



Affiliate Swipe Copy

The Body Composition Project Essentials | Fall 2026

Workshop (Promo Period August 31 - September 24)

- Email 1: Workshop promotion
- Email 2: Workshop promotion
- Email 3: Workshop promotion
- Email 4: Workshop promotion
- Email 5: Workshop promotion
- Email 6: Workshop starts soon/tomorrow/today
- Email 7: Drive to sign up during workshop
- Email 8: Strong By Design Replay

Social Posts - Choose the language from the copy below that works for you.

- Post #1: Imagining a healthy future “you”
- Post #2: Share how health/fitness/nutrition practices changed your life
- Post #3: Breakdown of the Strong By Design Workshop
- Post #4: Workshop starts soon/tomorrow/today
- Post #5: Strong By Design Workshop replay

The Body Composition Project Essentials (Promo Period September 28-October 4)

- Email 9: The Body Composition Project Essentials is OPEN! (Announcement & info about bonuses)
- Email 10: What is The Body Composition Project Essentials and why you should enroll
- Email 11: Fast-action Bonuses are disappearing
- Email 12: Paint the vision email
- Email 13: FAQs about The Body Composition Project Essentials (focus on your bonus)
- Email 14: Last chance to enroll in The Body Composition Project Essentials !

The Body Composition Project Essentials Social Posts - Choose the language from the posts below that work for you.

- Post #5: Doors open to the The Body Composition Project Essentials
- Post #6: What is The Body Composition Project Essentials and why you should enroll
- Post #7: Fast-action bonuses are disappearing
- Post #8: Paint the vision email
- Post #9: FAQs about The Body Composition Project Essentials (focusing on your bonuses)
- Post #10: Last chance to enroll in The Body Composition Project Essentials!

How to Use These Swipes?

1. Make your own copy of this document by clicking “File” → “Make a copy”
2. Customize the emails for your stories, voice, tone, and emojis (**yellow sections**)
3. Share your affiliate links
4. Edit the opt-out at the end of each email (or remove it!)
5. Make sure to exclude anyone who opted out when you send new emails

6. Add YOUR unique links in **green sections**! (Need help finding your links? Email our team at contact@hollyperkins.com!)
7. Schedule and send your emails via your email provider!

Workshop Promo (August 31- September 27)

Email 1: Imagining a healthy future “you”

Suggested Send Date: September 2

Subject Line: Strong for Life: The Secret to Thriving in Every Decade

Preview Line: Free 3-day workshop to help you build muscle, boost energy, and finally see results that last

Subject Line Options:

- The #1 mistake women make with strength training
- Forget weight loss—this is what really matters
- Why your scale is lying to you
- Strong, capable, energized—for decades to come

Preview Line Options:

- A free 3-day workshop to transform your health and longevity
- Learn the proven 3-step strategy to protect and rebuild muscle
- Discover how to stay lean, strong, and vibrant at every age
- Finally, the fitness advice women over 40 deserve

Hi [Name],

[Optional Personal Story: *This is the spot for you to share your own story or reflection. For example: “Lately I’ve noticed it takes me longer to recover from workouts” or “I’ve been thinking a lot about what kind of shape I want to be in when I’m older.” Add your own experience here to connect with your readers.*]

The other day I watched a woman in her 70s breeze past me on a hiking trail. She was moving quickly, her posture tall, and she looked like she could go on for miles.

It stopped me in my tracks.

Because I realized—that's exactly who I want to be in 20 years. Not struggling to keep up, not worried about falling, not sidelined because my body can't handle it.

I want to feel strong, capable, and energized well into the future.

My friend Holly Perkins recently asked me a question that hit home:

“What if you could measure your health and fitness by how well your body *functions*—instead of the number on the scale?”

That question got me thinking deeper.

The truth is, most of us have been trained to only look at the scale. But those numbers don't tell us the whole story and they certainly don't guarantee we'll feel vibrant, youthful, and strong as we age.

That's why I want to invite you to the *3-Day Workshop, Strong By Design: Create a body you can count on for life*, with women's strength expert Holly Perkins.

Here's just a glimpse of what you'll discover in this free event:

- A clear understanding of why weight and BMI are outdated and misleading — and what really matters instead
- Clarity on the critical connection between estrogen, inflammation, and muscle loss (and how to take control)
- The knowledge to avoid the 3 biggest mistakes women make with strength training
- A simple, proven 3-step strategy to protect and rebuild muscle that keeps you healthy, strong, and vibrant for life

It all starts Thursday, September 17th at 7 PM ET.

And it's completely free to join.

[Click here to grab your spot in Holly's workshop—it's free!](#)

The workshop starts on September 17th! **[INSERT IF YOU PLAN ON SIGNING UP TO THE WORKSHOP YOURSELF - E.G. And I hope to see you there! (Yup! I'll be joining along too!)]**

This isn't just about how you look, it's about creating a body that lets you keep doing the things you love, year after year.

Your usual sign-off,

Your name

Sounds amazing! I'm in! >>

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Email 2:

Suggested Send Date: September 3-7

Subject Line Options

- What if your body could actually keep up with your life?
- The truth most women aren't told about their results
- You're capable, consistent... so why does this still feel hard?
- What if your workouts actually supported you?
- You've built a full life... does your body support it?

Preview Text Options

- You're doing the work—but something still feels off
- The thought most women have... but don't say out loud
- You're consistent. So why aren't you seeing more change?
- It might not be your effort—it might be this
- What if it felt easier to get results than it does now?

Subject: Why does this still feel harder than it should?

Hi [First Name],

Can I ask you something?

Have you ever caught yourself thinking, *"Why does this still feel harder than it should?"*

You have a full life, and you show up for it — even on the days you really don't feel like it. You're doing the workouts, you're trying to take care of yourself, and you're putting in real, consistent effort week after week.

And yet there's this quiet, persistent feeling underneath it all: *"Shouldn't I be seeing more by now?"*

If that resonates, I want you to know — you are not alone in that feeling.

Because what most women are never told is that you can be doing all the right things and still not be getting the results you deserve.

I know this firsthand.

[YOUR PERSONAL STORY HERE — Share your specific experience: what you were doing, how consistent you were, and why it still wasn't working. Let your readers see themselves in your story before you introduce the shift.]

For me, the turning point wasn't finding a harder program or finally getting my discipline together. It was realizing that **the missing piece wasn't effort — it was strategy.**

Because your body doesn't respond to effort alone. It responds to the way your workouts are structured, to whether you're actually building muscle, and to whether your overall approach is genuinely supporting your body or quietly working against it.

And once I understood that, everything started to look different.

That's exactly why I want to tell you about Holly Perkins and her free 3 Day Workshop- [Strong By Design Workshop](#).

Holly has spent decades helping women understand exactly why effort alone isn't enough — and what your body actually needs to change in midlife. Inside the workshop, she breaks down what really drives results, and why so many women feel stuck even when they feel like they're doing everything right.

