

Health and Fitness

Sequence for Stan and Arjen.

Email 1

SL: How drinking more water helps you burn fat faster

Hey %First Name%,

Want one of the **simplest** weight loss hacks?

Drink more water.

Yeah, yeah, you've heard it before. But let's be real...

Most people still don't drink enough.

And it's not just about hydration,

Water actually helps you **burn fat faster, curb cravings, and boost energy.**

Here's why **hydration = better fat loss:**

1. **Boosts your metabolism** – Even a little dehydration slows down your metabolism.

Drinking enough water helps your body burn more calories, even at rest.

2. **Controls hunger** – Ever feel "hungry" but you're really just thirsty?

Drinking water before meals can reduce unnecessary snacking and help you eat the right amount.

3. **Improves energy & workout performance** – Dehydration = sluggish workouts, less endurance, and weaker lifts.

Staying hydrated keeps you feeling strong and focused in the gym.

So... how much water do you actually need?

The golden rule: 2.5 liters (0.7 gallons) per day is a great starting point.

But if you're active, sweating a lot, or in a hot climate, you might need more.

You might have heard this, "Drink 8 glasses of water per day"

But are you going to keep track of how much you drank?

Probably not 😊

So to help you track your water intake and remind you to drink your water,

The 90-Day Challenge App can help.

- ✓ Set **daily hydration reminders**
- ✓ Track your **water intake** (just like workouts)
- ✓ Stay **consistent** without second-guessing

Small habits add up to big results, **start tracking your water today!**

**See you (hydrated and energized) inside,
Stan & Arjen**

P.S. **You can track your water intake in the app!** If you want to take full control of your progress, **grab the premium version for 10% off** on our website!

Email 2

SL: Why you might be losing your gains to stress

Hey %First Name%,

You're training hard.

You're eating well.

But somehow... you're still not seeing the results you want.

You start thinking:

"Maybe I should workout more?"

"Should I eat even less?"

But what if the real problem isn't your workouts or your diet... but your stress levels?

Yep, stress might be secretly sabotaging your progress.

You could be doing everything right—but if stress is high, your body holds onto fat, craves junk food, and struggles to recover properly.

Let's fix that.

Here's how stress messes with your results (and what you can do about it):

 **Increases cortisol = more fat storage**

When your body is stressed, **cortisol increases**. It's a hormone that keeps your body in **"survival mode"**.

And because of this, your body holds onto **more belly fat** instead of burning it.

 **Triggers cravings for junk food**

Ever feel like you *need* sugar, salty snacks, or fast food when you're stressed? That's cortisol messing with your hunger hormones.

More stress = more cravings = harder fat loss.

 **Hurts muscle growth & recovery**

Too much stress means slower recovery, increased muscle breakdown, and **weaker** workouts.

Even if you're training consistently, your body isn't rebuilding muscle as efficiently.

But how can you lower stress?

- **1] Prioritize recovery** – Overtraining can spike cortisol. Balance intense workouts with active recovery like walking or stretching.
- **2] Improve sleep quality** – Poor sleep **increases cortisol** and makes everything worse. Aim for 7+ hours.
- **3] Track progress, not just effort** – Seeing small wins helps reduce stress. Focus on progress in strength, endurance, or consistency—not just the scale.

The less stressed you are, the **better your body responds** to training. Try it out and feel the difference.

See you inside,

Stan & Arjen

P.S. The 90-Day Challenge App takes the stress out of fitness by giving you a clear plan, tracking progress, and keeping you consistent—without overthinking.

 **Let the app handle the plan. Grab the premium version for 10% off on our website!**

Email 3

SL: Are you making these mistakes?

Hey %First Name%,

You're putting in the work.

Grinding through workouts.

Pushing past the soreness.

Because that's what gets results, right?

But instead of feeling stronger...

Your muscles feel *wrecked*—all the time.

Your energy is *drained*, even before workouts.

Your lifts aren't improving (or worse, they're getting weaker).

You start wondering:

Am I doing something wrong?

