

HSO Example

Hook: Yellow

Story: Blue

Offer: Green

Email 1:

Subject: I Was on The Brink of Hopelessness..

The pursuit of weight-loss for me was not a straight linear line.

Despite the use of tailored fitness programs, caloric deficit, immaculate sleep hygiene, and adequate nutrition; nothing seemed to WORK.

Frustration was the name of the game.

Perhaps I was destined to be the way I was despite my insurmountable effort towards change.

I began to close my eyes and I remembered.

Images of all the work I put in alongside the faces of individuals who ever believed in me.

There are two kinds of pain in this world I thought.

The pain of ACHIEVING something difficult or the one associated with QUITTING on yourself.

I began speaking with Cardiologist Steven Gundry, who explained to me about the importance of this one area in your body.

An area that plays a crucial role in determining the functions of your metabolism and cravings.

Something previous professionals I've consulted with had no idea about.

What will you do with this information?

[Click here to unveil Dr. Gundry's secret that helped me elevate my life.](#)

Email 2:

Subject: Discover the Secret That Transformed My Weight-Loss Journey

I was on the brink of hopelessness, struggling with my weight-loss journey.

Despite trying tailored fitness programs, maintaining a caloric deficit, focusing on sleep hygiene, and ensuring proper nutrition, nothing seemed to work.

Frustration CONSUMED me.

I questioned whether I was destined to remain the same, despite my relentless efforts to change.

But then, something shifted.

I closed my eyes and vivid memories flooded my mind — memories of the hard work I had put in alongside the faces of those who believed in me.

It made me realize that there are two kinds of pain in this world.

There's the pain of ACHIEVING something difficult, and then there's the pain associated with QUITTING on yourself.

That realization led me to Cardiologist Steven Gundry, who opened my eyes to the crucial role of a specific area in our bodies.

This area significantly influences our metabolism and cravings, yet it was overlooked by every single professional I had consulted with.

Now, I want to ask you.

What will you do with this information?

[Click here to unveil Dr. Gundry's secret that transformed my weight-loss journey and discover how it can elevate your life too.](#)