[Save your spot for Strong By Design here](#)

This isn't about piling on more work or pushing yourself harder. It's about finally doing what works — so the effort you're already giving starts to pay off in a way you can actually see and feel.

If you're the kind of woman who shows up, follows through, and genuinely wants to feel strong and capable in her body — I really think you'll want to see this.

[Register for the workshop here](#)

Because imagine if your body actually started responding in a way that finally felt aligned with everything you've been putting into it. That's what this opens up.

[Warmly,](#)

Your Name

P.S. If part of you is thinking, "*I should have figured this out by now...*" — I thought that too. Holly has a way of reframing that completely, and I think you'll find it really lands.[Insert affiliate link]

Email 3: Why Body Composition Matters

Suggested Send Date: September 4- September 16

Subject Line: Your strongest years are still ahead

Preview Line: A free 3-day workshop to create the body you need to keep up with the life you love

Alternative Subject Lines:

- Strong, lean, confident—it starts right here
- Why better body composition changes everything
- Stop chasing the scale—start building strength
- Stronger muscles, stronger future

Alternative Preview Text:

- The key to lasting health? It's not what you think
- Strong, lean, and confident—your transformation starts here
- Discover why body composition is the ultimate life hack
- Stop losing muscle—start mastering it

Hi [Name],

Have you ever noticed how the conversation around health almost always circles back to *losing weight*?

Here's the thing: the scale is one of the least helpful tools for understanding your health. In fact, it often distracts you from what really matters.

Because lasting health, strength, and confidence aren't about weighing less... they're about **building more**.

More muscle.
More energy.
More resilience.

That's why body composition—your ratio of lean muscle to fat—is the *real* marker of health. And research proves it's the game-changer when it comes to:

- Lowering your risk of disease and slowing biological aging
- Erasing nagging aches, pains, and fatigue
- Staying vibrant, capable, and active no matter your age
- Creating the strong, lean, athletic body you've always wanted

My friend Holly Perkins has dedicated her career (30 years in practice!) to helping women unlock this secret, and her free 3-day workshop, **Strong By Design**, will show you how to create the body you need to keep up with the life you love.

Here's just a glimpse of what you'll learn:

- Why the scale and BMI fail—and what to track instead
- The 3 biggest mistakes that keep women stuck (even if they're lifting)
- The proven formula to build more muscle and burn fat—without extremes
- The 4 pillars to finally see lasting results with your training, nutrition, and recovery

 [Click here to reserve your spot now](#)

Optional affiliate personalization:

I'll never forget the moment I stopped letting the scale dictate my progress. When I shifted my focus to body composition, I gained strength, my energy soared, and I finally felt proud of what my body could do, not just how it looked.

That's why I believe this workshop could be the turning point for you too.

It's not about chasing "weight loss." It's about creating the health and body you need to keep up with the life you love.

 [Save your seat today—it starts September 17!](#)

Your future self will thank you.

Warmly,
[Your Name]

P.S. This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

Email 4: Breakdown the details of the workshop

Suggested Send Date: Between September 8 - September 16

Subject Line: What every woman should know about building muscle in midlife

Preview Line: Build strength now so you can enjoy life for decades to come

Alternative Subject Lines:

- 3 days to unlock your strongest, healthiest self
- The roadmap to midlife strength starts here
- Imagine feeling leaner, stronger, and younger in just 3 days
- Stop guessing—start mastering your body composition

Alternative Preview Text:

- Learn the proven strategies to build muscle, burn fat, and boost energy
- A 3-day workshop to future-proof your body and your health.
- Strong today means vibrant tomorrow—join us to find out how
- Unlock the training and nutrition tweaks you've been missing

Body Copy:

Hi [Name],

What if I told you that in just three days, you could learn everything you need to create the strong, lean, and energetic body you've always wanted and it's completely free?

That's exactly what my friend Holly Perkins is offering in her brand-new workshop, **Strong By Design**.

And let me tell you, this isn't just another fitness workshop.

It's a science-backed roadmap to help you build the strength, muscle, and resilience you need to create the body that keeps up with the life you love.

What I love most is that Holly isn't about quick fixes or unrealistic expectations. Instead, she'll show you how to build a body that works *for you*; keeping you active, pain-free, and confident for decades to come.

Here's what you can look forward to during the 3-day experience:

Day 1: Thursday, September 17 at 7:00 PM ET

Why Your Workouts Aren't Protecting Your Muscles (or Your Future Health)

- Discover why the scale and BMI fail—and what to track instead
- Avoid the top 3 mistakes that cause muscle loss and stalled progress
- Bust the cardio & class myths (and learn what reshapes your body)
- Test your strength with one simple tool to see if you're truly functional

This day alone will completely change the way you think about your health and fitness.

Day 2: Tuesday, September 22 at 7:00 PM ET

From Weight Loss to Muscle Mastery

- Understand why focusing on weight loss keeps you stuck
- Uncover the estrogen & inflammation trap—and how to break free
- Learn the 3 steps to build more muscle and less fat—without overtraining
- Check if your macros are helping you... or holding you back

This is where Holly dives into actionable strategies that you can start implementing immediately.

Day 3: Thursday, September 24 at 7:00 PM ET

The 4 Keys to Better Body Composition

- Master the 4 pillars: Strength Rx, Nutrition, Cardio & Tracking
- Fix the macronutrient mistakes that sabotage muscle growth
- Learn how to build muscle that *lasts*—so you stay lean, resilient, and biologically younger for years to come

This day is all about creating a plan that works for your life, no matter your starting point.

 [Click here to reserve your spot now](#)

Optional affiliate personalization: When I shifted my focus from “losing weight” to building muscle, everything changed. I felt stronger, my energy came back, and I finally started to see progress that stuck. That's why I believe this workshop could be a turning point for you, too.

If you've been waiting for the right time to make a change, this is a loud and clear sign.

Holly's workshop is full of real, science-backed advice, inspiring stories, and practical tools you can use immediately.

Don't just take it from me, here's what some of Holly's clients have had to say about working with her:

Jennifer:

"After decades of thyroid issues that made me feel terrible and exhausted, I now feel that I'm the biggest winner of all because my whole life has been given back to me. Energy, strength, confidence--it's all there and available for me because of this program"

Jean:

"After a lifetime of confusion, I now feel like it all makes sense. Not only am I smaller, tighter, leaner, and stronger, but my body is also aligned for the first time ever. I've been "crooked" for so long I didn't realize I could actually fix it!"

If you've been waiting for the right time to reset your health and fitness, this is it. Holly's workshop is packed with science-backed strategies, inspiring stories, and practical tools you can put into action immediately.

 Save your seat today—it all begins September 17!

Your strongest, healthiest self is waiting.

