

1: Listicle Value Email

SL: Stop counting calories!

PV: ...and what to do instead

Hey FIRSTNAME,

When trying to lose weight, most people only focus on counting calories and think they'll take their body through a 360 in a couple of weeks.

So I'm not only going to show you *why* calorie counting isn't a great way to lose weight,

But also give you some *highly effective strategies* to finally get into the best mental and physical shape of your life!

The reason calorie counting sucks,

Is because you could be in a caloric deficit, *but still not lose fat!*

You WILL lose weight, just maybe not fat.

"But isn't weight loss just calories in calories out?"

Well, not necessarily... 🤔 😊

You see FIRSTNAME,

Without boring you to death with nutrition science and biochemical hormone processes,

High insulin levels will make it almost impossible to lose weight.

They will automatically lead to more fat storage,

cause cravings,

and maybe even diabetes type 2.

But don't worry, Coach Ryan has got your back.

Here are the top 3 easiest food habits to keep your insulin levels down and get rid of that annoying belly!

1: "Magic Drink"

No, I'm not talking about butterbeer from Harry Potter.

Just add a tablespoon of vinegar to a glass of water and drink it 30 minutes before your meal.

This will minimize the insulin spike after eating carbs

And before you say “*But I don’t like vinegar*”

It might not be love at first taste, but the benefits for your weight loss journey will make it worth a try.

Plus, a little tanginess never hurt anyone, right? 😊

2: Order Of Eating

Believe it or not, there is actually a specific order you should eat your food to help you lose weight:

Start your meals with vegetables, then protein and eat the carbs as last.

This will not only make you feel fuller when you eat your carbs,

but it will also reduce the insulin spike ✅

3: Walk after your meals

Going on just a 10 minute walk after your meal will help you digest better plus,

it will prevent your insulin levels from going through the roof ✅

Use these strategies and watch your fat melt like a popsicle (and never count calories again;)

That’s all value I got for you today,

Rayan Awad

P.S. Did you want to learn how you can start your weight loss journey **today**

without restrictions or calorie counting?

All you have to do is [Click Here](#)

2: Listicle Value Email

SL: The #1 gym mistake holding you back

PV: ...and how to avoid it

Hey FIRSTNAME,

I get it, you're ready to finally bulk up some serious muscle,

and become the masculine man with wide shoulders women beg to lean on.

So you decide to train 7 days a week and stick to a strict diet with just chicken and rice

Only to find yourself giving up after a week of strict military-like training,

You're training to failure every set and dropping sweat all over the place without any results,

and wonder why it's so hard

So here are the easiest ways to make sure you get a body like a greek god in only a couple of months!

...and avoid the mistake thousands of beginners make...

Like over 300 of my clients did: (show transformation pictures)

Be consistent! (And realistic)

I'll be totally honest with you,

If you expect to look like Arnold Schwarzenegger in a couple of weeks, you're setting yourself up for failure.

Because no matter how hard or scientifically proven your method is,

GOOD THINGS TAKE TIME!

That's why you need to choose a training plan that is suitable to you daily life,
So that you will stick to it for enough time

But that's not enough!

If you really want to gain muscle and get that sexy v-taper, you also have to be consistent with your diet,

Because if you're training without the right nutrition,
it would be better for you to just stay at home (sue me if you want 😊)

But I know how tempting it can be to switch diets every 3 days,

when every single day you come across a new diet promising to 10x your muscle growth or prevent cancer...

That's why you have to keep it simple:

More protein, more calories.

Less sugar and less processed foods.

Implement this one tip into your training program,

and you will become *the man* with killer confidence and women begging for your attention !

Remember:

"In a year from now, you will wish you started today!"

That's all for today,

Your Coach Rayan

Landing Page:

LIMITED OFFER: DOWNLOAD A FREE COPY OF MY EBOOK

**THE #1 TRAINING METHOD THAT HELPED OVER
1000 PEOPLE**

**GO FROM 220 LBS
TO AN ATHLETE EVEN THE GREEK GODS WOULD LOOK UP TO**

(Without restrictions, long cardio sessions and

*"This is the **FASTEST & EASIEST** way you can get your body through a 180 and become a man who is proud of his body and achievements! "*

! Because losing weight and building muscle at the same time is possible !