Here's the thing: **more training doesn't always mean more results.**

In fact, overtraining can slow down your progress, make you weaker, and increase your risk of injury.

Why rest days = Gains



Muscles grow when you rest

Lifting weights **breaks down** muscle fibers. Rest and recovery **rebuild them stronger**. Without enough rest? Your body can't keep up.



Overtraining = Less Strength, Not More

Training too hard, too often doesn't just tire out your muscles,

It wears out your entire body.

Your muscles don't get enough time to recover, and instead of getting stronger, you feel **weaker, slower, and constantly fatigued.**

If you've ever hit the gym and noticed your lifts getting worse instead of better, **that's a sign your body needs a break.**



Too much training raises stress hormones

Remember cortisol? The stress hormone?

Too much training spikes it. High cortisol = more fat storage and slower recovery.

Train Smarter, Not Harder.

Now, if you feel guilty about taking rest days, don't...

They're when your body actually builds muscle.

And here's how to **recover the right way**:

-  **Take at least 1-2 rest days** – It's not "losing progress." It's when your body actually builds muscle.
-  **Move, but don't overdo it** – Walk, stretch, or do yoga. Staying active helps, but overloading doesn't.
-  **Sleep & eat like it matters** – Poor sleep and low protein = no progress. Fuel up, rest up, grow stronger.

But if you don't want to go through the hassle of planning everything,

And want to know exactly when to **push hard** and when to **cool off**,

The **90-Day Challenge App** gives you **structured workouts with built-in recovery**, so you grow stronger without burning out.

And you can **get the premium version for 10% off from our website!**

See you (rested and stronger) inside,

Stan & Arjen

Email 4

SL: What Happens When You Walk 10,000 Steps a Day for a Month?

Hey %firstname%,

What if we told you that one of the **simplest things** you do every day,

something you barely think about, could completely transform your health?

No crazy workouts. No exhausting cardio. No fancy gym memberships.

Just **walking**.

Sounds almost too easy, right?

But here's the thing...

Walking 10,000 steps a day for just one month can make changes in your body **faster than you'd expect**.

So, what really happens when you hit that step count **consistently**?

10,000 Steps a Day: The Results

1. **Faster Fat Loss** – Walking burns more calories than you think, about 300-500 per day at 10K steps. If you want to compare, an average gym workout burns about 180-250 calories, so go on a walk now!
2. **Less Fatigue, More Energy** – Unlike high-intensity workouts that leave you drained, walking boosts energy levels naturally.
3. **Better Mood & Focus** – Daily walks reduce stress, improve mental clarity, and even help with sleep.

4. **Healthier Heart & Joints** – Walking lowers blood pressure, strengthens your heart, and keeps your joints pain-free. Unlike running, it's easy on your body.

And the best part? **Anyone can do it.**

You don't need a gym. You don't need crazy equipment. Just **move more.**

To help you getting started, we have something for you:

A 10K Step Challenge!

It's an **easy way to stay consistent, track your steps, and hit 10K daily!**

You can:

- ✓ **Set your daily step goal**
- ✓ **Track your streaks & progress**
- ✓ **Stay accountable & keep moving**

Let's get walking!

See you at 10K,
Stan & Arjen

P.S. Grab the **premium version** of the app for **10% off** and take the guesswork out of fitness. **Track your steps, workouts, and progress, all in one place!** 🚶

Email 5

SL: Why most diets fail (and what actually works)

How many times have you tried a diet %firstname%?

You feel super motivated in the beginning...

and somehow you're back where you started every time!

You always start strong.

Cutting out sugar, avoiding carbs, eating only "clean" foods.

But then...

You get a sudden craving.

You "mess up" with one slice of pizza.

You feel guilty and think, "Well, I already ruined it..."

...so you go all in and binge the rest of the weekend.

Sound familiar?

Here's the truth:

Most diets don't fail because YOU lack willpower.

They fail because they're designed to be unsustainable.