Warmly,

[Your Name]

P.S. This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

Email 5: (Workshop Promotion)

Suggested Send Date: Between September 8 - September 16

Subject Line Options:

- Why your consistency isn't creating change
- I was doing everything right... but missing this
- The hidden reason your body isn't responding
- This is why your workouts aren't paying off
- The pattern I didn't see (and it cost me results)

Preview Text Options:

- It looks like effort... but something's off
- What most women never realize about results
- This might explain why you feel stuck
- You might find this changes everything
- It's not about doing more—it's about this

Hi [First Name],

I have a bit of a confession to make.

For a long time, I honestly felt like I was doing everything "right" with my workouts — showing up consistently, giving real effort, and trying my best to stay the course week after week.

And yet, despite all of that, my body wasn't really changing the way I expected it to.

So every few months, I'd find myself hitting the reset button — trying a new program, completely overhauling my routine, and telling myself that this time, something would finally click into place.

For a little while, that feeling of a fresh start actually did feel like progress.

And then... I'd end up right back where I started, wondering what I was missing.

Not because I wasn't committed to the process, and not because I wasn't working hard enough.

Looking back now, I can see something I simply couldn't see when I was in the middle of it: the issue wasn't effort at all — it was structure.

I was treating my body like something I could fix with more intensity, more willpower, more pushing through.

But your body doesn't actually respond to that approach the way we hope it will.

It responds much more like something you're carefully, intentionally building over time — brick by brick, layer by layer.

It wasn't until I found Holly Perkins that this finally started to make sense to me.

Holly has spent decades helping women understand exactly why effort alone isn't enough — and what your body actually needs to change.

When you're working toward real, lasting strength, you can't just jump from one approach to the next and hope that something sticks by sheer force of consistency.

You need a method, a clear progression, and a system your body can actually recognize and respond to over weeks and months.

Because muscle doesn't come from randomness or random effort — it comes from thoughtful, deliberate strategy.

And this is exactly what Holly teaches.

[AFFILIATE PERSONAL STORY — OPTIONAL]

Maybe you've had your own version of this experience — where you've been genuinely consistent, you've shown up, you've done the work, and you're still quietly questioning why the results just aren't matching the effort you're putting in.

Or maybe you've found yourself wondering, *"Shouldn't something have shifted by now?"*

That's exactly why I want to tell you about Holly's free workshop, [Strong By Design Workshop](#).

Holly walks you through what's actually going on in your body and how to finally start working with it instead of against it.

Not by piling on more work or pushing yourself harder.

But by doing what your body actually needs and responds to.

[Register for Holly's free Strong By Design Workshop here](#)

Because here's what Holly wants you to hear: **your body isn't broken, and it never was.**

It's likely responding exactly the way bodies do when they're given a certain kind of input — and when you change the system you're working within, everything starts to shift right along with it.

Imagine waking up and actually being able to see and feel that your workouts are building something real and lasting in your body.

That's exactly what this workshop is about.

I really think this one is worth your time.

I hope to see you there,

Your name

Email 6: Workshop starts soon/tomorrow/today!

Suggested Send Date: Between September 12-17

Subject Line: Strong By Design starts September 17—are you in?

Preview Line: The secrets to strength, vitality, and energy await you in Holly's workshop.

Alternative Subject Lines:

- Stronger muscles, stronger future—join this free workshop
- Stop chasing weight loss—discover what really works
- Imagine feeling 10 years younger in just 3 days
- Say goodbye to exhaustion - join me at this free event!

Alternative Preview Text:

- Free 3-day event to help you build muscle and energy that lasts.
- Ditch quick fixes—learn what really transforms your body.
- The workshop designed to help you feel amazing at any age.
- 3 days. 4 pillars. One stronger, healthier you.

Body:

Hi [Name],

What if you could take charge of your health and truly rewrite your story, for the better?

This upcoming week, my friend Holly Perkins is hosting a free 3-day live event, **Strong By Design** (Sept 17, 22 & 24 at 7:00 PM ET), designed to help you transform your health and confidence by focusing on body composition.

This isn't about dieting harder or working out more. It's about learning the science-backed strategies that allow you to:

- Build lean muscle and lose fat in a sustainable way
- Reduce aches, pains, and inflammation that hold you back
- Boost your energy so you can fully enjoy life again

👉 Click here to save your free spot

Optional affiliate personalization: When I shifted my focus from weight loss to body composition, I noticed [insert your story—more energy, less pain, greater confidence, etc.]. This workshop will give you the tools to make that same shift.

And you'll also hear inspiring stories, like Jennifer's. In her late 50s, Jennifer was struggling with hypothyroidism and years of fatigue and injuries. Despite working as a fitness professional, she couldn't break free. Within 3 months of working with Holly, she had more energy than she knew what to do with—she described bouncing out of bed “like a kangaroo.” For the first time in her 60s, she was building visible muscle tone and feeling stronger than ever. The nutrition strategies she learned didn't just change her body, they gave her back her life.

The workshop starts soon, don't miss your chance to learn from Holly, a leading expert in women's strength and health with 30 years of experience helping women like you.

👉 Join us here before spots fill up

[INSERT DEPENDING ON WHEN THE WORKSHOP IS IN RELATION TO THIS EMAIL - E.G. Today/tomorrow] is your last chance to sign up and join in on all the magic live.



Your usual sign-off,
Your name

P.S. Don't miss the chance to experience **Strong By Design** live. Save your spot today!

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

P.P.S. Don't want to hear about this promotion? Click [here](#) and we'll make sure you stay on our list but not send you updates about this workshop.

Email 7: (Workshop promotion)

Suggested Send Date: (Send between workshop days one and two.)

Subject Line Options

- You didn't miss it—you can still jump in

- We saved you a spot (and you're right on time)
- You're right on time for this
- It started... but you're not behind
- You can still catch this (and it's worth it)

Preview Text Options

- The replays are ready when you are
- You can start from exactly where you are
- You don't need perfect timing to begin
- There's still time to step into this
- You might find this easier to jump into than you think

Hi [First Name],

If you saw my emails about Holly Perkins' Strong By Design Workshop and thought, "I'll sign up later..." — this is your later.

Yes, the workshop has already started. But no, you are absolutely not behind.

In fact, this might actually be the perfect moment to jump in.

Because the kind of woman this workshop is designed for isn't sitting around with unlimited free time waiting for the stars to align. She's managing a full life, balancing a lot of moving pieces, and when she finally decides to show up for herself — she makes it count.

So joining now isn't late. It's exactly on time.

Here's how it works: when you register, you'll get instant access to the Day 1 replays, and you can still join Holly live for the upcoming sessions. You're not walking in behind — you're stepping in with a little extra clarity.

One insight from Day 1 that genuinely stopped me in my tracks:

→ **Most women think their issue is fat loss... but it may actually be a muscle problem.**

That single reframe shifted how I see everything. Because it explains why so many women are working hard, showing up consistently, doing all the things — and still not seeing the change they're expecting in the mirror.