**FINALLY DISCOVER WHAT'S STOPPING YOU
FROM ACHIEVING THE BODY OF YOUR
DREAMS**

This ebook reveals:

PICTURE OF THE EBOOK

- ✓ How to ***effortlessly*** lose that annoying belly and 10X your muscle growth
- ✓ The **one** reason why most people struggle to lose weight and get that shredded summer body (even after months/years of hard work!)
- ✓ 3 things you should **never** do when dieting
- ✓ The TRUTH about the fitness industry and why **94.5%** of ambitious people fail to lose weight
- ✓ the **5** fatal mistakes that which will hold you make from transforming your body

Get Instant Access To This Free Ebook Now!

Your Name

Your Email Address

GET YOUR FREE EBOOK

About the coach:

Rayan Awad

PICTURE of him and his story how he got here

3 testimonials

"In a year from now you wish you would have started today!"

3) ADLC email:

SL: The truth about fitness

Over my 21 year bodybuilding and coaching career,

There is one lesson I always tell gym beginners.

5 years ago, in my local gym, I met a guy called Tommy.

He was training for 11 years and looked absolutely shredded:

Wide shoulders, that V-Taper all women admire and a lean six-pack.

But it wasn't always that way.

When Tommy started going to the gym, he was super motivated.

He had enough of being the skinny guy people always make fun of,

and finally wanted to get some attention from women.

6 times a week he would wake up, lift heavy weights and eat chicken with rice like it was his full-time job.

But after a couple of months,

he still looked like a complete beginner,

No matter how hard he trained.

It was then, when he realized he made a BIG mistake...

Because he was so eager to start his training, he bought every supplement you could think of,

But didn't even have a training plan and slept 6 hours every night.

This is exactly what ends up happening to so many people.

They start going to the gym, doing random exercises with bad form,

continue eating ben & jerry's on the couch,

And hope protein shakes or creatine will do the trick.

This is the truth about fitness nobody will tell you about.

You might train for 6 hours a day,

but without structure, good nutrition and regeneration,

Every set will be for nothing.

So before you start your fitness journey,

Know your goal with training,

then find the perfect training and nutrition plan,

And execute it!

This will save you hundreds of dollars and years of your time and energy.

And the only real way you can learn all this from someone who transformed hundreds of bodies into

If you're ready to take the first step towards that muscular, bulked up physique,

I have a whole A-Z guide on how to achieve that body in 6 months.

- The 4 fatal mistakes fitness beginners make and how to avoid them

- The proper form for every exercise to prevent injuries
- How to find the right training and nutrition plan for your goals

And much more...

So if you're ready to achieve that masculine physique and make women beg for **your** mobile number,

[Click Here](#) and let's get you in shape!

See you

Raphael

4) WRTCCC Email:

Titel: Warum abnehmen einfach ist...

Vorschau: ...und 99% aller Leute scheitern

Hey [Name],

Ich lasse jetzt mal die Katze aus dem Sack:

Abnehmen sollte eigentlich ein Kinderspiel sein, oder?

Aber die Realität sieht oft anders aus. Warum? Weil wir uns lieber von fragwürdigen Diätplänen im Internet leiten lassen, anstatt einen klaren und personalisierten Plan zu haben.

Deswegen möchte ich dir in dieser E-Mail zeigen, wie du genau das hinbekommst: Einen Plan, der auf dich zugeschnitten ist und dich wirklich voranbringt.

Schau mal [Name],

Beim Abnehmen gibt es nicht **die eine** Ernährung, die für jeden passt.

Wenn du eine 1,75 Meter, 65 Kilo schwere alleinerziehende Mutter bist, die nebenbei noch 2 Jobs jongliert,

Dann sind deine Bedürfnisse ganz anders als die eines 120 Kilo schwerer, 2 Meter großer Student.