If a diet makes you:

- ❌ Cut out entire food groups (Carbs? Sugar? Your sanity?)
- ❌ Feel miserable and always hungry
- ❌ Avoid social events just to "stay on track"

Then it's only a matter of time before you quit. And that's NOT your fault.

Now you'll have the question:

What does actually work?

The key to **long-term fat loss** isn't another extreme diet—it's **balance**.

Here's how to actually make progress **without feeling miserable**:

 **Prioritize Protein** – Helps keep you full, fuels your muscles, and keeps cravings in check.

 **Use the 80/20 Rule** – 80% of your diet should be whole, nutritious foods. 20% can be flexible. Yes, you can have chocolate and still make progress. But if you like only eating clean, go for it!

 **Portion Control Over Perfection** – You don't have to cut out foods, just learn how much is enough.

 **Sustainability Over Speed** – You don't want to get stuck in a loop of losing and gaining weight because of a crash diet, the best diet for you is one you can stick to for life.

And all this can be done with a plan,

A meal plan to be specific!

But if you don't want to go through the hassle of doing it yourself,

We have something for you 👁️

The **90-Day Challenge Meal Plan**, a meal plan that actually fits your life!

- ✓ High-protein, easy-to-follow meals
- ✓ Customizable to fit your lifestyle
- ✓ No more guessing what to eat

Try the meal plan app today and get a 61% discount!

No more jumping from diet to diet.

Let's make this the LAST time you "start over."

See you inside,

Stan & Arjen

Email 6

SL: 1% Better

Hey %First Name%,

Fitness is not an all-or-nothing game...

It **doesn't** require insane workouts or crazy diets.

It's a journey you go through, making yourself better every single day.

And **1% better every day** is all you need.

Sounds almost too simple, right?

But **that's exactly how the best transformations happen.**

Small Wins = Big Results

Most people think success comes from massive changes.

But in reality?

It's **small, consistent improvements that stack up over time.**

💡 1% stronger today = Lifting heavier in a few months

💡 1% more steps daily = Faster fat loss without extra effort

💡 1% better food choices = Progress without restrictive diets

It doesn't feel like much at first.

But over weeks and months, that tiny improvement compounds into massive success.

How to Apply the 1% Rule to Your Fitness

✓ **Stack Your Habits** – Pair a new habit with something you already do.

Example: Go for a **short walk after meals**, you don't need to hit 10K steps all at once. Spread them out!

✓ **Track Your Progress Daily** – If you don't measure it, you won't improve it.

Example: Log your workouts, steps, and meals in the **90-Day Challenge App**.

✓ **Stack Streaks & Stay Consistent** – The best way to **stay motivated? Don't break the streak.**

(But hey, if you miss a day, don't get demoralized, just keep going!)

This isn't about **being perfect**.

It's about showing up, even if it's just **1% better than yesterday**.

Because small wins don't just add up, they multiply.

Now, we have a challenge for you,

To get you 1% better each day!

Start Your Streak.

The **90-Day Challenge App** helps you track your progress, build streaks, and stay consistent, without overthinking it.

Log your first progress today & keep the streak alive!

And if you want, you can get the **premium version** of the app for **10% off** on our website.

See you 1% better tomorrow,

Stan & Arjen

Email 7

SL: Do you hate working out %firstname%

Hey %First Name%,

If you feel like you "**have to workout**", for some reason...

Maybe to lose weight, maybe to get in shape,

Maybe because you feel like you should.

But we all know **it's just you thinking and caring about your health.** 😊

So why make it feel like a punishment?

💀 **Forcing yourself onto the treadmill, hating every second?**

💀 **Dragging yourself to the gym, counting down the minutes?**

💀 **Pushing through workouts you don't even like?**

That's NOT how fitness should feel.

If workouts feel like torture... you're doing it wrong.

You need to find a way to **make it fun** so you actually want to show up.

Because when you enjoy it, **it becomes easy to stick with.**

How to Make Fitness Feel Fun (Instead of a Chore)

✅ **Turn It Into a Game** – Tracking progress makes workouts more exciting.

Example: Challenge yourself to beat your own PRs, track streaks, or hit new milestones.