If you're someone who feels like you're doing the work but **your body just isn't responding**... if you want to **feel strong, capable, and truly in control** of how you feel

and look... or if you know you're ready for a smarter, more strategic approach to training — **Holly built this workshop for you.**

INSERT A SPECIFIC TAKEAWAY FROM DAY 1 or 2

And registering now might feel like a small decision, but it's actually a powerful one. Because it means **you're done waiting for the perfect moment and ready to build something real.**

Register for Strong By Design and access the replays here

I have a feeling that once you start watching, things are going to start clicking in a way they haven't before — and that's really when everything begins to change.

Warmly,

Your Name

P.S. If part of you is thinking, “I should have signed up earlier,” - that’s the exact pattern this work begins to unwind. **Sign up to get the replays here.**

Email 8: Mastering Your Body Composition Replays

Suggested Send Date: September 25, 2025

Alternate Subject Line Options

- If you missed this conversation... I'd watch the replay
- The shift most women never learn about their body
- Why working harder hasn't created better results
- You're doing the work... so why isn't your body changing?
- Before you try another workout plan... watch this

Alternate Preview Text Options

- The Strong By Design replay is available for a limited time.
- A smarter way to think about strength, muscle, and your body.
- This might change how you approach your results—completely.
- For women doing everything “right”... but still feeling stuck.
- Real results require more than effort. Here's what actually works.

Hi [First Name],

If you weren't able to attend the **Strong By Design Workshop live**—or if you registered but haven't watched yet—I want to invite you back in.

Because this isn't just another workshop.

It's foundational.

And as I've been reflecting on it, there were a few moments that stayed with me... the kind that may suggest a bigger shift is possible than you realized.

Here's what stood out most:

→ The reason your workouts haven't been giving you the results you expected likely isn't about effort. **It's about approach.** When you start focusing on **muscle and body composition**, everything begins to change.

→ That frustration you feel—the “I'm doing everything right, so why isn't this working?”—it's actually information. And once you understand what your body is responding to, you might find the path forward becomes surprisingly clear.

→ There's a reason some women feel **stronger, leaner, and more energized as they age**... while others feel like they're working harder with less to show for it. **The difference isn't willpower. It's strategy.**

→ Strength isn't something you either have or don't have. **It's a skill.** And when you start building it intentionally, it has a ripple effect into everything—your energy, your confidence, even how you move through your day.

[INSERT YOUR PERSONAL TAKEAWAY — a moment, insight, or shift that landed for you]

What I appreciate most about this workshop is what it *isn't*.

It's not about punishing workouts.

It's not about obsessing over the scale.

And it's definitely not about trying to force your body into change.

It's about creating a system where:

Your body feels strong.

Your progress actually makes sense.

And your results feel sustainable—to the point where you can finally trust what you're doing.

The replays are available for a limited time.

So if you're someone who...

Feels like your body should be responding better than it is...

Knows you're ready for a smarter, more effective approach...

Or simply wants to feel **strong, capable, and at home in your body again...**

You can watch the full replay here:

👉 **Watch the Strong By Design replays**

Imagine if this is the moment things finally start to click.

Because when you build strength the right way, you truly do...

Create the body you NEED to keep up with the life you LOVE.

Warmly,

Your name

P.S. The replays won't be available forever. If you're even a little curious, I'd encourage you to watch while they're still up. You might be surprised by what shifts for you when you do. **Get the replays here!**

Social Post 1

Imagining a healthy future you

Do you want to make future you proud? ✨

Imagine feeling strong, active, and full of energy for years to come—not just looking good, but truly *feeling good* in your body.

This September, my friend Holly Perkins is hosting a **free 3-day live workshop: Strong By Design**—where you'll learn why **muscle (not weight loss!)** is the real key to lasting health and vitality.

Here's what you'll discover:

- 💪 Why the scale & BMI fail—and what to track instead
- 💪 The top 3 mistakes that stall muscle growth (even if you lift)
- 💪 How estrogen & inflammation affect your results—and how to break free
- 💪 A proven 3-step strategy to build strength, boost energy & reshape your body

This isn't just about appearance—it's about building a body that supports the life you love for decades to come.

Join Holly's free workshop! Link in bio.

#MidlifeMuscle #StrongerHealth #FeelGoodInYourBody #BuildStrength

Social post 2

Tired of chasing the scale?

It's time to focus on what *really* matters—building muscle, boosting your metabolism, and creating lasting health.

Join my friend Holly Perkins for her **free 3-day workshop, Strong By Design: Create a body you can count on for life.**

Here's what you'll learn:

- 💪 Why the scale & BMI don't reflect real progress
- 💪 The truth about muscle, fat loss & metabolism
- 💪 How estrogen & inflammation can hold you back (and how to fix it)
- 💪 A proven 3-step formula to build strength, energy, and confidence

Click the link in my bio to grab your free spot today!

#BodyComposition #StrongNotSkinny #WomensHealth #MuscleMatters

Social Post 3

What every woman should know about building muscle in midlife

Most women spend years chasing weight loss... but the truth is, **muscle—not the scale—is the key to strength, energy, and confidence.**

That's why I'm so excited for my friend Holly Perkins' **free 3-day workshop: Strong By Design** (Sept 17, 22 & 24).

Here's what you'll discover:

- ✨ Why the scale & BMI fail—and what to track instead
- ✨ The top 3 mistakes that cause muscle loss (and how to avoid them)
- ✨ How estrogen & inflammation sabotage your results
- ✨ A proven 3-step roadmap to build muscle, boost energy & reshape your body

This isn't about quick fixes or endless cardio. It's about building a strong, resilient body that will carry you through decades of vibrant living.

Save your free spot today! Link in bio.

#MidlifeMuscle #StrongForLife #BodyComposition#WomensHealth

Social Post 4

Social Post – Workshop Starts Soon

It's almost here!

The **Strong By Design Workshop** with Holly Perkins kicks off **September 17th at 7 PM ET...** and you don't want to miss it.

This FREE 3-day live event is designed to help you:

- 💪 Build lean muscle & lose fat in a sustainable way
- 💪 Reduce aches, pains & inflammation that slow you down
- 💪 Boost energy so you can fully enjoy life again

✨ This isn't about dieting harder or doing more cardio. It's about learning science-backed strategies that *actually work*—so you can create a body that supports the life you love.

Save your free spot today (link in bio)!

#MidlifeMuscle #StrongerAfter40 #BodyComposition #WomensHealth

Social Post 5

Free 3-Day Workshop – Mastering Your Body Composition

Missed it live? Don't worry—the **Strong By Design Workshop replays** are now available... but only for a limited time!

