

*Context: Client selling 6 month weight loss program (\$100)*

*From opt-in page - free 10 tip guide to losing weight*

*Email 1 - 10 seconds after opt in - welcome email*

**Subject line: Your free 10 tip guide to losing weight**

Hey there <name>!

I get how frustrating and overwhelming it can be to navigate the world of weight loss, so I put together this guide to give you some practical and actionable tips to help you start succeeding right away!

You can download your free guide by clicking on the link below. It's packed with useful information and advice to help you adopt healthier habits and reach your ideal weight.

[<link to guide>](#)

This is just the first step to achieving your weight loss goals, by staying subscribed to emails, you'll continue to receive valuable information, tips, and resources to help guide you on your weight loss journey, however feel free to unsubscribe here > [unsubscribe](#)

Thanks for signing up, there's more to come

Best regards,

<signature>

PS: I'm interested to hear back from you, reply to this email and tell me what you thought of the guide!



*Email 2 - 2 days after opt in - value email - build rapport*

**Subject line: Maximize your fitness potential with this key factor**

Hey <name>!

One of the most important things in the fitness world comes down to one word:

**Discipline**

It is a key factor when it comes to achieving your fitness goals.

Working out, eating well, and making smart choices every day is not always easy, especially when you're not seeing results right away, but it's what separates those who succeed from those who don't.

If you want to achieve your fitness goals whether that's losing weight, getting stronger, or just adding some exercise in your daily routine, you need to be disciplined. It takes time, effort, and dedication, but the rewards are totally worth it.

Whether you're a fitness newbie or been training for years, I encourage you to stay focused and stay disciplined.

Best regards,

<signature>



### *Email 3 - 4 days after opt in - value email - build more rapport*

**Subject line: Don't forget these top 3 things most people forget when losing weight**

Hey <name>!

We all know we need to exercise and eat healthy, and although that's great, I see many people forget some crucial things.

These things are not what usually comes to mind when people think about losing weight, but they can poorly affect you more than you'd think.

So let's go over them now:

#### **Number 1: Not enough sleep**

I know you've must've heard it a thousand times, but the reason you keep hearing it is because it's true!

Sleep is an often overlooked aspect of fitness, but it's just as important as your diet and exercise routine. When you get enough sleep, your body has time to recover and repair, which is crucial for building muscle and improving your overall health.

Not getting enough sleep can lead to fatigue, decreased performance, and even injury, prioritize getting enough quality sleep.

#### **Number 2: Not drinking plenty of water**

Just like sleep, drinking water has an endless list of why it's beneficial for weight loss, and making it a habit can be a simple yet effective way to support a healthy lifestyle.

Your body needs water to function properly, and not drinking enough water can lead to dehydration, which can negatively impact your performance and overall health. Water also helps flush out toxins and waste products from your body, so staying hydrated can help you recover faster from your workouts.

By the way, you can add some citrus to your water or infuse it with fruits to make water taste better!

#### **Number 3: No community around**



Finding a weight loss community can provide you with the support, accountability, and motivation you need to achieve your weight loss goals.

Whether it's an in-person group or online, joining a weight loss community is actually more inspiring than you may think, it's amazing to have people around you with the same goal and encouraging each other to do their best, definitely give it a try!

Those are 3 things many people forget when losing weight, hopefully you found them helpful!

There's more to come,

Best regards,

<signature>



*Email 4 - 5 days after opt in - PAS email - 6 month weight loss program (\$100)*

**Subject line: Prepare to crush your weight loss goals after this...**

Hey <name>

Tell me if this sounds familiar,

- You're frustrated with your weight loss progress
- You've tried various different diets and exercises without seeing significant results
- You feel that it's a challenging and demotivating experience, especially when you feel like you're doing everything right, but the weight just won't budge.

If you can relate to these struggles, you're not alone. Many people face these challenges and try to lose weight but most give up within a few weeks.

The truth is that it's hard to lose weight on your own, it's so easy to become lost, that's why many people fail to reach their weight loss goals

And soon enough they won't even try anymore and just go back to their old ways.

**You cannot become like them**

That's why I created <program name>, the ultimate weight loss solution

From weight loss guides, tips, lessons, diet plans, progress tracking, and time management guides, that's only scratching the surface

If you're serious about losing weight, **this has all the tools you need**, you'll already be seeing amazing results within a few weeks.

If you want to learn more about why I believe this is one of the best weight loss programs out there,

Click here to learn more > <sales page link>

Best regards,

<signature>