✅ **Try Alternative Workouts** – Lifting weights isn't the only way to get fit.

Example: Try boxing, rock climbing, dancing, or even hiking—find what you love!

✓ **Add a Social Element** – Fitness is more fun when you're not doing it alone.

Example: Join challenges, compete with friends, or share progress in a fitness community.

✓ **Make Progress Visible** – Seeing improvement keeps you hooked.

Example: Use the **90-Day Challenge App** to log streaks, workouts, and personal bests.

So if you want to make it fun %firstname%,

We have your Next Step:

Join a 90-day challenge!

A new challenge inside the app to keep you moving, motivated, and having fun.

- Set goals that excite you
- Track progress & stay accountable
- Hit new streaks & stay consistent

Start today and **turn fitness into something you actually enjoy!**

Oh, and if you want even **more features**, grab the **premium version for 10% off** on our website.

See you inside,

Stan & Arjen

Email 8

SL: How to finally stop late-night snacking (for good)

Hey %First Name%,

It's late. You're watching Netflix. Maybe scrolling on your phone.

And then, **you get a sudden thought...**

"I am craving something"

You're **not really hungry**, but you just want to snack on something.

You tell yourself, **"Just one bite."**

Then another.

And before you know it, the bag of chips is empty and you're looking in the fridge for something sweet.

Sound familiar?

Late-night snacking isn't just a willpower problem.

But it's one of the biggest reasons people **struggle with fat loss**.

Not because eating at night is "bad"... but because those extra, mindless calories **add up fast**.

But how do you stop it?

We have a few tips for that:

✓ **You're Not Eating Enough During the Day**

If you're skipping meals or under-eating, your body **naturally craves** extra calories at night.

Fix it: Prioritize balanced meals with **protein, fiber, and healthy fats** to stay full longer.

✓ **You're Mistaking Thirst for Hunger**

Mild dehydration often **feels like hunger**, especially in the evening.

Fix it: Before reaching for a snack, **drink a glass of water** and wait a few minutes.

✓ **You've Made Snacking a Habit**

If you always snack while watching TV or scrolling on your phone, your brain **associates those activities with eating**.

Fix it: Change the pattern, try drinking tea, stretching, or even brushing your teeth after dinner.

✓ **Your Blood Sugar is Crashing**

Carb-heavy meals without enough protein **lead to energy dips** that trigger cravings later.

Fix it: Balance your meals with **protein, fiber, and healthy fats** to keep blood sugar stable.

✓ **You're Eating for Comfort, Not Hunger**

Bored? Stressed? Tired? Late-night snacking often has nothing to do with actual hunger.

Fix it: Before grabbing a snack, ask yourself: **“Am I actually hungry, or just looking for a distraction?”**

How to Break the Cycle (Without Feeling Deprived)

The easiest way to **beat cravings** is to fuel your body with the right foods **throughout the day**.

That's exactly why we created the **90-Day Meal Plan**.

- ✓ High-protein, satisfying meals that keep cravings in check
- ✓ Customizable options so you're never bored with your food
- ✓ No more guessing what to eat—just follow the plan and stay on track

If you're **tired of nighttime cravings ruining your progress**, it's time to take control.

Try the **90-Day Meal Plan**, and if you can grab the **premium version for 10% off** on our website.

Let's make those late-night cravings a thing of the past.

See you inside,

Stan & Arjen

Email 9

SL: The best anti-aging hack is...

Hey %First Name%,

These days, everyone's looking for the secret to **staying young, strong, and full of energy.**

Creams, supplements, fancy diets—there's no shortage of “anti-aging” solutions.

But what if the real secret wasn't in a pill or a skincare routine?

What if it was in the weight you lift?

Strength Training = The Ultimate Anti-Aging Hack

Most people think strength training is just for **getting bigger muscles or looking fit...**

But it's actually one of the **best things you can do for long-term health.**

Here's why we say this:

Preserves Muscle as You Age

After 30, we naturally lose muscle every year, unless we **train to keep it.**

Less muscle = slower metabolism, less energy, and a higher chance of injuries.

