

E-Book Email campaign

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - We are talking to men and women
- Approximate Age range?
 - Ages 35+
- Occupation?
 - White collar workers
 - parents
- Income level?
 - Middle class
- Geographic location?
 - Harrisburg area locals
- This will be targeted at our current gym members, and it will be sent to new gym members who fall into this demographic as they sign up.

Painful Current State

- What are they afraid of?
 - They are afraid of their health degenerating
 - Injuries
 - aging
- What are they angry about? Who are they angry at?
 - They are angry at themselves for not taking care of their health sooner
- What are their top daily frustrations?
 - Life is getting harder
 - Some feel the weight is piling on even though they aren't doing anything different and if they try to lose weight it doesn't come off as easily as it used to
 - They can't do the things that they used to be able to do
 - They are feeling more physical pain which is causing mental/emotional pain
- What are they embarrassed about?
 - They are most embarrassed by the way they look
 - Their lack of ability
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

- A lot of them feel like victims
- They feel not good enough
- They regret not doing something sooner/ letting their health deteriorate so much to begin with
- They may feel like others think they are less attractive than they used to be or that others will think they are lazy for not being in control of their weight
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I just want to be able to get through my day without pain. Everything just feels way harder than it needs to be. I know that what I'm doing isn't good for me and I have a general idea of what to do but I don't know how to do it.
 - This added weight came out of nowhere - I don't feel like I'm doing anything differently like eating more or moving less
 - I'm doing everything right and the scale won't budge. It's impossible to lose weight now that I'm older.
- What is keeping them from solving their problems now?
 - A lack of knowledge of how to incorporate strength training into their gym routine.
 - A lack of knowledge of the full benefits of strength training.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - They would regain some of their physical ability
 - They wouldn't have chronic pain (at least not as much as they currently have)
 - They would be at their ideal weight
 - They would have more energy
 - Feel more confident and capable
- Who do they want to impress?
 - They want to impress their peers, themselves, and set a good example for their kids.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel like they accomplished something real
 - They would feel more confident and capable of taking on their problems
- If they were to describe their dreams and desires to a friend over dinner, what would

they say?

- I wake up feeling good every morning, I have high energy levels throughout the day. I'm happy with the way I look.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They can change their health for the better
- Who do they blame for their current problems and frustrations?
 - They blame themselves for their life circumstances
 - They blame their job or family commitments for not having enough time to exercise or make healthy meals.
 - They blame their friends and family for wanting them to eat unhealthy things,
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - A lot of them have been trying but they don't know what they're doing/ what to do.
 - A lot give up before it has a chance to work because it feels hard and they aren't fully committed
- How do they evaluate and decide if a solution is going to work or not?
 - A lot of them focus on their body weight, when the metric that they should be tracking is how they feel, move, and the overall quality of life.
 - They base it on whether they can picture themselves fitting the solution into their lifestyle and budget
- What figures or brands in the industry do they respect and why?
 - Our current members like and trust us because of the friendly, familiar atmosphere we have at the gym
- What character traits do they value in themselves and others?
 - Competence
 - The ability to get results
 - Dedication
- What character traits do they despise in themselves and others?
 - That they have little self control, especially around food.
 - Laziness

Email 1: The Bait

Subject: the #1 hack to get your health on track

Body:

Hey [Name],

How has your life improved since you started coming to Train Yard?

Hopefully you've noticed your confidence growing. A sense of purpose from taking direct action to improve your life. You feel more physically capable. Maybe your clothes are fitting better and you're getting compliments from the people you interact with.

What if I told you that there was a way to take all of those improvements to the next level?

If you haven't implemented a targeted strength training plan into your workout routine, you could be leaving results on the table.

We're offering an exclusive opportunity for the next two weeks **ONLY**: Download our [Ultimate Guide to Strength Training](#) for **FREE!**

This guide is your key to kickstarting your fitness journey, and getting those results that you dreamed about when you signed up.

It is packed with all of the information you need to design your own strength program.

For those of you who aren't convinced that you need a strength program, there is a whole section on the benefits of strength training.

It's a small time investment that will pay huge dividends in your health,

and it's absolutely free right now, but only for a limited time.

Don't miss out [name]—download your free guide today and start your transformation before this offer ends!

[Download Now]

Thank you for allowing us to be a part of your fitness journey.