Und genau deshalb bekommt jeder, der sich bei "Health Coach TOKO" anmeldet, eine kostenlose Beratung ,

In dem wir einen an dich angepassten Ernährungs- und Trainingsplan erstellen.

Kein

Und genau das macht all den Unterschied.

Du glaubst mir nicht? Sieh selbst:

Testimonial Nummer 1 (mit Vorher-Nachher-Bildern und einer kurzen Geschichte)

Testimonial Nummer 2 (mit Vorher-Nachher-Bildern und einer kurzen Geschichte)

Nun [Name],

Jetzt hast du die Wahl:

A:

Du wechselst alle paar Wochen deine Diät und fragst dich warum du nicht abnimmst.

Oder

B:

Du steigst bei "Health Coach TOKO" ein,

Wo du nicht nur lernen wirst, wie du effektiv und ohne viel Verzicht abnehmen kannst,

Sondern auch dauerhaft gesunde Gewohnheiten etablierst.

Die Antwort liegt auf der Hand,

aber ich überlasse dir die Entscheidung...

[Klicke jetzt hier, um zu sehen, wer sich bereits für Option B entschieden haben.](#)

Bis bald,

Dein Health Coach Toko

SL: Why weight loss is easy...

Hey %FIRSTNAME%,

Losing weight is actually one of the easiest things, yet still most people fail,

Because they rather follow random diet plans from the internet,
than having a clear personalized structure.

That's why in this email,

**I'm going to show you how to immediately come up with a plan,
that will get you into that super lean physique with a visible six-pack!**

And get women to ask for YOUR phone number ;)

You see %FIRSTNAME%,

Losing weight is no *"one-size-fits-all"*

If you're a 5'11", 114 lbs single mom working 2 jobs and gotta take care of your 3 kids,

You have totally different needs than a 220 lbs 6'5" 19 year old single guy who goes to uni
and a basketball athlete.

**That's why everyone who joins Fit With Toko gets a free call with me where we come
up with an exercise and nutrition plan tailored to your needs.**

And this is exactly what makes all the difference.

Don't believe me? Look at Jason. (Picture)

He lost 40 pounds in under 4 months just by

Same with Sophie.

A full time night shift nurse that struggled with weight loss for over 6 years.

And within her first 2 months in Fit With Toko she lost 24 pounds.

Look %FIRSTNAME%,

I don't mean to be a Deadwood,

But if you want to see how much fat you can lose in the next 40 days,

[Click here to check out some of the results you can achieve](#)

SO %FIRSTNAME%, it's up to you:

Choice A:

Keep struggling with weight loss,
Switching diets every week, doing 3 times as much as other people,
And follow random plans from the internet.

Choice B:

Take the first step by joining the **Fit With Toko**,
Where you will not only learn how to lose weight,
And join a community full of motivated beginners like you,
but also build healthy, life-lasting habits.

The answer sounds simple to me, but I'll let you decide:

[Click Here to see those who chose choice B.](#)

See you

Raphael

5) ATS 12(3)C:

SL: One lesson I will never forget...

Hey %FIRSTNAME%,

During my 18 years of being a personal trainer,

There is one story I always tell beginners that struggle to find time to work out.

About 4 years ago, at a fitness fair, I met a guy called Mohammed.

Mohammed was a full time banker, working up to 80 hours a week.

His family and finances were doing pretty well,

But due to all the work he neglected his health and never found the time to work out.

His back started aching, his belly grew with every month and climbing the chairs was enough for his daily workout.

Everyday he woke up knowing he had to change something,

But change never came.

It was then that he realized that if you want to get in good shape,

You have to make it as easy as possible for you to start.

So here's the 3 things he did that allowed him to go from this→ to this (pictures) in only 4 months.

#1) **The “lima bean-method”:**

Imagine your mama cooks a delicious steak, chicken nuggets and...

...lima beans.

Most people would eat the lima beans at last to avoid that initial pain.

But if you eat them at first, you can enjoy the rest of the meal.

Mohammed applied the same strategy to his workout routine:

Instead of pushing the workout off to the end of the day,

He did it first thing in the morning.

This way he not only accomplished the most important task right at the beginning at the day,

But also had more energy throughout the whole day.

