

T0 REVIEWERS:

-A lot of the things below are for my own note and to maintain structure of the email so if ur not interested just scroll down to the actual copyl

Note reviews from Draft 1:

-Write something relatable to them somewhere in the beginning(e.g a question,have an idea of which type of format you wanna follow,

do more avatar research

-SL should connect to readers pain or dream state ,create curiosity or use WIIFM

-Be more conversational

-Add WIIFM at the start so ppl know what they're getting ASAP

-Give better value in the email

-be more specific with how many ppl the brand has helped and how they have helped

-have a clearer problem solution loop e.g., make it clear that the reader has a problem then provide value to solve that, but theres another problem, they can only get that value by clicking on your link-this makes it more likely that you will get clicks on your link :)

-Be snappier, ppl are greedy, make it easy to read

-Add more pain points, value and problem-solution loops

-2nd welcome email is recommended to share gurus own journey(didnt do that for this tho)

Which Format Do I want to use???

-PAS

What do I want the flow of the email to be?

Relate-> Understand why problem occurs->Give solution->

Note: Not to link to clients product since this is only the 2nd email

Avatar: Men and women(around 50/50), aged 18-30, having trouble staying accountable, maintaining their fitness journey, and making progress in the gym,

What problems might they be facing?

-They're going to the gym but they're not making progress, not losing fat, not gaining muscle

What are they feeling when they're not making progress?

-Feeling frustrated, confused, feeling like they're trying to break down a brick wall with a toothpick, like there's no point since they're not even making progress

SL: Lots of pain but no gain?

Hey %Firstname%

Have you been hitting the gym and despite your best efforts

You can't seem to make progress no matter how hard you try.

I get it. It's completely justified to feel frustrated and confused.

Wondering if you're doing something wrong, or if you're just not being patient enough

Scared of staying in the same place, even after years of going to the gym

Trust me you're not alone in these thoughts. It's tough!

But here's the thing, many people overlook a fundamental principle of building muscle

After talking with [insert number of clients] here and `[years of experience]` with helping people lose fat, gain muscle, and become much more confident with their appearance

The number 1 reason why most people didn't seem to make progress

Was due to their **NUTRITION**

You see %Firstname%

Your body is an engine

And just like every tow-truck, supercar and rocketship need certain types of fuel to function properly

Your body needs certain types of sustenance to build muscle and lose fat.

But before you picture a boring plate of chicken, rice and broccoli

That's not what I'm going to recommend.

As that is the **WORST** thing you can do for yourself

Because at some point everyone fails such a diet.

If professional athletes don't stick to such a diet year-round

Why should you?

The solution is surprisingly not as complicated as you think

The key is finding enjoyment in what you eat and adjusting slightly.

Just adding some lettuce, a few more pieces of meat or drinking a protein shake,

And a spoonful less of rice on your plate the next time you eat can make a significant difference

It's not about making massive changes to your life everyday %Firstname%

It's about implementing small changes throughout your life

That adds up to make you a brand new and improved version of yourself.

I know it's tough, but trust me, you can do it.

Take it one day at a time!

Now that you're ahead of 90% of people with your diet, you need to avoid making some common mistakes at the gym.

Look out for some tips in my next email where I address those issues.

If you have any questions, feel free to email or DM me

Your #1 Fan

Anthony

Review for draft 2 summary:

-Maintain consistent flow usage, don't be formal in one part then informal somewhere else

E.g While the email mentions experience helping people, adding specific credentials or success stories could enhance trust. Also I think you might considering going with a bit more defined tone here g. For example use of informal language (e.g., "I get it") and more formal language (e.g., "The solution is surprisingly not as complicated as you think"). Maintaining a consistent tone could enhance the flow.

-Add problem solution loop

E.g why it's not enough to just focus on nutrition alone