Strengthens Bones & Prevents Injuries

Lifting weights **increases bone density**, reducing the risk of fractures and osteoporosis.

(Yes, your future older self will thank you for every squat and deadlift.)

✓ **Keeps Your Metabolism Running High**

More muscle = **more calories burned daily** (even while you rest).

That means staying leaner **without having to “eat less and less” as you get older.**

✓ **Maintains Independence & Quality of Life**

Ever seen older adults struggle with simple things, lifting groceries, climbing stairs, getting up from a chair?

That's what happens when you lose strength. Training now keeps you moving later.

But how to start strength training (even if you're new to it)

You **don't** need to lift crazy heavy weights or spend hours in the gym.

Here's how to **start building strength today:**

- **1 Focus on Compound Movements** – Squats, deadlifts, push-ups, and rows work **multiple muscles at once** for maximum results.
- **2 Train at Least 3x a Week** – You don't need daily sessions. **Consistency beats intensity.**
- **3 Progress Over Time** – Start light, perfect your form, then **slowly increase weights** or reps to keep challenging yourself.
- **4 Track Your Strength Gains** – Seeing improvement keeps you **motivated** (and proves you're getting stronger!).

But you don't have to figure this all out on your own.

The **90-Day Challenge App** has **structured strength programs** designed for **all levels**—so you can **build strength safely and effectively.**

Start your strength-training journey today.

And if you want even more tools, grab the **premium version for 10% off** on our website.

See you getting stronger,

Stan & Arjen

Email 10

SL: Can your fridge predict your gains?

Hey %First Name%,

If you had to guess the **biggest predictor of your fitness progress**, what would you say?

Your genetics?

Your workout routine?

How hard you train?

Sure, all those matters, but there's **one thing that quietly determines your success** every single day:

Your fridge.

Think about it.

When you're hungry, tired, or just looking for something to snack on, where do you go?

Straight to the kitchen.

If your kitchen is filled with snacks, sweets, and processed foods...

guess what you're reaching for when you get hungry?

But if your fridge is stocked with **nutritious, high-protein, satisfying foods**, making good choices becomes **automatic**.

Because here's the truth: **Willpower is overrated**.

It's not about how much self-control you have;

It's about what's **available and convenient**.

So, if you want to set yourself up for success, start by changing what's in your kitchen.

How to Set Up Your Kitchen for Gains

Stock Up on Protein-Rich Foods

Protein keeps you fuller for longer and helps with muscle recovery. Keep lean meats, eggs, Greek yogurt, or plant-based options ready to go.

Make Healthy Snacks Easy to Grab

Pre-cut fruits and veggies, portion out nuts, and have protein bars or cottage cheese handy. If it's *easy*, you're more likely to eat it.

Get Rid of “Trigger Foods”

We all have those snacks we can't stop eating once we start. If there's a food that makes you feel out of control, don't keep it in your home—it's that simple.

Meal Prep = Future You Will Thank You

Prepping meals ahead of time removes the stress of “what should I eat?” Have ready-to-eat meals or pre-cooked proteins, so healthy choices take **zero effort**.

Keep Hydration Front and Center

Sometimes, hunger is just dehydration in disguise. Keep a water bottle visible and refill it throughout the day.

Your Environment = Your Results

The best meal plan in the world won't help if your kitchen is full of distractions and temptations.

Set yourself up for success by making the *right* foods the easy choice.

And if you're unsure what to eat, **we've got you covered**.

The **90-Day Meal Plan** gives you **simple, high-protein, satisfying meals** designed to fit your lifestyle,

So you can stop guessing and start seeing results.

Get your personalized meal plan today!

(And you can grab it now for 10% off on our website.)

See you in the kitchen,

Stan & Arjen

Email 11

SL:

1. The 'Toothbrush Rule' for fitness success

2. Brushing your teeth = gains?

Hey %First Name%,

Think about it, when was the last time you 'forgot' to brush your teeth?

Probably never. It's automatic.