Holly Perkins shared 3 nights of life-changing strategies every woman in midlife needs:

- 💪 Why the scale & BMI don't reflect real progress
- 💪 The top 3 mistakes that stall muscle growth (even if you're lifting)
- 💪 How estrogen & inflammation impact results (and how to fix it)
- 💪 A proven 3-step roadmap to build strength, energy & confidence

Instead of bingeing Netflix, binge these replays—and your future self will thank you.

Watch the free replays now before they disappear (link in bio).

#MidlifeMuscle #BodyComposition #StrongForLife #WomensHealth

The Body Composition Project Essentials Promo Email (September 28- October 4)

Email 9: The Body Composition Project Essentials registration opens today! (Announcement & info about bonuses)

Suggested Send Date: Monday 9/28 when The Body Composition Project Essentials cart opens.

Subject Line: Your next step to transform your body and life

Preview Line: The Body Composition Project Essentials is officially open—this is your time to shine.

Alternative Subject Lines:

- The Body Composition Project Essentials is OPEN! (Bonuses inside!)
- My exclusive Body Composition Project bonuses!
- Your transformation starts today.
- Ready to feel better than ever?

Alternative Preview Text:

- Special fast-action bonuses inside — grab ‘em now while they’re available!
- The Body Composition Project Essentials is officially open—are you ready to join?
- Transform your health with a program designed for lasting change.
- Say yes to strength, confidence, and a healthier you.
- It’s time to take control of your health and vitality.

If you promoted Strong By Design, use the intro in blue/underlined.

If you didn’t promote Strong By Design, use the intro in orange/not underlined.

Body Copy:

INTRO #1:

EEK! I'm so excited today.

You know I've been sharing about Holly Perkins's Strong By Design Workshop.

[SHARE SOMETHING YOU TOOK AWAY FROM STRONG BY DESIGN IF YOU ATTENDED YOURSELF! - E.G. I've been attending the live sessions over the past three days and my mind is honestly BLOWN away by Holly's approach to transformation.]

Well, Holly is opening the doors to her program, The Body Composition Project Essentials, TODAY! 🙌

INTRO #2:

Here's something most diets won't tell you: your biology, not your willpower, is the real key to lasting change.

Because **when you improve your ratio of muscle to fat**, everything gets better. Your energy goes up. Aches and pains go down. Your metabolism becomes more efficient. And yes, science shows that building and preserving lean muscle is one of the most powerful ways to support healthy aging.

Think about it. You've probably tried eating less, working out harder, or chasing the number on the scale...only to end up frustrated and burned out. That's because weight loss alone ignores the most important factor of all: **body composition**.

That's exactly what my friend Holly Perkins teaches inside **The Body Composition Project Essentials**.

The Body Composition Project Essentials is a six-month body composition program for women who are ready to stop focusing on body weight and start improving their body composition to create lasting changes in their health, strength, and metabolism.

The program combines Holly's proven body composition methodology with the flexibility to move through the training at your own pace, while receiving the guidance and accountability of live coaching. You'll get **eight 90-minute coaching sessions with**

Holly during the first two months to build momentum, plus ongoing monthly coaching calls to answer your questions, keep you progressing, and support you every step of the way.

Inside, you'll learn Holly's science-backed approach to progressive strength training, strategic cardio, and evidence-based nutrition so you can improve your ratio of lean muscle mass to body fat, build a stronger, more resilient body, and create the body you NEED to keep up with the life you LOVE.

The data speaks for itself!

- 54% of participants gained 3-6 pounds of lean muscle
- 62% of participants lost over 12 pounds of fat
- 89% of participants saw a statistically significant improvement in body composition
- 58% reported a reduction in aches and pains
- 82% reported a noticeable improvement in energy and stamina

Take a peek & learn more about The Body Composition Project Essentials >>

[IF YOU'VE WORKED WITH HOLLY BEFORE, SHARE A LITTLE ABOUT YOUR EXPERIENCE - BUT NOT TOO MUCH! WE'LL GO INTO YOUR STORY DEEPER IN ANOTHER EMAIL!]

If you join The Body Composition Project Essentials through my affiliate link you'll also get **[INSERT DETAILS ABOUT YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]**

If you sign up before 10/1 at 11:59 pm ET you'll also get the following fast action bonuses:

- **Exclusive 60-Minute Private Coaching Call with Holly Perkins (\$1,000 Value)**
Get personalized guidance, strategy, and coaching directly from Holly to help you break through plateaus and accelerate your results. **Limited Spots Available!- FIRST 10 WOMEN TO SIGN UP**
- **FREE DEXA Scan to Kick Off Your Journey (\$200 value)** Get the gold-standard snapshot of your body composition—so you'll know exactly where you're starting and how to track your progress every step of the way. - **NEXT 10 WOMEN TO SIGN UP**

You'll also get:

- **Lifetime Access to The Nutrition Project** (\$997 value)
— Gain **forever access** to Holly's **proven** nutrition system designed to help you eat for **sustainable weight loss, muscle building, and long-term health.**

Between my bonuses and Holly's bonuses, we are jam-packing this program with even MORE value.

I'm so excited for you to create the body you need to keep up with the life that you love!

Sign up here.

Your usual sign-off

P.S. Sign up for The Body Composition Project Essentials and get **[INSERT DETAILS ABOUT YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]!**

Say 'goodbye' to a stressful relationship with wellness and 'hello' to The Body Composition Project Essentials ! 🥰

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

*If you no longer want to hear about this promotion, **click here** and we'll make sure you stay on our list but don't receive emails about this topic moving forward.*

Email 10: What is 'The Body Composition Project Essentials ' and why you should take the next step

Subject Line: The simple truth about lasting health

Preview Line: Forget the fads—here's what actually works for women in midlife.

Suggested Send Date: Wednesday, Sept. 30th (before 48-hour bonuses are complete)

Alternative Subject Lines:

- Build lasting health with The Body Composition Project Essentials
- What IS 'The Body Composition Project Essentials'?
- Health made simple
- Feel like you've tried everything out there?

Alternative Preview Text:

- Your wellness isn't based just on your weight
- How to live long and prosper
- Why building muscle—not losing weight—is the real secret to health
- Step off the diet rollercoaster and create lasting change.

Body Copy:

Hi [Name],

Wellness can feel overwhelming, right? Diet trends, detoxes, supplements, quick fixes... it's a lot.

And yet, for all the time, energy, and money poured into these fads, most women are still left feeling frustrated, tired, and stuck.

Here's the refreshing truth: the single most powerful thing you can do for your health isn't on any fad list. It's not the next diet. It's not an extreme workout. It's **building muscle and improving your body composition**.

If you're reading this and you're someone who:

- **Feels like they have tried everything** to lose weight
- **Is exhausted by the wellness industry** and just wants to feel good
- **Wants to feel more energy, vibrancy, and aliveness**, but feels like it is too late
- **Has a chronic condition or autoimmunity** and is tired of practitioners not listening to you

Prioritizing your *body composition* just might be the breakthrough you've been waiting for.