#2) **Train at home:**

Instead of forcing himself to the gym where he:

- Would have to wait in traffic
- Has to wait for machines to be free
- and waste money

He decided to train at home,

Where he:

- Has everything in one place
- doesn't have to wait till machines are free
- saves some extra money
- doesn't waste time getting there

This made it super easy for him to start.

He only needed to put on his training clothes and start working out.

Tip **#3** would be here but I didn't want to make this email too long.

That's why I created a 13-minute YouTube video where you will learn Mohammeds last secret,

That allowed him to lose weight and build muscle at the same time.

[CLICK HERE](#) to check it out and avoid the mistakes 99% of beginners make.

See you at the top.

Raphael.

6) SL: *"I don't have time to lose weight"*

FIRSTNAME,

This is one of the most common misconceptions I hear every single day.

And you might believe it too.

So today,

I will debunk this myth once and for all and show you how you can start losing weight
today!

You see FIRSTNAME,

The fitness industry often promotes unrealistic expectations,

suggesting you need to:

- Do endless hours of cardio
- give up all your favorite foods
- eat only salad from now on
- workout every single day for at least 2 hours

But let's be real,

These expectations are just too high.

Instead,

Think of losing weight like tending your garden.

You wouldn't spend every minute awake digging and planting.

Instead, a little care and attention here and there will bring beautiful results.

Plus,

No matter how much you water your plants

you wouldn't expect your garden to flourish overnight,

Your plants might even die.

And the same goes for weight loss:

Instead of feeling overwhelmed by the expectations of doing so much for your weight loss,

Focus on doing the little things every single day and eventually you'll lose all those pounds.

Start small,

But start.

That's all for today.

See you at the top.

Raphael.

P.S. [If you're ready to start your weight loss journey](#)

[Without long workouts or restrictive diets, simply Click Here](#)

Email 7: But in reality,

Angle: Working long hours and having no energy to lose weight isn't an excuse. If some other guy has done it who was in the same/an even worse situation,

You can do it too, showing how easy it actually is, giving motivation.

You've been taught weight loss the wrong way, switching their beliefs through a testimonial

WIIFM: The reader should care because he struggles a lot with weight loss and just doesn't have an answer why it is so hard for him to find the time/energy

The goal of the email: Is to join the weight loss program. But the overall goal is to give as much value as possible so that the reader will open the next email or will buy someday.

The email:

Hey %FIRSTNAME%,

What I'm about to share with you could be the difference between you finally losing those annoying pounds and keep stuck in this vicious Tomorrow I'll start cycle:

Picture this:

You wake up late and while rushing to work you grab some donuts and coffee from the bakery

You wanted to stop eating fast food,

When it's lunch break you always find yourself going back to old habits?

And when coming home the only thing you want to do is sitting on the couch and watch tv,

If that sounds familiar,

You're just like my client Rayan:

When I met Ryan he was 43 years old

and worked 3 jobs just to keep his family alive.

Due to all the work he neglected his health and was in a very bad physical shape.

He would try diet after diet, but didn't have the discipline to follow through.

Until he joined "FWT" where we came up with an exercise and nutrition plan for him

That allowed him to go from this → to this (2 transformation pictures)

And it wasn't a strict diet plan, cutting out carbs and no,

I didn't tie him to a treadmill 😊

All we did was making little changes into his daily routine that helped him to save up to 700 calories a day

So %FIRSTNAME%,

Now it's up to you:

Will you continue struggling and promising yourself you'll "start tomorrow"

Or

Are you ready to get an unfair advantage and start losing weight today?

if someone like Rayan can pull off such a transformation, there is no way you can't either
[So Click Here and let's get you into summer shape.](#)

See you at the top

Raphael.

Email 8) Listicle value email

SL: What 99% of people neglect about fitness...

Hey %FIRSTNAME%,

There are tons of myths going around in the fitness niche that you probably already heard of.

The tragic thing is that so many people are motivated to achieve that lean summer body,

But because of all the misinformation

They reach a plateau and feel helpless losing those annoying pounds.

