

Landing page: Landing page for prospect

Target audience: Template for target audience

Email 1: Welcome email - introduction to brand

SL: A step towards your dream body

You have taken your first step towards your perfect 6 pack, soon you will be able to walk shirtless on the beach with pride.

I, Joel Davies, am happy to take you from skin and bones to an absolute muscle packed unit.

Starting off with my next email about getting good quality protein in your diet FAST and EASY.

Email 2: HSO email: build rapport (Made up story)

Hook

Story

Offer

SL: I was a living skeleton

Have you ever thought of the consequences of constantly lacking protein?

I never did till now.

I was 16.

I just started going to the gym not having any idea of what I was doing.

I had no nutritional knowledge.

For the first month I gained practically nothing.

Same with the second month and the month after that, and the month after that.

I was not making progress if anything I was going backwards.

My protein was in the negatives and being young and stubborn I did not realize.

Until...

One day I looked at myself in the mirror and when I saw a living skeleton staring back at me, I knew something had to change.

I had to change...

So I began researching

Until I stumbled across the answer to all my bodybuilding problems.

The answer to all my nutritional problems.

It was never veganism or any other diet.

It was a more balanced, more healthy, and more diverse way to get the protein I needed for gains..

Do you want to know how to reach your dream physique? ← link to “Bulking Day In The Life”

Email 3: DIC email

Disrupt

Intrigue

Click

SL: Eating like a beast

No one talks about the power of food as much as they should.

How far do you think you can get with less than 40g of protein?

Or if your calories are constantly below maintenance?

I'll tell you, NO WHERE.

HOW DO YOU WANT TO BUILD MUSCLES IF YOU EAT LIKE YOU HAVE ANOREXIA .

FOOD is what makes up your muscles, Lifting the weights only directs where that muscle will go.

Getting your food intake right should be your first thought, way before you **EVEN THINK** of going into the gym.

Now, with this information at arm.

Click here to start eating like a beast. ← link to "MY EXTREMELY EASY BULKING DIET"

P.S: Food comes first, but what comes second?

Email 4: DIC

Disrupt

Intrigue

Click

SL: A war is won before it is ever declared.

"Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win." - Sun Tzu

This applies just as well to fitness.

Going into the gym with no plan is like going to war without a weapon, you achieve NOTHING.

You think Ronie just went into the gym with no plan at all?

And just...

Got JACKED, accidentally?

You think that Arnold Shwartznegger did bench press every chest day and that's how he became Mr olympia.

Just like that?

They both trained and ate in a specific way to achieve this...

First you perfect your plan and only then do you perfect your exercise.

Here's your victorious program. ←Link to workout plan

Email 5: PAS

Pain/Desire

Amplify

Solution

SL: Excuses

What's your excuse for not having your dream physique?

Genetics?

Don't have time for the gym?

Can't be asked?

I want you to remember that there is probably a Russian 14 year old in Siberia that is twice as strong as you and would absolutely SMOKE YOU if it ever came down to it.

And you sleep at night knowing that he is TWICE the man you will ever be?

And no he is not strong because of some "genetic" reason, he was not born at 90 kg of pure muscle.

HE WORKED FOR IT, he trained like an animal, he ate like an animal, and now he is an animal.

And you can't build up the discipline to go to the gym?

I want you to look at yourself in the mirror and ask yourself are you going to be outdone by a 14 year old?

Make your choice. ← link to prospects product

