

KILLA Fitness Email

Subject Line: I'm Worried About You

I can't front, I'm a little worried about you [subscriber's name].

Some people told me that you were doing the same mediocre workouts and still have the same body type as when you first signed up to my email list.

The definition of insanity is practicing the same things over and over and expecting different results.

I wanted to check in with you before it's too late.

You can get off that hamster wheel and turn your life around.

With one simple click, you can book a session and get your fitness goals back on track.

Just click this [link to website] and save your life.

Who would have known that you could save your life with the push of a button??

I have to warn you though,

once you push that button the real work begins.

You have to train like your life depends on it.

Because quite frankly,

IT DOES!

I believe in you [subscribers name].

See you at the Mecca.

Your new fitness trainer,

Killa