So today,

I will debunk 3 of the most popular weight loss myths that are holding you back.

1) Weight loss is no one-size-fits-all:

Imagine losing weight like trying to find the perfect pair of jeans.

What fits one person might not work for another.

If you're a 146 lbs 6'00" dentist assistant you have totally different needs as a 19 year old rugby athlete that is 5' 6" tall.

Just like how you wouldn't expect your buddy's jeans to fit you,
Weight loss strategies need to be tailored to your unique body, lifestyle, and preferences.

2) Spot reduction:

I'm sorry to tell you,

But that 10 min six pack workout won't help you lose that annoying belly.
While exercises like crunches will strengthen your abs,

They won't lead to fat loss in that area,

Because your body will choose where you will lose fat,

And it's an unpredictable process.

So instead of doing endless crunches,

focus on a caloric deficit, regular exercise, and watch those pounds melt away.

3) Weight loss is not linear:

This is probably the most common myth, so stick with me:

Losing weight is a journey with many ups and downs.

Sometimes you'll make progress and feel great,

Other times you might hit a plateau where it feels like you're not getting anywhere.

That's why it is important you don't just follow random diet advice from the internet,

Because otherwise you'll hit that plateau much faster than you think...

Instead find a sustainable weight loss plan that fits into your everyday life!

And if you need any help finding the right plan and executing,

I'm looking for 13 motivated people that are ready to take their body through a 180.

If that's you...

[Click Here to schedule a free call now and let's get you into summer shape.](#)

See you at the top.

Raphael.

Email 9) another testimonial email:

SL: How he lost 50 lbs with the micro method 🤔

Angle: Losing weight can be easy once you identify where you eat all those calories and where you could burn more. Once you identified this, make little changes into your daily routine that allow you to save/burn a lot more calories

WIIFM: the reader should care because he's been trying to lose weight but feels himself overwhelmed by all he's gotta do and doesn't have to discipline

The goal of the email: the first goal is to give massive value so that the reader will open the next email and the next and get used to clicking. The second goal is make them book a call to discuss how my team will be able to help him lose weight with the micro method.

Hey %FIRSTNAME%,

What I'm about to share with you could be the key for you finally losing those annoying pounds,

And save you from months of struggling with diets.

One year ago I met a guy called Mohammed.

He was happily married, had two kids and a high-paying job,

but he was in very bad physical shape:

After a quick walk he was out of breath and his joints and back started hurting and from all the work.

He knew he had to change,

But felt overwhelmed by doing endless hours of cardio and only eating salad 😊

amplify his pain points

When I met 7 months later,

He lost over 90 pounds, and couldn't believe my eyes. 😲

Until he shared me his secret:

Instead of running on the treadmill for hours or track every calorie he ate,

He used a strategy called the *"micro method."*

Because he knew that if he tried a *"3 hours of cardio and avoid all sweets plan,"*

He would give up after 24 hours.

So he focused on all those little things in his daily routine he could easily fix:

Stop snacking on the couch, taking the stairs, going for a quick walk...

You see FIRSTNAME,

Weight Loss doesn't have to be complex,

You don't have to give up your favorite snacks or spend hours at the gym,

It's all about fixing those little things.

Save some calories here, get some movement in there,

And you will be surprised how fast you will lose that belly and even start seeing your six-pack.

But I know this is easier said than done.

There will be times where you don't know what to do,

And start falling back to old habits.

That's exactly what the "fit with rapha" program is all about:

Not only will we show you how to melt away fat with the micro method,

But will also hold hold you accountable with our community server,

Where you'll get all your questions answered by one of our professors,

so that you will never feel lost on the way.

Now if you're ready to lose 50 pounds in the next 4 months guaranteed,

And you have enough of unrealistic diets and exercise programs,

[Click Here.](#)

See you in the next one.

Raphael.

Email 10) Harsh truth + solution

SL:

Hey %FIRSTNAME%,

One of the most frequent questions I get on Insta are...

"Do I have to track my calories?"

"What do you think about the low carb diet?"

"Is it better to work out in the morning or evening?"

And I understand that.

Knowledge is sexy.