You don't wake up debating, "**Should I brush today?**"

You just do it.

Now, imagine if **fitness felt that effortless**—something you did without even thinking.

That's what we're calling the **Toothbrush Rule**

because if you can make brushing a habit, you can do the same with workouts.

Why This Works

Brushing your teeth isn't a huge event.

It doesn't take an hour, require a complicated routine, or demand extra motivation.

It's **just part of your day**, like eating, showering, or getting dressed.

Fitness should be the same way.

Instead of seeing workouts as some huge task that requires **motivation**, make them **second nature** by building **consistent habits**.

How to Apply the Toothbrush Rule to Fitness

✓ Start Small (Make It Effortless)

You don't need hour-long workouts. Even **10 minutes a day** creates momentum.

Think: **A few push-ups, a quick stretch, or a short walk**. Just **show up**—that's what matters.

✓ Remove Decision Fatigue

The more choices you have to make, the easier it is to skip.

- Schedule workouts like meetings.
- Lay out your gym clothes the night before.
- Use reminders or streaks to keep yourself accountable.

And the best way to stay consistent?

✓ Track it.

Success isn't about perfection, it's about consistency.

Even **1% better every day** adds up over time.

And you can use the **90-Day Challenge App's habit tracker** to keep yourself accountable.

- ✓ Log workouts, steps, and even small wins
- ✓ Build streaks and see your progress stack up
- ✓ Make fitness something you just *do*, not something you *struggle with*

Start tracking today, and let's make fitness effortless.

Get your streak up,

Stan & Arjen

P.S. Want to make consistency even easier? Start a new 30-day challenge to build the habit with our app!

Email 12

SL: Your grandma's cooking = gains?

Hey %First Name%,

Ever wonder how our grandparents stayed strong and energetic without counting calories, tracking macros, or taking endless supplements?

(Okay, maybe *not* all of them... but you get the point 😊)

What's their secret?

It's not a magic metabolism or better genetics.

It's **simple, whole food.**

Why simple traditional diets work (sometimes even better than most modern trends)

Before ultra-processed foods, quick fixes, and trendy diets, people simply ate what they had,

And mostly it was **nutritious, home-cooked meals** made from simple, whole ingredients.

And guess what? That's exactly why they were healthier.

Here's what we can learn from the way our grandparents ate:

✓ **They Focused on Whole Foods**

No ingredient lists filled with things you don't know. Just real food—lean proteins, fresh veggies, whole grains, and healthy fats.

✓ **They Cooked from Scratch**

Home-cooked meals aren't just **healthier**—they also help you **control portions, avoid hidden sugars, and stay full longer.**

(And let's be honest, they just *taste* better.)

✓ **They Didn't Fear Carbs or Fats**

Grandma didn't stress over eating rice, potatoes, or butter, and yet, obesity was far less common.

Why? Because it's about **food quality and balance**, not cutting out entire food groups.

✓ **They Avoided Ultra-Processed Junk**

No endless snacking, no sneaky sugars, no preservatives, just **nutrient-dense meals that actually fuel your body.**

Well then, how can you eat like your grandma

Without spending hours in the kitchen that is 😊

Here are a few tips for you:

- 🍖 **Prioritize Protein:** Lean meats, fish, eggs, beans, just like they did back in the day.
- 🥗 **Stick to Simple Ingredients:** If it's something your grandma would recognize, it's probably good for you.

- 🍳 **Cook in Batches:** Meal prep doesn't have to be complicated. Just cook a little extra and store leftovers for easy, healthy meals.
- ❌ **Ditch Ultra-Processed Snacks:** Stick to whole foods and you'll naturally avoid unnecessary cravings and overeating.

And if you want an **easy** way to eat better without overthinking it...

The **90-Day Meal Plan** helps you eat like your grandma,

Simple, **whole-food-based** meals that fuel your body and fit your lifestyle.

Get Your Whole-Food Meal Plan Today!

See you at the dinner table,

Stan & Arjen

Email 13

SL: Why you should track your progress.

