

Subject Line: How to influence seniors to workout with enthusiasm

Hi Doug,

I've heard that one of the struggles of training seniors is keeping them excited to work out.

If you face that challenge then I'm here to help you get them motivated to take action.

I've seen your youtube channel and although it was a great way to show how easy and convenient it can be to exercise. I feel that it lacks the emotional strategy to make seniors feel like it isn't a boring routine.

Seniors can have adventures! Thus, I have created a way to make them believe that working out is a form of excitement by adding elements of truthful dangers, harsh realities and of course rewarding feelings.

It can be scary, but people usually will feel more excited when they face things that scare them and come out on top.

I have attached an example below to illustrate how I intend to show you how I intend to use these elements in making seniors feel like a kid taking on another adventure.

If you like my idea message me

Sincerely,

Robyn

Attachment Word File