Best,

Train Yard

Email 2: High-Status Opinion (HSO)

Subject: Let me tell you why we LOVE strength training

Body:

Hi [Name]!

Have you ever wondered if strength training is right for you?

A common misconception that a lot of people have when they first come to the gym is that strength training is just picking up heavy circles and putting them back down.

Most people focus solely on the number on the scale.

All they care about is that number going down.

“All that lifting weights does is make you more bulky, and that’s not what I want so I’m going to just do cardio.”

(For full effect, reread that sentence in the voice of Patrick Star)

Many people overlook strength training because the main goal is not about making that number go down.

But strength training offers benefits that change your life in ways that the number on the scale never will.

Strength training isn't just about lifting heavier weights and getting bigger—it's about improving your quality of life with:

- More confidence
- Faster metabolism
- Less stress
- Better sleep

In our Ultimate Guide to Strength Training, we share small yet powerful lessons that will change your perspective and boost your confidence. You'll learn how strength training can help you regain energy, lose weight, and impress your loved ones.

Download the guide, free for the next 2 weeks only, and see how this style of training can transform your approach to fitness, and your results.

[Download Now]

Give yourself the #1 tool to get your health on track,

Train Yard

Email 3: Pure Value (DIC - Demonstrate, Inform, Convince)

Subject: Want to feel 20 years younger?

Body:

Hi, [Name]!

I'm sure you have noticed that as you get older you start to slow down.

A lot of you associate this slowing down with aging,

But really, aging comes from slowing down.
Doing less.

Not pushing yourself to overcome challenges.

90% of what we consider aging comes from habits that stop us from doing these things.

The reality is that if you want to unlock a healthier, more energetic version of yourself, it is 100% possible by changing your mindset and habits.

You didn't feel stronger 20 years ago because you were young,

You felt young 20 years ago because you were stronger.

Start turning back the clock **TODAY** by training to get stronger.

Claim your copy of our Ultimate Guide to Strength Training and take the first step towards vitality, confidence, and capability!

This offer is only free for **1 more week**, so don't wait!

GET IT NOW
[Download Now]

Thank you for letting us be a part of your journey,

Train Yard

Email 4: Action-Focused DIC

Subject: What was the last movie you watched?

Body:

Hello [Name],

I don't know what the last movie you watched is, but if I had to guess I'd say it probably went something like this...

Everyone was happy at the beginning,

Something bad happens,

A hero rises to the occasion to make things right and save the day.

We watch movies like this because everyone wants to be the hero.

So what is stopping you from becoming one?

Is cake too delicious?

Is a walk too much to fit in your schedule?

What makes someone an inspiration isn't necessarily that they did something incredible.

It is that they do the ordinary, what's expected/required, in extraordinary circumstances.

It all comes down to consistently doing the little things that make a big impact.

This is your call to become a hero and inspiration to everyone in your life.

Best place to start...

Build a strong body.

Don't wait any longer—download our Ultimate guide to Strength Training now and become the hero you know you could be
[Download Now]

Take action now, and build the strong, healthy life you deserve.

Best,

Train Yard

Email 5: Problem-Agitation-Solution (PAS)

Subject: Why you haven't hit your goals

Body:

Hi [Name],

You've taken the first steps.

You joined a gym.

You're getting your workouts in.

But that is not enough if you really want to transform your life.

I want you to think back to when you were 12.

Are you living the life you imagined you would be back then?

Be honest with yourself, are you satisfied with where you are right now?

If not, start taking action to change it.

If you want to grow stronger in any aspect of your life, the best place to start is by becoming physically strong.

Download our Ultimate Guide to Strength Training now while it is still free.

You only have a few days left.

[download]

Sincerely,

Train Yard

Email 6: Last Call for the Bait

Subject: Don't miss your last chance!

Body:

Hello [Name],

This is your last chance to grab our Ultimate Guide to Strength Training **for free!!**

In this guide you'll find...

- Free training programs
- Workout templates
- Exercise library
- Answers to anything you could want to know about strength training

We don't want you to miss out on the life changing results that come from picking up weights, and knowing what to do with them.

If you're ready to...

- Increase your vitality
- Grow your confidence
- Look better in your clothes
- Feel proud of the reflection you see in the mirror

[Download Now] to transform your life.

We're excited to be a part of your fitness journey, [name] Delete [name]!

Warm regards,

Train Yard