

What to Include in the Email

Email: Weight Loss 1-1 coaching

Type of Email: Sales Email

Market: Male 20+

Use Languages and Words They Use

Match Their Awareness and Sophistication levels

Don't make it long and disorganized, Keep the Essentials and ditch the unnecessary details.

What To Include in Copy: Clear, Concise, Creative, Organize, Relevant, Persuasive, Research-Based, Reader Oriented

Include Pain:

Giving up too easily: Without a clear plan or support system, men might abandon weight loss efforts after initial setbacks.

Include Desire (Talk more about the Benefits):

Looking and feeling better: This is a top motivator – wanting to see a more defined physique, have more energy, and feel more confident in their clothes.

Feeling in control and empowered: Having a clear understanding of what works for their body and taking ownership of their health journey is important.

(Create a Description): Bro, sick of staring at the same physique in the mirror? We get it. You want to ditch the dad bod and feel freaking awesome in your clothes again. But let's be honest, all those crazy diet plans and gym routines online are just confusing. That's why we offer 1-on-1 coaching built for guys like you. We ditch the BS and focus on simple steps that work fast. No more endless calorie counting or feeling lost at the gym. We'll help you see results and get that sculpted look you want, all while feeling empowered and in control. This ain't about some temporary fad; it's about building healthy habits that become second nature. Ready to level up your health and finally feel confident again? Let's chat and build the best version of you.

Sales Email

Subject: Are you seriously willing to remain Overweight for the next 10 years?

Hey (Person's Name),

Feeling exhausted from the endless cycle of weight loss attempts?

Are those crazy online diets failing to move the needle on the scale?

Ever feel like a lost sheep in the gym, facing setbacks that make you want to throw in the towel?

It's a frustrating journey most of us can relate to.

The truth is, you don't need a complete lifestyle overhaul – you just need a plan that fits your life and keeps you motivated.

In the [Whole Intent](#) Blog, they highlight that personal training accelerates goal achievement compared to solo efforts.

That's why our 1-on-1 coaching is tailor-made for guys like you...

Offering personalized guidance and support to help you reach your fitness goals faster!

No magic pill BS.

Just straightforward steps that get results, fast.

Say goodbye to endless calorie counting and feeling lost at the gym.

We'll guide you every step of the way to that sculpted physique you've been dreaming of.

But it's not just about looking good.

It's about feeling in control, feeling empowered.

It's about owning your health journey and seeing real, lasting change.

We're here to help you build healthy habits that stick, so you can kick out that dad bod for good.

Ready to rapidly reach your weight loss goal?

Then [click here](#) to schedule a FREE 15-minute consultation and delve deeper into the plan.

[Your Name]

[Your Contact Information]

What To Know For Next Time: Organize it (Step BY Step of how an email should look like.)