is better than large servings because you can only absorb so much protein per meal.

Adding an extra hour or two of sleep every night will also help supercharge your gains.

As long as you put in the hard work(outs).

I'll get more in depth about why you get sore from workouts and why you should feel EVEN more sore tomorrow.

So there's that to look forward to.

The info not the pain.

Ok maybe the pain too.

Remember, the journey to six-pack abs begins with a single crunch.

For now get outside and go touch some grass. (Not that kind of grass, Kyle)

-Dane Ladimer

P.S. Legal disclaimer

I am not a Dr. or a medical professional.

All advice is for entertainment purposes only. Please consult your physician before starting any fitness program. If you experience any sudden pain or discomfort beyond normal workout burn seek medical attention