Shifting your perspective away from the scale and towards *building muscle* is a data-driven way to improve your health and longevity - even if you've tried everything.

If you want to create sustainable shifts in your health, The Body Composition Project Essentials has everything you need to create the body (and life) of your dreams.

Inside The Body Composition Project Essentials, you'll learn:

- **The science of body composition:** why building muscle (not losing weight) is the foundation of lasting health
- **Effective strength training:** how to build and maintain lean muscle as you age
- **Nutrition for longevity:** macronutrient strategies to fuel your body, support fat loss, and boost energy
- **Hormones & body composition:** how estrogen and inflammation impact your results—and how to adjust for them

If you're ready to get off the health rollercoaster and create lasting change, The Body Composition Project Essentials may be right for you.

[Learn more and sign up here.](#)

If you join The Body Composition Project Essentials through my affiliate link you'll also get **[INSERT DETAILS ABOUT YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]**

If you sign up before 9/30 at 11:59 pm ET you'll also get the following fast action bonuses from Holly:

- **Lifetime Access to The Nutrition Project (\$997 value)**
— Gain **forever access** to Holly's **proven** nutrition system designed to help you eat for **sustainable weight loss, muscle building, and long-term health.**
- **Private 60-Minute Coaching Call With Holly Perkins (\$1,000 value)** — Get personalized guidance, strategy, and a clear plan directly from Holly to break through plateaus and accelerate your results. ***Limited spots available — first 10 women to sign up. You'll be notified immediately upon enrollment.***

For **the next 10 women who enroll:**

- **FREE DEXA Scan to Kick Off Your Journey (\$200 value)**
Get a gold-standard scan to measure your body composition, so you'll know *exactly* where you're starting and how to track your progress.

[Learn more about The Body Composition Project Essentials and get my exclusive affiliate bonuses! >>](#)

Between Holly's proven program, her bonuses, and my exclusive gifts, this is your chance to get off the diet rollercoaster and finally create the body (and life) you love.

Your usual sign-off

P.S. If you don't already have a clear plan to:

- Increase your energy
- Increase lean muscle
- Create a lasting plan for long-term health

...then **The Body Composition Project Essentials** is going to be incredibly supportive for you.

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Email 11: Fast action bonuses are disappearing

Suggested Send Date: *Ideally* on Wednesday September 30th before 11:59 pm EST (while ALL Fast Action bonuses are available) After September 30th, if you haven't already sent this email out then skip to the next email in the series.

Subject Line: Last chance for Holly's fast-action bonuses

Preview Line: Fast-action bonuses are disappearing...

Alternative Subject Lines:

- Your final reminder—bonuses expire at midnight!
- The clock is ticking
- Don't wait—get Holly's bonuses before they're gone.

Alternative Preview Text:

- Last chance!
- Boost your energy and lose fat sustainably

- No BS, just results.

Body Copy:

FIRST NAME,

I'm going to keep this short & sweet today but I wanted to drop a reminder into your inbox to let you know that the **fast-action bonuses for The Body Composition Project Essentials** are going fast.

If you sign up before 9/30 at 11:59 pm ET you'll also get the following fast action bonuses from Holly:

- **Lifetime Access to The Nutrition Project (\$997 value)**
— Gain **forever access** to Holly's **proven** nutrition system designed to help you eat for **sustainable weight loss, muscle building, and long-term health.**
- **Private 60-Minute Coaching Call With Holly Perkins (\$1,000 value)** — Get personalized guidance, strategy, and a clear plan directly from Holly to break through plateaus and accelerate your results. ***Limited spots available — first 10 women to sign up. You'll be notified immediately upon enrollment.***

For **the next 10 women** who enroll:

- **FREE DEXA Scan to Kick Off Your Journey (\$200 value)**
Get a gold-standard scan to measure your body composition, so you'll know *exactly* where you're starting and how to track your progress.

Plus, you'll get **[INSERT DETAILS ABOUT YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]**

What are you waiting for?

If you've got questions about the work, feel free to hit reply or schedule a call with Holly's team at this link - we're here to help and we sincerely want you to feel your best (and look your best too.)

Get access to the fast action bonuses and sign up for The Body Composition Project Essentials .

Your usual sign-off

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Email 12: Paint the vision/picture email

Suggested Send Date: Thursday, October 1

Subject Line: Imagine your life six months from now.

Preview Line: The life and body of your dreams starts NOW

Alternative Subject Lines:

- Ditch the quick fix, make a change that lasts
- Everything in your life can change...
- Get off the diet roller coaster for good
- Love your life, love your body
- A simple plan for better health
- The secret to loving your life

Alternative Preview Text:

- ...when you focus on your body composition instead of your weight
- A new possibility when it comes to your health
- The roadmap to better health is here.
- Feeling BETTER in your body as you get older - not worse.

Body Copy:

Have you ever wondered what would change if you prioritized building strength, reducing fat, and focusing on how you *feel* in your body, **FIRST NAME?**

Focusing on body composition will help you become more muscle (and less fat) - AND, it opens up a whole world of possibility.

Instead of the myth of “It’s normal to have less energy as we age” —> it becomes: **“I feel better than I’ve ever felt”**

There’s nothing like the confidence that comes from knowing your body is strong, resilient, and capable. The program helps you build a body that *feels* amazing—while looking incredible too.

Instead of losing mobility, you'll be able to **stay active and engaged in life.**

Whether it's traveling, playing with your kids or grandkids, or taking on new adventures, improving your body composition keeps you mobile, energized, and ready for whatever comes your way.

Instead of becoming more at risk for disease, you'll be able to **take control of your long-term health.**

By focusing on muscle growth and fat reduction, you'll reduce your risk of disease, improve your mobility, and set yourself up for decades of vibrant living.

In ***The Body Composition Project Essentials***, Holly Perkins will teach you everything you need to know, from nutrition and strength training to tracking metrics that truly matter. You'll have the tools to not just improve your body composition but also transform your life.

Optional affiliate story:

"When I started applying these principles, I noticed [specific benefits—e.g., improved energy, reduced pain, better strength, etc.]. This program will show you how to achieve the same results and more."

And don't forget, if you join The Body Composition Project Essentials through my affiliate link you'll also get **[INSERT DETAILS ABOUT YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]**

Are you ready to love the way your body feels, looks, and performs?

Join *The Body Composition Project Essentials* today, and let Holly guide you to your strongest, healthiest self yet.

Click here to enroll now!

Here's to feeling amazing,

[Your Name]

PS: Join before Saturday, October 3rd, and receive:

- **Lifetime Access to The Nutrition Project** (\$997 value)
— Gain **forever access** to Holly's **proven** nutrition system designed to help you eat for **sustainable weight loss, muscle building, and long-term health.**
- **The Glutes & Legs Accelerator LIVE** (\$650 value)

— Join Holly for an exclusive **2-hour LIVE virtual workshop** where she'll coach you through the Bulgarian split squat step by step. You'll get expert instruction, personalized feedback, and the opportunity to ask questions live so you can perform this game-changing exercise with confidence.

