

100 pushups: <https://vimeo.com/898466988?share=copy>

Avatar: Sarah is a 40 year old woman who can't keep up with her kids when they go on walks. She is overweight and doesn't have the endurance to walk more than 20 feet. She decided that she needed to lose some weight so she could spend some time doing stuff with her family. Even though she wants to lose weight, she doesn't want to make too many drastic changes to her life, like going to the gym 6 days a week.

Where are they now: They are overweight. They have tried losing weight through various methods, but none seem to work. They are looking for a solution that doesn't change their life drastically all at once. They are in the first part of my funnel, where they signed up for the free newsletter and now I am convincing them to go buy the course by providing them with free value.

Where do they want to be: They want to be in shape, with a good looking body. They want to be able to do stuff with their family/friends that they can't do right now because of their lack of physicality.

What do they need to do to get to where they want to be: They need to learn strategies to put in place to lose weight. They need to learn about how to lose weight, how to stick to a diet, and how to properly hydrate themselves.

Readers Roadblock:

The reader is trying to lose weight. They have already tried a lot of things, including eating in a big caloric deficit, but they still aren't seeing any progress, or they are struggling to stick to their diet.

The solution/mechanism would be to drink water instead of unhealthy drinks. They could also join the course to learn more about weight loss.

Subject Line: Lose weight by drinking water? Yes you heard me right.

Are you eating in a caloric deficit and still not losing weight? Well it may just be because of your improper hydration. Yes, not drinking enough water could be the main reason you aren't losing weight.

Why is it so crucial, you may ask? Well, not only does it play a role in helping you live longer, but it can also make you feel fuller and give you the energy to exercise harder, which is key to shedding those extra pounds.

Here are a few tips to make sure you're getting enough water:

1. **Drink a glass with every meal:** A simple habit that can work wonders. Start your day with a glass of water, and make it a habit to drink one with each meal. It's an easy way to ensure you're staying hydrated throughout the day.
2. **Gallon-sized commitment:** Invest in a refillable gallon-sized water jug. It's an easy way to track your daily intake and stay accountable. This way you can also track how much water you should've drunk by what time of day.
3. **Flavor it up:** If plain water isn't your thing, try adding a splash of natural flavor. Think slices of lemon, cucumber, or mint. It's refreshing and adds a little excitement to your hydration routine.

Remember that drinking enough water can easily help you lose weight, and can even help you live longer. So next time you are thirsty, reach for a glass of nice, refreshing water, instead of a can of sugary, high-calorie soda.

To a happier, healthier you,

{name}

P.S. If you're serious about accelerating your weight loss and achieving your goals faster, consider checking out my weight loss course, [course]. It's packed with personalized strategies and support to make your journey even more effective. 🚀