

Opt in pages, so, i am told these are like DIC framework emails but with more authority and proof

Product :- A fitness Ebook about nourishment and training (strength training).

Target market:-Newbies who cant afford a personal trainer

Painful current state:- They cant afford a personal trainer and dont know how to properly use machines and Don't know shit about nourishment

Desired dream state:- to be a complete master and know what they are doing and gym and eat with purpose and intention

Values and beliefs:- heavily influenced by fitness influencers like noel deyzel and alex eubank.

Are You A Skinny Bitch?

More importantly, do you want to stay a skinny bitch?, because if you do and if you dont want to pack on muscle as humanely fast as you can, just **Leave**.

The Complete guide explaining to you

How to use certain machines and where mainstream influencers are wrong.

Complete understanding on nourishment and value of protein for packing on muscle

This will result in a **Voluntary** decline in the need of a personal trainer

Photo of ebook cover

The Guide to win the time spent in the gym.

Who am I

Hyperbuilding relationship

First email:- bait they signed up for (link to book) tease content they will be getting

2nd email:- Where they get to know the guru's story. Framework used: HSO.

3rd email: Pure Value explaining roadblocks and what they need to do to get to dream state, DIC framework.

4th email:- driving the newly educated and excited reader to the sales page, stack curiosity. DIC framework

5th email:- PAS style email to upsell to people

First email

Subject:- The guide to win the time spent in the gym (Ebook Free download)

This is the complete guide to winning and achieving the desired results, be it fat loss, be it muscle or weight gain. This is the complete guide.

And, guess what? I have prepared some more content for you, this will mostly be around the secrets of fitness influencers like mike mentzer, noel deyzel, and Alex Eubanks.

Subject:- How to lose over 55 Pounds in the matter of 6 Months. (From someone whose done it)

And I weighed myself after 6 months and felt like crying tears of joy, here's how:-

At the very start I was a Whopping 230 Pounds, borderline depressed, somewhere around 30% Body fat, it was so bad that i couldn't look myself in the eye when I looked at the mirror. Let's face it, I was a fat fuck.

It was then, I joined the gym, it wasn't easy, mind you, I had to figure out the diet, the workout routines, the workout splits all by myself. This was when I discovered HIIT (High Intensity Interval Training). I worked out every 3 days, and the days in between were cardio. It wasn't easy, despite doing only one set per exercise, I was sore, all the time.

I will be covering nutrition in the next email. Be sure to check it out.

More value coming your way.

PS:- Checkout my course on for industry secrets on how to Meal prep and train to attain and maintain a dream physique.

Email 3 DIC

Subject:- Nutrition, As Promised (Lose 55 Pounds in 6 months Part 2)

Now, this may shock you, but I only had 2 massive meals a day, instead of the more popular less quantity more number of meals. I wasn't the guy to just stuff my face every 3 hours.

You must be wondering, but every fitness influencer tells me to make small meals and eat 6 times a day. Now, while I completely understand the confusion, it is simply stupid, let me explain.

This is good for a singularly fitness based point of view as you're full equally at all times and it is not much of an inconvenience to eat, or not eat more. However this is not at all good from a Productivity based point of view. I tried this for a few days, and while I was consuming the same amount of calories, I was more sleepy and sluggish throughout the day.

In Conclusion, if you're an office goer or aren't singularly focused on fitness, intermittent fasting with 2 heavy meals is your best bet.

More value coming your way.

4th Email DIC

Subject:- The complete Winning Strategy for the gym

Now, If you've been following my emails for a long time, you know that i like to help youngsters out with their fitness journeys and attaining their dream bodies. However, this mail is only for the serious action takers, the ones who want it really bad.

I am launching a special way to access me, several other certified gym coaches, and hundreds of other like minded individuals. I have spent months planning this out and it's gonna be special.

The only thing a Lone wolf eats is leftover crumbs, be a part of the pack and thrive.

- Hundreds of like minded Individuals
- Personal access to me
- Personal access to gym coaches
- over 100 expertly made videos
- Regular AMA'S

What excuse do you have??

THE PACK

Ps:- There is an early bird advantage of 20% off, this, however, will last only a day, enjoy.

Mail 5 Upselling the products

Subject:- Elite Genetics, Wasted?

Are you stuck in the same place you were 2 months back?

Not a pound gained, or lost?

More importantly, do you plan to be there??

Think, have you been performing to the best of your capabilities, going to failure like you're supposed to? Are you eating like you are supposed to? More importantly, are you disciplined enough to do what is needed without giving in to temptations.

If not, this isn't for you, you wouldn't be able to handle it.

- diet accountability chats
- personal access to me
- 24/7 access to many gym coaches
- Live exclusive AMA's

This is not for the non serious.

THE CHOICE IS YOURS TO MAKE

YOUR CHANCE TO GET IN THE BEST SHAPE POSSIBLE

