

EMAIL1

SL: KEEP PUSHING, YOU'RE ALMOST THERE! // A message of hope for all lifters // Here's why you NEED to keep pushing

If you are subscribed to this newsletter, I would bet my left kidney that you are already practicing some sort of heavy lifting.

I would also bet that you are capable of lifting heavy weights.

Of course this is a subjective term, especially among powerlifters, however, it is very likely that you already belong to the top 1% of strongest men.

Hell, you might even be in the top 0.1% already.

This is why I want to send out a message of hope.

Powerlifting is a hard journey.

It takes balls to get into this.

Iron discipline.

Consistency.

Diets that the average human would never be able to follow, even if he had 2 stomachs.

A mindset tough as steel.

I know it is hard.

I know it can be extremely frustrating.

But it really doesn't matter if you failed your last PR, or if you believe you are not capable of lifting heavier.

You're already among the top humans.

And you're almost at the top.

So keep going.

Keep pushing brother.

It is your mission to become so strong that you can break the fabric of the universe with your bare hands.

And it is my mission to help you as much as possible to achieve such an objective.

Stay tuned (NAME), because, in the following emails, I will be dropping the knowledge gems that have helped me progress the most.

I wish I didn't have to spend so many years to find out.

But luckily for you, you won't have to.

With this said, until next time.

(Signature)

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SL: This small adjustment will protect you from the most common injury

Getting injured is, without a doubt, one of the most frustrating feelings a powerlifter can experience.

After everything you have sacrificed to achieve the level of strength you currently have...

Thousands of hours at the gym...

Staying consistent with your diet and your training...

Coming home from work tired as hell, knowing that you will go and deadlift a whole Harley Davidson, and potentially fall unconscious from exhaustion...

And repeating the cycle for years...

To finally achieve this great and almost indescribable feeling of pride, combined with others' admiration due to your disproportionate strength.

Without a doubt, one of the most satisfying and fulfilling feelings.

Only for a little mistake to injure you and leave you out of the game for months.

Watching how your gains disappear in real-time, without being able to do anything about it.

In order to avoid this to happen to you, I will give you a tip that will prevent you from having the most common injury of deadlifting.

Most people assume that is some sort of back injury.

Well, this assumption is completely wrong.

The most common deadlift injury is a torn bicep.

It is caused by pulling with an over-under grip, where one bicep is excessively loaded, causing an injury.

Remember, regular people who lift regular weights don't have this issue as often.

But you are playing in another league.

You are lifting what the vast majority of humans could never pick up.

An easy solution for this is to change your technique, implementing an overhand grip.

This will not overload the biceps, avoiding this common injury.

You can compensate the difference in grip strength using straps.

If you are not using straps yet, you will eventually have to in order to be able to lift more, so why not implement an overhand grip and the use of straps now, instead of risking an injury?

I hope this email was useful to you,

Until next time,

(Signature)

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SL: The single thing that will unlock your heaviest lifts

If you paid attention to the words I used in the subject line, you have noticed that I chose the word *unlock*.

This is for a particular reason.

Almost everybody is currently capable of lifting more than their current PRs.

You would be surprised if you were able to see how much more you can lift.

And in order to unlock such milestones, you don't need any more physical training.

This is because the mentioned limitation is not on your physique, but in your head.

More specifically in your mindset.

With the right mindset, you can literally overcome your limitations and break your personal record.

I'm telling you, you would be astonished by your true capabilities.

The question is, how does one acquire the right mindset?

Well, the answer is not that simple.

We all live different and unique lives, and there are thousands of elements of our environment that influence our mindset.

This is why we develop different ways of thinking.

Because of this, some people have acquired a tougher mindset, while some people have acquired a weaker mindset.

In order to become a strong man, able to lift the 100% of your capabilities, you need to develop a strong mindset.

It would take too long to explain in just an email how to develop a strong and optimal mindset, so *here's a great resource to start with.*

Until next time,
(Signature)