

Avatar: Nancy, a 41 year old overweight woman that's struggling to lose weight. Married, 2 kids, stay at home mom that cleans and cooks while her husband is working.



Current situation: A typical day in the life of Nancy looks like this. She usually wakes up at around 7:30am to make a quick meal for her husband before he leaves for work. She spends her days nurturing her children and spending time with them, cooking food for her children and husband, and taking care of the house. The only free time she has during the day really is after 5:15pm, when her husband gets home from work and is watching the children.

Why it sucks: Nancy really doesn't have the time or knowledge to lose weight on her own. It's too dark to run when her husband comes home, she can't afford a multi thousand dollar treadmill that's noisy and a pain in the neck, and she simply doesn't know what to eat or how to workout. Her husband doesn't love her as much as he used to, and has shown that visibly. Although he still appreciates her cooking, he doesn't seem to appreciate HER as an individual.

Dream situation: Nancy's dream situation would definitely be losing weight. But not just "losing weight", specifically she wants to tone up without having to run every day, completely alter her diet, or cut out loads of calories.

Why it's so desirable: Nancy's dream situation is extremely desirable because it will make her someone that her kids look up to. She'd see herself as the fit, determined mother that she knows she is. Her husband would obsess over her, she'd LOVE looking into the mirror, and her physical capabilities will be unmatched. She'll feel and experience every single other benefit of weight loss as well, like mental clarity and increased energy. Overall, Nancy will feel at peace, satisfied with herself. And she will actually love herself as opposed to always telling herself to be better.

Bridge from current to dream state: "If I go into a small calorie deficit and get 30-60 mins of physical activity daily, then I'll lose weight."

Obstacles: Nancy doesn't know how to lose weight, and doesn't seem to have the time to lose weight either.

The vehicle to cross the bridge: A 6 week program that's FREE if you lose 15lbs by the end of it. The reason that this is perfect for Nancy is because it'll show her exactly how to lose weight without cutting carbs or running for hours, and it'll give her an incentive to actually lose weight.

Basically, here's what that looks like. It's 3 semi-private personal training sessions per week, and you get EVERY little bit of information needed to lose weight. How to correctly do cardio without torturing yourself, how to use weight training to lose weight, even an exact detailed SHOPPING LIST so your nutrition is on point. You get meal plans, accountability, and a family to help you achieve what you think is impossible.

Email 1: Reactivation Email

SL: Remember me?

Hi <name>, it's been a while...

I'm just sending you this email to let you know that I'm back and better than ever.

And if you stick around,

I'll let you in on a MASSIVE secret tomorrow.

The secret to how I lost 10.8lbs in a single month...

Just by adding one overlooked food ingredient to my daily breakfast.

For now, feel free to check out some testimonials.

See you tomorrow.

- <signature>

Email 2: Free Value

SL: How I lost 10.8lbs last month using a secret fat-burning food ingredient

Hi <name>,

Here's my secret fat-burning food ingredient, as promised.

Now, you might not believe me, but...

The answer is WATER!

Most of the time when you think you're hungry, you're actually just thirsty.

I used to wake up everyday thinking that I was STARVING...

When really all I needed was a tall glass of water.

So tomorrow when you wake up, I want you to drink at least half a bottle of water and let me know how you feel.

I guarantee that you'll be more energized and less hungry, making your weight-loss journey a piece of cake.

- <signature>

P.S. Check back tomorrow to find out the secret to burning fat “unconsciously”

Email 3: Free value

SL: The secret to effortlessly burning fat in your SLEEP

Okay, now you're drinking more water and hopefully starting to burn some fat...

What's the next step?

Well, it turns out that burning fat while asleep is actually possible.

There's a bunch of long and boring studies explaining how, but I'll simplify it for you:

If you sleep 8-9 hours a day, you'll burn fat like you're on a DIET...

When really, you're just asleep for a couple extra hours.

Not to mention that you'll also have more energy, better peace of mind, and an overall higher quality of life.

Don't neglect sleep, it's more important than you think.

Best,
<signature>

Email 4: Drive user to sales page

SL: How to achieve a year-long weight loss goal in just 42 days

While drinking water and getting 8-9 hours of sleep are some great ways to burn fat, they're simply not enough to get you that toned body you desire.

So, I'll let you in on another secret.

Your new year's resolution of losing 15, 20, 25 pounds...

really shouldn't take the whole year.

In reality, it's more than possible to shed those numbers by March,

and without starving yourself, taking useless weight-loss pills, or going on long, dreadful runs.

Don't believe me?

[Click here](#) to reveal the final step to dropping 25lbs in 42 days and becoming the ENVIED star of the show at the beach this summer.

Email 5: Free value

SL: Why 71.4% of people quit working out within their first week

The truth is, if you're aiming for nowhere...

that's just where you'll go.

Most people don't know WHY they started working out...

So they instantly lose motivation and get dragged down within their first week.

They continue to eat fast food, they lose control, and are unhappy with themselves in the end.

However, the solution is simple.

All you have to do is define the REASON you're working out.

It might be to look better, it might be to increase your confidence, or it might be to simply have fun.

Whatever the reason, I want you to look in the mirror and tell yourself exactly why you're working out.

I want you to write it down.

Whatever it takes for your brain to understand why you even started in the first place.

This is the key to unlimited fitness success.

- <signature>

Email 6: Pain amplifying email to drive user to sales page

SL: How to actually FEEL powerful

Be honest with yourself.

Have you reached your absolute maximum physical potential?

Do you have an irresistible toned body that your loved one admires and others yearn to have?

Or have you found yourself in a plateau... unable to move forward.

To the point where no matter how hard you try, the scale just stays the same.

If you're tired of feeling helpless, like you can't move forward and finally lose those 20 pounds,

[Click here](#) to find out how to shed 21.8lbs in 42 days and gain unmatched confidence in addition to your snatched waist.