

Email – Weight Loss Program Welcome Email

Subject Line:

This Isn't Another Diet. It's a Reset.

Body Copy:

Hi [First Name],

Welcome to the first day of the last weight loss program you'll ever start.

No calorie-obsessed meal plans. No all-or-nothing mindset. Just real food, real science, and a system built for real life.

Over the next 30 days, you'll learn how to:

- ✓ Rewire your habits without feeling punished
- ✓ Eat better — not less
- ✓ Lose weight in a way that actually lasts

But first, ask yourself: **What would it feel like to look in the mirror and finally feel good about what you see — without shame, guilt, or rebound?**

That's where we're headed.

Let's do this together.

[Your Name]

Coach | [Program Name]

P.S. You don't need to be perfect. You just need to begin.