

Mission: Welcome-email sequence

Avatar : John
Age : 16-25
Occupation : Student/ Starter
Pain/ Desire : Being skinny/ fat guy (in the friend group)

E-mail 1 'Thank you':

Goal: Thanking them for subscribing and offering value

SL: The first objective is conquered!

Welcome, [name], to the world of self-confidence.

You've taken the first step to becoming strong and powerful. Congratulations!
Here is your free e-book containing:

- My personal 7-day meal plan
- Full training split
- Guide to calculating your own calories and macros

Thank you again for subscribing.

Stay tuned for more tips, information, and value coming from this newsletter.

Stay strong!

<Name>

E-mail 2: HSO

Goal: Letting the reader get to know me

SL: This is the last time I don't have abs, EVER.

And then she told me how gross she thought 'a gut' was.

Let me tell you, [name],

Being a 15-year-old boy isn't easy.

Girls are becoming more and more interesting,
Boys are competing for the attention of those girls.

But what if you're a boy who isn't particularly attractive nor very social?
Then it's hard to get their attention, right?

I fully understand because I was once in that same position.
My belly stuck out further than my chest.

But then, in gym class, somehow or another, I found myself talking with the most popular girl
in class.

And she told me how gross she thought a gut was.

I looked down and saw my belly sticking out of my white T-shirt.
Right then and there, I decided, "I will never be fat again."

I started eating healthier, training abs every day at home, doing push-ups, and bought my
first weights.

Then I turned 16 and joined the gym.

That was when everything changed.

But you'll read more about that in future emails.

For now, the most important part is this:
Everyone can change their appearance, even if you're unpopular and overweight right now.

I hope this message inspired you to take the necessary action.

Thank you for reading, and till next time, stay strong!
<Name>

Email 3: PAS

Goal: Amplifying pain and desire

SL: Can you look at yourself in the mirror?

I certainly couldn't for a long time.

How does it feel

Standing in front of that bathroom mirror

at 11 am when you just finished that bag of Doritos that you would 'only eat one'?

Can you even look yourself in the eyes without feeling disgusted?

I couldn't for the longest time.

But let me tell you the way out:

GET TO THE GYM.

It's the only way.

Work out, eat healthy, and notice your body change.

Only then will you feel proud and comfortable again, seeing yourself naked in the mirror.

And the best thing is:

I will help you achieve these goals.

Stay tuned, and you already know: Stay strong!

See you next time,

<Name>

Email 4 (DIC)

Goal: Gaining in the value ladder (buy program)

SL: Become the most jacked guy in your friend group

That's a bold statement, right?

Wrong, It's only bold if you can't back it up

I've done it and am doing it for 6 years

And here comes the good part

I'll help you realize that statement too

[***Click here to become the most jacked guy in your friend group***](#)

Email 5: PAS

Goal: Amplifying pain/ desire to take the next step in the value ladder

SL: 5 reasons you're still skinny

It's not rocket science, really...

You need to train hard and eat protein.

That's it? Yes, that's it.

"But you said 5 reasons."

Yes, because how do you know if you've eaten enough?

You track your food.

How do you know if you're training hard?

You track your progression in the gym.

So that makes 4. If you're still skinny, you:

1. Don't eat enough protein.
2. Don't track your meals.
3. Don't train hard.
4. Don't track your training.

So, what's number 5?

5. You're trying to do it all by yourself...

Look at the top Mr. Olympia competitors. What do they have in common?

And no, I don't mean great genetics 😊

A COACH.

Luckily for you, you're subscribed to an ISSA-certified coach with 10+ years of experience!

In addition to the free value in this newsletter, I also offer coaching.

[Click here to tap into 10+ years of experience from an ISSA-certified coach.](#)

P.S. I only offer 5 spots each month, so coaching is only for the real fanatics!