

## Background information for context if needed:

### ☰ Market Research Template

SL: Marquax's Success Story Impressed Me

Hi Shannon and Lisa,

The results I have seen from your clients are great, but one success story that stood out to me was Marquax's.

Seeing her lose 30 lbs in just 12 weeks, especially while dealing with postpartum depression, is incredible.

I wanted to share a unique email strategy with you that top weight loss programs like GoKetoGuide use to turn readers into customers.

While it's great that you send "case studies, tips, and other valuable goodies," key aspects are missing to drive readers to check out your products/services.

I wrote an example down below for you ↓

"Subject Line: What to do if you want to lose weight sustainably"

Hi (name),

Do you wake up each day **exhausted**, stuck **binge eating**, and lacking **self-esteem**?

You dream of experiencing life *freely* and in the *right body*,

Enjoying your relationships with family and friends WITHOUT feeling ashamed of your size,

Feeling more *confident*, *empowered*, *positive*, and *healthy* every day.

Picture yourself waking up *just* 90 days from now and slipping into a t-shirt two sizes smaller, running around with your kids not only feeling physically *lighter* but also mentally.

Perhaps you have doubts about succeeding or don't believe in yourself. So take some inspiration from Marquax, a mother who lost 30 lbs in 12 weeks of postpartum depression.

Or a 40-year-old mother of two who lost 11 lbs of FAT in 12 weeks and 4 inches off her waistline while eating FOUR times a day.

In just 12 short weeks, they became better role models for their kids, husbands, and friends by prioritizing their self-care and health.

[Click here to start losing weight in under 12 weeks](#)

I have an additional idea I'd like to share in order to better target specific audiences and create email content for them.

Would you be interested in jumping on a Zoom Call to talk more about how we can implement this strategy?

Kind regards

Stefano

P.S. No, the ideas are not Facebook ads