

Subject Line: Your Journey Has Begun!

Hey (Customer)!,

Before I dive in, here's that free guide that I owe you! [\[Link\]](#)

Hi, I'm Tom Proctor. I just wanted to tell you how thrilled I am to be part of your journey to becoming the best fighter you can possibly be.

In 2010, I was exactly where you are now. I had no clue how to throw a proper hook or even a jab.

Yes, a JAB!

Fast forward to today, I'm undefeated with 20+ fights and have the privilege of training others who were probably in worse shape than you can even imagine.

Over the next few weeks, I'm committed to going above and beyond to provide you with all the tips and techniques you'll need to kickstart your journey.

But here's the deal, I want to get to know you better. Don't be a stranger!

Reply to this email and introduce yourself. I'm genuinely interested in hearing about your journey, your goals, and anything else you'd like to share.

Keep me updated on your progress, and I have absolute confidence that I will be watching you fight in a big promotion!

Let's do this!

Cheers,

Tom Proctor

