

☰ Template for target audience

Welcome Email #1 - Introduction to your brand and confirming subscription

SL: Welcome let's get you that ripping six pack 💪

This is where I turn YOU from weak and scrawny to a strong and jacked muscle packed UNIT.

Before I send you any of my top secret emails, you have to confirm your subscription.

Yes, subscribe me to this list.

POOF

Your journey towards that strong, muscular, lean look starts NOW.

Expect a ripping six-pack in your mailbox within 2-3 business days.

Until then...

My next email will be a quick story about how bodybuilding coupled with greed almost killed me and how you can avoid such mistakes.

Talk soon.

HSO Email #2 - Build up rapport, tell story and get them engaged with your content (Some details are made up)

Hook

Story

Offer

SL: The bodybuilding mistake that “nearly” cost me everything

It was 7:36pm and I was hitting the second workout session of the day.

I was prepping for a non-tested show and I was doing it all-natural.

However as the competition grew closer, I felt like I **NEEDED** to do something to have an edge over the rest.

I did not want to get embarrassed by all the hardcore bodybuilders.

Being young I had the brilliant idea of going in a sauna, taking a bit of Lasix and wearing a sauna suit to bring my water levels down.

It went how you would think it would go, a true recipe for disaster.

Within just a few minutes I started feeling ill.

I drove home as fast as humanly possible.

I had 3 fans blowing ice cold air straight at my body and it did not help one bit.

I felt dizzy, like I wasn't really there and my heart rate was going ballistic.

It got so bad that I told my girl to call an ambulance.

I thought these were my final moments so I hugged my dog and held as tight as possible...

[Click Here for the rest of the story](#) ← link to video

DIC Email #3 - Pure value

Disrupt

Intrigue

Click

SL: Secret to getting those Popeye-sized forearms

So, what's the secret to my massive forearms?

It's not what most people think...

It's not a diet, it's not discipline and it's definitely not taking gear

While diet and discipline are extremely important for general muscle growth.

I'm talking about something more unique to the forearm.

Very few people know this but using straps makes your forearms engage less but it's not in the way you think.

"Well I'll just stop using straps so I can get big forearms"

Well, while that is true to some extent it's a little more complicated than:

No straps = massive forearms

Luckily, I have a video explaining the exact way to do this.

Plus 4 OTHER METHODS for forearm growth that I BET you are not utilizing.

Here's the video ← link to "5 Ways To Grow HUGE Forearms"