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Email 13: FAQs about The Body Composition Project Essentials and focus on your bonus

Suggested Send Date: Friday, October 2

Subject Line: A's to your The Body Composition Project Essentials Q's

Preview Line: "How exactly will The Body Composition Project Essentials help me?"

Alternative Subject Lines:

- When was the last time you truly loved the way your body felt?
- Your health breakthroughs await...
- Your questions, my answers.
- Dive into a Q&A about The Body Composition Project Essentials
- Curious about The Body Composition Project Essentials ? It's FAQ time!

Alternative Preview Text:

- The Body Composition Project Essentials starts NEXT WEEK
- Six months to change the rest of your life
- Say goodbye to "shoulda coulda woulda" and say hello to the body of your dreams
- [INSERT AN FAQ YOU'VE BEEN GETTING ABOUT The Body Composition Project Essentials]

Body Copy:

Hey, FIRST NAME,

I've been sharing about Holly Perkins and her program The Body Composition Project Essentials program for a few days but I wanted to spend today answering a few questions that have popped up.

If you haven't heard much about it yet, here's the scoop: The Body Composition Project Essentials is a live six-month cohort-based group coaching program for women designed to help you stop focusing on body weight and start focusing on body composition to redesign your biology and create permanent change.

The Body Composition Project Essentials was created from the science and proven methods for improving the ratio of lean muscle mass to body fat to help you create a strong and resilient body so you can play in the game of life (and avoid the life-threatening diseases that most women face).

Inside, you'll learn the connection between inflammation and estrogen, how to become more muscle (and less fat), why your past diets and health efforts haven't worked, and what to do instead. And SO much more.

[Learn more about The Body Composition Project Essentials here >>](#)

Okay, let's dive into the Q's!

Who is The Body Composition Project Essentials for?

The Body Composition Project Essentials is for women who are:

- Committed to creating a strong, resilient body that will support them through every season of life and all the years ahead.
- Ready to stop letting the scale define their progress and start improving the metric that matters most: their body composition.
- Finally putting themselves first after years of prioritizing everyone else.
- Looking to build lean muscle, boost metabolism, strengthen their bones, and age with energy, confidence, and resilience.
- Frustrated by restrictive diets, endless cardio, boot camps, and trendy fitness programs that never delivered lasting results.
- Looking for a flexible program that combines self-paced learning with expert coaching, accountability, and support from Holly.

[That's me! 🥰 >>](#)

How exactly will The Body Composition Project Essentials help me?

The Body Composition Project Essentials will give you the tools & training to enable you to:

- **Feel better than ever** - By focusing on improving your body composition, you'll experience more energy, reduced aches and pains, and an overall sense of vitality. Imagine waking up each day feeling strong, capable, and ready to take on the world.
- **Build a strong, lean, athletic body** - Say goodbye to crash diets and quick fixes. This program provides a sustainable approach to gaining lean muscle and reducing fat, giving you a physique you can feel proud of—inside and out.

- **Improve your long-term health** - Reducing your risk of chronic diseases like diabetes, heart disease, and osteoporosis becomes possible when you focus on body composition. This program equips you with the tools to stay healthier for longer.
- **Boost confidence and empowerment** - Achieving a strong, resilient body not only changes how you feel physically but also boosts your confidence and empowers you in every aspect of your life—from your relationships to your career.
- **Stay active and engaged in life** - This isn't just about looking good; it's about building a body that allows you to keep up with the life you love. Whether it's traveling, playing with your kids or **grandkids, or pursuing hobbies, you'll have the strength and stamina to stay fully engaged.**

This is EXACTLY what I need right now! >>

What does The Body Composition Project Essentials include?

When you enroll in **The Body Composition Project Essentials**, you'll get everything you need to become more muscle (and less fat), all in one complete, science-backed program. Here's what's included:

- **Eight live 90-minute coaching sessions** with Holly during the first two months to build momentum, answer questions, and establish the habits that create lasting results.
- **Monthly live group coaching and Q&A sessions** with Holly for ongoing guidance, accountability, and support. **(Lifetime access)**
- **A six-month progressive strength training program** with periodized workouts that build lean muscle, improve strength, and progress month by month.
- **Strategic cardio programming** designed specifically for women to improve body composition, support cardiovascular health, and complement strength training without sacrificing muscle.
- **The Nutrition Project**—Holly's comprehensive nutrition system featuring her proven strategies for improving energy, metabolism, and body composition. **(Lifetime access)**
- **Exercise video demonstrations and coaching tutorials** for every workout and movement, so you'll always know exactly what to do with confidence.
- **Lifetime access** to all workouts, coaching call replays, program materials, and future program updates, so you can revisit the program anytime.

BONUS: If you join The Body Composition Project Essentials through my affiliate link you'll also get **[INSERT SUMMARY OF YOUR BONUS PACKAGE HERE!]**

Sounds amazing! I want to join. >>

Ooh - can you tell me more about your bonus?

[INSERT DETAILS OF YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]

[INSERT AN FAQ YOU'VE BEEN GETTING FROM EMAIL SUBSCRIBERS ABOUT The Body Composition Project Essentials - E.G. How is The Body Composition Project Essentials different from your program?]

[SHARE YOUR ANSWER HERE]

Count me in! >>

Phew! I think that's everything covered.

But if I missed anything let me know!

And take a look at The Body Composition Project Essentials before it starts on Monday, October 6th.

Speak soon!

Your usual sign-off,
YOUR NAME

P.S. If you have any more questions for me, click 'reply' and I'll get back to you as soon as I can.

[INSERT IF YOU'RE AN TBCP ALUMNI - E.G. I've been in The Body Composition Project Essentials myself so I'm happy to answer any questions about it!]

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Email 14: Last chance to get into The Body Composition Project Essentials!

Subject Line: The Body Composition Project Essentials starts on MONDAY

Preview Line: You in?

Suggested Send Date: Saturday, October 4 (Program Begins Monday, October 6)

Alternative Subject Lines:

- You know what time it is?
- The clock is a'ticking
- Final (& friendly!) reminder

Alternative Preview Text:

- Secure your spot in The Body Composition Project Essentials today
- Your future you will thank you.
- In six months you could be in the body of your dreams.

Body Copy:

Hey, **FIRST NAME!**

What if this was the year that changed everything for you? A healthier, leaner, happier you is less than a year away - if you join Holly's program.

Holly Perkins The Body Composition Project Essentials kicks off **[INSERT TIMEFRAME RELATIVE TO THIS EMAIL - E.G. tomorrow/tonight/in a few hours]** Monday, October 6th.

