

MID Ticket Emails

MT Email #1/ LT Item Follow Up

Sub: WELCOME to The New Life

If you're reading this, you've taken your first step into a new chapter of your life.

Before we move on, I have one thing I want to say to you...

I'm proud of you.

Sure we may not be sitting right next to each other, talking across the table over coffee.

But I want to tell you that I am proud of you.

You're one step closer to gaining the **health** you've always wanted.

You're one step closer to gaining the **strength** you've always wanted.

You're one step closer to gaining the **importance** you've always wanted.

One step closer to the **life** you've always wanted.

And that, my friend...

Is something to be VERY proud of.

But that begs the question... What is next?

I'll tell you what, but first, lets talk about **mass genocide**.

Meticulous, Malicious, Mass Murder.

It is going on right now, and no one knows it.

It's an attack on our strength and health.

Every single person in the world is the target... you and I included.

In the modern world, we are surrounded by **Deadly Chemicals**.

It's in our food, beverages, even the things we touch.

And we are told they're "normal," and "fit for human consumption."

That couldn't be farther from the truth.

Because of that, **we're going to die.**

In fact, you're bound for **a fate far worse than death.**

Every day you live, you will feel miserable...

I haven't even gotten to the worst part yet.

The worst part is...

You're doing it to yourself.

I bet you didn't even know you were committing **slow suicide.**

But **you're** the one putting that food in your mouth.

You're eating highly addictive and harmful chemicals without even knowing it.

There are thousands of deadly compounds in our food.

The people don't know how to avoid them, they're killing the population slowly.

You included.

You'll most likely keep falling into the trap... over... and over... and over...

Unless you can recognize the problems, and make a change...

Millions of people will never change.

They will live difficult lives and **die young.**

Eating food that is stacked against them, living life with a groggy mind and a flabby body.

But for the few of us that recognize the trap, and escape...

We will live wonderful, long lives, with our loved ones.

You only have one body, so stop feeding it poison.

Stop killing yourself with **food**.

Take The Next Step.

Let us show you how to live better, starting with the food you eat.

[The Next Step](#)

Nuff' Bullshit

-Jack LessBS Fitness

MT Email #1/ MT Email

Sub: How I Lost my Father (Figuratively)

Hello again my friend,

Before we jump right into this, I want to warn you.

This story gets a little bit personal.

I most likely wouldn't share this with anyone who wasn't on my dear email list.

It's the story of how I lost my father.

Now, this isn't the story of my fathers death (He's very much alive. I checked just for you.)

And it isn't the story of how I lost him in a Walmart parking lot when I was 8. (Although that would be an exciting tale too. The seagulls were very aggressive.)

No, I'm about to tell you the story of how I realized that my dad was not a superhero.

I understand that there is a time in most young men's lives when they must face the fact that their dad is not batman. That he is human, and makes mistakes.

But, that's not always the case, some parents are pretty dang close to superhero-level.

So here is how I learned my dad wasn't.

When I was a teenager I had an incredible amount of aspiration.

I wanted to be the greatest and kindest man to ever live.

This meant that I had to work incredibly hard from a young age.

I would spend 3 hours in the gym every day by the time I was 15, and by the time I was 16 I was often working 14 hour days installing baseboards.

But this wasn't who I wanted to be. I realized I needed a new outlet, so I doubled down on learning about fitness.

Which meant I was in the gym even more than before.

Being in the gym so often, I was around an entirely different group of people. A valuable life lesson was proved to me:

The fitter the person was, the more successful they tended to be.

Seeing these men who were jacked, smart, and successful made me realize something...

I wanted to be like them. I wanted to be jacked, wealthy, and be the respected head of my family.

However, seeing these men who were superheros, showed me how disappointing most men were.

Sadly, this included my father. I saw my dad fail at one thing after another.

From fad diet to fad diet.

From one failed relationship to the next failed relationship.

Never being able to make enough money.

I recognized that most people lived in a similar cycle.

The only men I found who had escaped that miserable cycle, were avid gym goers.

And my dad wasn't one of them.

To me, this made him seem rather boring.

I knew I did not want to end up fat, broke, and unimportant.

I wanted to be more than that.

I wanted my future children to see me, and respect me for the man I was.

Now, I'm sure you're sitting there, wondering where I'm going with this.

Good.

Because I'm going to tell you...

I want you to be batman

Okay... Well maybe not literally batman.

I don't expect you to dress like a small flying mammal and go around beating up juvenile delinquents. (But if you wanted to, I couldn't stop you. Whatever floats your boat.)

I want you to be the superhero of your family.

I want your kids to look up to you for the rest of their lives.

If my years of experience have shown me anything, and reinforced it many, many times...

It's that, If you need to be successful for your family, you HAVE to be fit and strong.

Fit mothers, and fit fathers, will always be the best parents.

They will always think clearer.

They will always be better at protecting their kids when the time comes.

They will always be better parents.

I don't know if you currently have kids.

Even if you don't, I know for a fact that being that "superhero" will command respect.

I know that everyone wants to be respected.

By our family, spouse, friends, coworkers, clients, and even strangers.

Being fit will make you a superhero.

And I want that for you.

Until next time friends,

-Jack Less BS Fitness