

Context: People who suffer from back pain signed up to my newsletter to get this free book that includes exercises that benefit them. (Lead Magnet)

My question, Should I talk more about their pains or talk about them later in another emails and just deliver the book?

Hello Name,

Welcome to our kingdom where thousands like you made the same decision and now are proud they did.

Here's the "20-Minute Back Pain Fix" you requested. We designed it in easy steps to make sure you perform them correctly. Make sure to follow all the steps to achieve the goal of relief.

Before you start your relief journey, what your life would look like if you achieved this goal and fixed the pain forever?

Reply to this email and tell us your answer now.

Note: If you have strong pain, you can perform the steps in free pain motion.

If the pain continues, we recommend you contact any credible medical provider.

[Click here if you are unsure who to call.](#)

P.S. Be ready in the next couple of days for the coming email on how I overcome my back pain.

Stay healthy, live healthy.

Dr. Mike