

Who are we writing to

I am writing to my target audience who have opted in for my client's FV guide about losing fat and building muscle. They are super busy individuals who struggle with balancing their fitness goals and normal life (business, work, etc)

Where are they now?

Right now they've gone through my client's landing page, and thought "Oh shit, this is for me - PERFECT". Given their name and email to get the guide. And now they're in their inbox for the download.

What actions do I want them to do at the end of the copy

At the end of the email I want them to feel a bit warmer towards my client and his brand and see that he is here to genuinely help them out As well as **super eager** to read the next email HSO email about my client that is relatable to them.

And of course download and read the FV lol.

What must they experience in the copy to get them from where they are now to taking the action?

Since they're expecting the email and know it will have the download they signed up for, I gotta keep it SHORT AND CONSISE so they don't only download and fuck off, but read what i have to say too. So I can get them eager for MORE.

SL: Your FREE Guide Has Arrived!

Yo “Name”!.

First off, CONGRATS for taking action.

I know how difficult it can be trying to build your dream body...

Because of the insane time commitment you’ve been tricked into believing is necessary online.

So let me be perfectly clear...

This guide is built up of everything I **WISH** I knew from the moment I decided to get RIPPED.

And is a product of 6+ years of research and testing that helped build **MY OWN** dream physique

Just check out this recent 12-week cut I did...



Despite having an “impossible” time crunch of...

Being a full-time student, entrepreneur, and personal trainer all at once.

[Get Started NOW!](#)

If you're feeling overwhelmed, stuck, or confused...

HIT ME UP & I Gotchu!

Just reply back, or hit my DMS @myclientsdms with anything you need help with or are struggling with.

DOWNLOAD GUIDE

Best,

Shannon

(P.S. - Check back in tomorrow to hear about the mindset switch that got me from *scoffing down a 6 pack of doughnuts* - **to literally having a 6 PACK.**)

It's a good one... you won't want to miss it 😊