Here's why you need to act now:

 **The next live kickoff begins Monday.** Holly only welcomes a new cohort into The Body Composition Project Essentials once or twice a year, so this is your chance to start alongside a community of women with extra coaching, accountability, and momentum from day one.

✨ **Start a magical transformation.** Imagine what your life could look like in six months when you have more energy than ever, have reduced your aches and pains, and have a better relationship with your body than ever. That life is possible when you use data-driven tools, and pair them with an incredible coach and community.

🎁 **Exclusive bonuses.** When you join The Body Composition Project Essentials through my affiliate link, you'll also get **[INSERT DETAILS OF YOUR BONUS PACKAGE HERE! FEEL FREE TO ADD A BULLET POINT LIST & SHARE THE \$ VALUE OF EACH BONUS.]**

If you join before Monday, Holly is also going to throw in:

- **The Protein Workshop (\$400 Value) – Unlock Your Perfect Protein Formula!** Ladies, if you're not getting **enough protein, building lean muscle is nearly impossible**—but eating too much can lead to fat gain. In this exclusive workshop, I'll show you **exactly how much protein you need** based on your goals and body weight, so you can fuel your body, sculpt lean muscle, and feel your absolute best!
- **The Creatine Workshop (\$350 Value) – Maximize Your Strength, Muscle & Performance!** Creatine is one of the most researched and effective supplements for improving strength, increasing muscle development, enhancing performance, and supporting healthy aging. Yet many women either aren't taking it, aren't taking enough, or aren't sure if it's right for them. In this exclusive workshop, Holly will show you exactly how to choose the right type of creatine, how much to take, when to take it, and how to maximize its benefits, so you can support stronger muscles, better workouts, faster recovery, and feel your absolute best.

Snag your spot in The Body Composition Project Essentials >>

If you have any lingering questions or last-minute doubts, I'm here to help. Reply to this email and we'll chat!

Sign up today and get my exclusive affiliate bonuses!

To your transformation,

Your name

This email contains affiliate links, which means I'll earn a commission for any purchases you make through my link—at no extra cost to you!

If you no longer want to hear about this promotion, [click here](#) and we'll make sure you stay on our list but don't receive emails about this topic moving forward.

Social Post 5

✨ BIG NEWS! ✨

My friend, Holly Perkins, just opened the doors to *The Body Composition Project Essentials* ! 🦵👏

Forget the fads—**body composition is the real game-changer** for strength, energy, and longevity! This **6-month live coaching program** helps you build lean muscle, lose fat, and feel amazing.

Results speak for themselves:

- ✓ 54% gained 3-6 lbs of lean muscle
- ✓ 62% lost over 12 lbs of fat
- ✓ 82% saw more energy & stamina

Sign up by **9/30** and get exclusive bonuses!

#TheBodyCompositionProject #StrongNotSkinny #WomensHealth #StrengthTraining

Social Post 6

The Body Composition Project Essentials is Open! 🎉

If you're tired of struggling with weight loss, low energy, or feeling stuck in your health journey, **this is for you.**

I'm so excited to share that **The Body Composition Project Essentials** —Holly Perkins' **6-month live coaching program**—is officially open! This program is all about shifting the focus *away* from the scale and *toward* building lean muscle for lasting health and longevity.

Inside, you'll learn:

- ✓ How to build and maintain lean muscle
- ✓ Simple, science-backed nutrition strategies for energy and fat loss
- ✓ How hormones impact metabolism and body composition

If you've tried *everything* and still don't feel your best, **this could be the breakthrough you've been waiting for.**

✨ Plus, if you enroll through my link, you'll get [INSERT YOUR BONUS OFFER HERE]! ✨

➡  **Click the link in my bio to learn more!**

#TheBodyCompositionProject #StrengthTraining #MuscleIsMedicine #WomensHealth #HealthyAging

Social Post 7

I'm excited to share that my friend Holly Perkins just opened enrollment for **The Body Composition Project Essentials**, a six-month body composition program that helps women over 40 become more muscle (and less fat) so they can create the body they need to keep up with the life they love.

Why focus on **body composition** instead of body weight?

- ✓ One of the strongest indicators of long-term health and longevity
- ✓ Builds lean muscle and supports a healthy metabolism
- ✓ Helps strengthen bones and slow age-related muscle loss after 40
- ✓ Improves energy, resilience, and sustainable fat loss

Inside the program:

- ✓ Eight live 90-minute coaching sessions with Holly during the first two months
- ✓ Monthly live coaching and Q&A calls throughout the program
- ✓ Holly's six-month progressive strength training program
- ✓ Strategic cardio programming designed specifically for women
- ✓ One-year access to **The Nutrition Project** and all program materials

If you're ready to stop chasing the scale and start creating lasting change, this is your opportunity.

Learn more and join here: [Insert Link]

#TheBodyCompositionProjectEssentials #BodyComposition #StrengthTraining #HealthyAging #WomensHealth #MuscleMatters

Social Post 8

Tried *everything* to lose weight but nothing sticks? Here's why:

Most diets focus on cutting calories instead of **building muscle & boosting metabolism.**

Strength training + the right nutrition helps you **lose fat, gain strength, and keep it off** for good.

That's why I love **The Body Composition Project Essentials** —my friend **Holly Perkins'** *6-month coaching program* designed to help women shift their focus *away* from the scale and *towards* lasting results.

Want to finally break free from diet culture? **Join now before enrollment closes! Link in bio.**

#TheBodyCompositionProject #BreakTheCycle #FatLossNotWeightLoss
#MuscleIsMedicine

Social Post 9

If you're tired of guessing what workouts & nutrition actually work for *your* body, it's time to stop. 🚫

The *science* is clear: **Improving your body composition (more muscle, less fat) is the key to long-term health.**

That's why I *highly* recommend **The Body Composition Project Essentials** —a **6-month live coaching program** by my friend **Holly Perkins** that gives you *everything* you need to:

💪 **Get stronger, not just smaller**

⚡ **Boost energy & metabolism**

🥗 **Eat for sustainable results**

A clear, science-backed approach that helps you create lasting results.

➡️ **Click the link in my bio to join before enrollment closes!**

#TheBodyCompositionProject #StrongNotSkinny #FatLoss #HealthyAging

Social Post 10

What if six months from now you felt stronger than you do today?

Not because you followed another diet...

Because you finally followed a plan that was designed to build muscle, improve your metabolism, and support your health for the long term.

That's why I'm sharing **The Body Composition Project Essentials** with you.

It's Holly Perkins' six-month body composition program that teaches women how to:

- ✓ Build lean muscle
- ✓ Improve metabolism
- ✓ Eat to support strength and energy
- ✓ Create lasting results instead of starting over every January

If you've been waiting for the "perfect time," this might be it.

Check it out here: [Insert Link]

#BodyComposition #MuscleMatters #StrengthTraining #HealthyAging #WomensHealth