Asking all those questions feels productive, and you think you're making progress.

But look FIRSTNAME:

In most cases, losing weight is just burning more calories than you consume.

That's why at some point, the focus shouldn't be on learning more, trying out this new diet, But actually choosing a plan and sticking to it.

I know this is easier said than done,

Especially when every guru tells you about his new super diet to lose 50 pounds in one month.

But that's why it's even more important to **find a diet that fits into your everyday life**

Now if you're still unsure about where to start,

We're looking for 25 motivated people that are ready to stick to a plan and just watch the fat melting away.

We will analyze your daily routine and then give you a personal diet and exercise plan,

So that you will finally start seeing results.

[Click Here and save your spot in "The beach club".](#)

Remember, the best time to start is **now**;
Even if you don't feel ready.

See you at the top.

Raphael.

Email 11)

Target avatar:

Mohammed, he is 30 years old. He is a banker and works full time (10 hours a day)

Current pain state:

What are they afraid of?

He is afraid of staying the same for the rest of his life. When he sees himself in the mirror, subconsciously he knows he needs to change, but he is also afraid to take a big step towards his best self

What are they angry about? What are their top daily frustrations?

Everyday he notices that his life isn't what he wanted it to turn out. He imagined himself as a masculine man with a good job. Now he has a good job but has neglected his body and health because he just doesn't have the drive and also time to dedicate to his body.

What are they embarrassed about?

He is secretly embarrassed about his body, especially the appearance to others.

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Man, I'm not feeling good anymore in my body. All the work and kids made me end up like this. I haven't cared enough about myself and now I'm paying the price. I really need something or somebody that helps me get out of this because I have no clue where to start and everyone on social media tells me different stuff.

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 and feel like?

They would immediately change their body-either packed full with muscle or without all the annoying fat. But not only do they want to change their looks, but also the way he is feeling. He has enough of the way his body looks due to all the chores he has to do. He wants an overall healthier lifestyle, a clearer mind and a good physique, a body he is feeling comfortable in. Plus, he wants to make a good impression on others, not coming off as a lazy dude, but expressing hard work.

How would they feel about themselves if they were living in their dream state?-What do they secretly desire most?

They would feel an overall sense of pride and happiness, knowing they got out of such a situation and transformed their body and mind. Also, it would relieve all the tension they're holding inside them from being busy all the time.

If they were to describe their dreams and desires to a friend over dinner, what would they say?

Everyday I imagine the same scenario: Finally start working on my body and looking in the mirror knowing I am a machine. I really want to change myself and be somebody who is proud of himself. Not being this kind of skinny/overweight person anymore but instead have a body I can post with pride on instagram. This would finally give me

Values and beliefs:

What do they currently believe is true about themselves and the problems they face?

Who do they blame for their current problems and frustrations?

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

How do they evaluate and decide if a solution is going to work or not?

What figures or brands in the space do they respect and why?

What character traits do they value in themselves and others?

What character traits do they despise in themselves and others?

What actions do I want them to take and what must they experience inside my copy to go from where they are now to taking the action I want them to take?

Roadblock:

He is somehow motivated to change, but is also afraid. He has some knowledge about nutrition and fitness, but has no real idea how to get into good shape. His biggest roadblock is his mindset, believing it's not really possible, looking for excuses

Solution:

The solution is a guided nutrition and exercise plan that guides him towards his goals and is tailored to his long work days. It needs to be as easy as possible to start for him, otherwise he might likely quit. He is at the start of his fitness journey, so he needs a lot of guidance, that shows him how things are really done instead of some \$50 course that is being sold to anyone without explanation and guidance.

The value equation:

Effort and sacrifice: I need to present the solution as something he can easily put into his daily routine. Also the entry barrier needs to be as low as possible.

Since he earns a good amount of money I can focus on the **time delay and physical sacrifice**, presenting it as low as possible and showing some transformation pictures.

This will also increase his **perceived likelihood of success**.

By showing what other people have achieved that were in the same/similar situation he is in will also increase his perceived dream outcome and will challenge him: "if they can do it, I can as well"