

Email #1

SL: Stop being fat, your journey starts **HERE**

Greetings (name)!

Too many people nowadays simply don't care for their body.

With obesity being glorified, too many people flock to the comfort of their couches to become vegetables.

But you're different from them aren't you?

By signing up you basically put yourself ahead of 92% of the competition.

Just imagine you lost all the extra fat and became more confident in your own skin, to the point where taking your shirt off in public isn't mentally straining!

This is exactly what you'll be rewarded with if you stay consistent with dieting and working out.

So let's get to it!

Be sure to stay on the lookout for more of my emails, (The next one will come out tomorrow)

The next follow up will detail how I lost **100 pounds** within two months, and turned my belly flabs into rock hard abs!

-Coach

P.S- Here's the nutritional cheat sheet that helped me lose all my weight in my journey!

[Nutritional cheat sheet](#)

Email #2

SL: How I lost 100lbs in **THREE** months

Ever since I was in highschool I've always been "The fat kid", and that's not a label that anyone would want (unless you're some freaky motherfucker)

But with that being said, I've always tried to lose weight with everything at my disposal, whether it's from fasting, or just plain working out.

I could never lose the fat.

And this isn't because those methods didn't work.

I was just lazy, plain and simple.

Well one day, I call this my wake up day, and trust me, everyone will have theirs at some point.

On this particular day, my best friend finally decided to confront me about my filthy habits.

He made sure to tell me how lazy and fat I was, and that I'll truly never get anywhere if I keep the same act.

Deep down I already knew this, but it's the simple power behind someone telling it to you that makes it more impactful.

Finally, the gears in my brain started turning and I got to work.

After three months of nothing but grueling hard work I finally lost 100 pounds.

This was the biggest milestone of my life, and laid the foundational work I needed to achieve even greater heights.

Through the magic of hardwork and effort this can also be you.

Though the magic doesn't happen in one day, it takes major dedication and perseverance to achieve pretty much anything.

Now let me help you off the couch, and get the gears in your brain turn, just as mine did.

Simply just check out my [training program](#) that can whip those willing into shape.

-Coach

Email #3

SL:Working out is hard, don't do it

This is the mentality many people nowadays use to avoid hard work of any kind.

I can tell you without a doubt that this will kill you.

Now that's not to say that you will have your days where the devil is whispering in your ear.

"C'mon let's take a break today", "You don't want to push yourself too much", "It's too hard", "Why are you doing this?", "Just one slice won't hurt".

These kinds of thoughts enter everyone's minds throughout the day, me included.

But what matters is how you deal with them.

Being able to turn these negative thoughts into positive ones can make or break you.

For example,

Simply take "It's too hard" and turn it into "It's hard, but that's why everyone is not doing it"

Using this mental method you can quickly inspire yourself to do pretty much anything.

It's all about the way you think, and turning the "victim" mindset into the "winner's" mindset.

This is it for today, so now get out there and go get it!

-Coach