

Email 1

Lead magnet = 8-week superhero workout program
Call to action LEAN&MEAN

Subject line - Download your 8-week workout program
Hey [name]

I'm so happy you got my **8-week superhero workout program**.

It's kind of obvious but

I love fitness!

And this is what I want for you too.

No matter how appealing quick-fix training and weight loss programs might seem to be

Hard work and consistency in the gym and with your nutrition choices are the **SECRETS** to achieving and maintaining the dream body you want.

<div style="width:480px"><iframe allow="fullscreen" frameBorder="0" height="480" src="https://giphy.com/embed/AFhlgdxqzAtFMlgpBA/video" width="480"></iframe></div>

So if you want to constantly break plateaus in the gym, stop missing training sessions, and form the body you keep dreaming of

Then this 8-week superhero program is what you need.

- Lift weights 4 four days a week
- Mobility routines before and after training sessions
- Recovery tips
- Info paragraphs explaining the target area of the lift and the benefits of each exercise to inform the reader.

[Download your free program here.](#)

[name]

P.S. If you are ready to start making healthy nutrition choices and have a science-based approach to training aiming to achieve the body you have always wanted and your friends dream about.

Get my new **LEAN&MEAN** program now. There are only 24 hours left to get 30% off.

Email 2

Subject line - Good to see you again. I need to tell you something.

What's up [name]

I am thrilled to hear you joined Quality Muscle.

I wanted to give you a big thunderous welcome. ⚡

Let me tell you a little about quality muscle.

Quality Muscle is a fitness coaching brand aimed at helping people achieve their dream bodies, clear up how people can achieve their goals, and provide a sustainable approach to training for people.

Because let's be serious

There is so much crappy info on diet & training, people looking to scam you and take your money, and people lying to promote their product. It makes it hard to know what to believe.

But that didn't stop you.

You were able to pick through all the lies and misinformation and find your way here.

You recognized that you can change your life, crush your goals, and be much better than you are now without giving up.

And that's what I will help you do!

But before we do that, let me tell you more about quality muscle.

The emails you will be getting from me are much more than weight loss, some new exercises, or recovery. We will talk about all those things. I will bring you the best fitness information to help you understand your diet and training.

But I want to spread a better message about quality muscle. That's love, positivity, and enthusiasm for fitness which I'm very passionate about spreading.

So now that you're part of quality muscle, Heres a couple of things

- I'll be sending you five emails a week
- I like to joke around a lot in my emails and blog posts.
- I want to make you feel like a part of a community
- I don't tolerate any hate or douchebags
- I love to help you all learn

So if that's good with you, then welcome

If not, then feel free to unsubscribe now.

If you want to see my content on YouTube, you can find it here 

Youtube.com

If you want to reach out to me and keep up with my latest posts on Instagram, you can find that here 

Instagram.com

If you want to check out more quality muscle training and diet programs, visit

Qualitymuscle.com

Take care[name]

Until next time

[name]

Email 3

Subject line- How to be like Bruce Lee

Hey [name]

Have you started your 8-week superhero workout program yet?

Bruce Lee has a famous quote that says

"If you spend too much time thinking about a thing, you'll never get it done."

So If you haven't hit your workout today, close this email, do your lift, and come back. Then continue reading to see the goods I have for you.

A good workout program is one of the pillars you need to have to succeed in your fitness journey.

But you shouldn't only follow a workout program and expect to achieve your dream body when your diet is most important.

Because in a world where there is food on every corner street, cooked in some calorie-dense chemicals no one has ever heard of, cooked by someone who is obese.

You will never get the results you want only following a workout program and eating like shit 🤢

If you're going to succeed in today's world, you need to learn how to manage healthy eating habits and your training schedule to be consistent.

(Here is the number one secret of the fitness world, consistency is key) ★

Missing gym sessions or having a junk meal is setting you steps back in your progress.

That's why you need to enjoy and love what you are eating and how you train.

If you find a sustainable approach to diet and exercise, you can be healthy forever.

But knowing how to do that is a lot easier said than done.

That's why I created my new diet and exercise program, **LEAN&MEAN**.

I will show you how to start eating foods you love without exceeding your calorie intake, putting you through the number one science-based research program and teaching you to love your training and diet.

Here is what you'll get inside **LEAN&MEAN**

- 6-month training program (3 phases)
- Healthy cookbook recipes (200+)
- Stretching and mobility routine
- Supplements recommendations
- Access to the community of other students

[name]

This program's regular price is 200\$

But if you join **LEAN&MEAN** today, you can get it for ...

127\$

Yep, that's right!

Join the **LEAN&MEAN** fitness program.

Hope to see you there,

[name]