PL: Even if it's small 🏆

You must have seen those videos %firstname%,

Where it's a montage of a person losing like 50 kgs in a year,

After watching that you must get super motivated,

And then you set goals for yourself like,

"I will lose 10 kgs in 1 month"

Or something similar.

And when you are unable to reach that goal,

You become unmotivated and stop trying.

How do you stop this from happening again %firstname%?

When you're on a fitness journey,

It's easy to get caught up in the big goals.

But here's something important to remember:

The small wins matter just as much.

Even if you didn't manage to lose those "10 kgs" in a month,

You still manage to stick to working out for a month!!
(And probably lost some weight in the process as well)

Tracking these small wins can be the key to keeping you motivated.

It helps you to build momentum.

Every small victory, like doing one extra rep or adding more weight to your squat, adds up.

Tracking small wins will boost your motivation.

Seeing progress, no matter how small, is a powerful motivator. When you track your small wins, you're constantly reminded that you're moving forward.

And it strengthens your discipline.

It's about consistency, not perfection,
Every small step you take reinforces your discipline.

Tracking your progress cannot be any easier with our app!

With our app, you can track how many workouts you did,

How many reps you performed, how much weight you lifted,

Your daily steps, your water intake, and much more!

Tracking these victories will help you see how far you've come and keep you motivated to keep going.

[Click here to get the premium version of our app and get a 10% discount through our new website!](#)

Remember, progress is progress, no matter how small.

Keep celebrating those small wins,

Stan and Arjen

Email 14

SL: Master your mind for more gains 💪

Hey %firstname%,

When we think about fitness,

We often focus on the physical aspects,

Like lifting weights, losing fat, and getting stronger.

But there's another side to fitness that's just as important:

The mental side.

Your mindset can make or break your fitness journey.

The way you think,

The goals you set,

And how you handle challenges are all crucial to your success.

It's easy to get caught up in the idea that it's all about achieving a certain look

Or hitting a specific number on the scale.

But really, it's so much more than that.

It's about becoming a better, healthier version of yourself.

Focus on enjoying the process, not just chasing results.

Here are a few reasons, why we think having the right mindset can help you in your fitness journey:

It helps in overcoming mental blocks:

We all have those days when we start to doubt,

Or procrastinate, whether working out is worth it or not.

It's completely normal.

The key is not to let these mental barriers stop you.

Next time you catch yourself thinking,

"I can't do this,"

take a moment and remind yourself that you're absolutely capable.

Remember, doing something is better than doing nothing,

Even if you don't feel like doing a full workout,

You can do something simple,

Like doing 100 pushups.

(Which you can easily start doing and tracking with our app!)

Having the right mindset can also help you to stay disciplined.

Motivation can come and go,

but discipline is what keeps you going.

It's not about being perfect every day—it's about being consistent over time.

And lastly always remember,

Fitness is a lifelong journey, not a quick fix.

There will be ups and downs, but that's part of the process.

Embrace the challenges and learn from them.

Stay strong,

Stan and Arjen

P.S. Our app is filled with features to help you with the mental part of working out as well! Like streaks, fun notifications, and challenges.

So, [Click here to get the premium version of our app and get a 10% discount through our new website!](#)

Email 15

SL: Don't skip your rest day %firstname% 🛌

Hey %firstname%,

When you're on a fitness journey,

it's easy to think that pushing harder every day will get you to your goals faster.

But here's a little secret:

Rest days are just as important as your workout days.

In fact,

Adding regular rest days into your routine is key to making real progress.

Here are a few reasons for you to not skip rest days:

Muscle recovery.

When you work out,

You're creating tiny tears in your muscle fibers.

Rest days give your body the time it needs to repair and rebuild those muscles, making them stronger.

Skipping rest days can lead to overtraining,

Which can slow down your progress and increase your risk of injury.

Preventing burnouts.

Going hard every day might seem like a good idea,

But it can quickly lead to burnout.

Consistency will always beat max effort.

It's better to have a week with 4 workouts and 3 rest days,

Than a full week of working out and then a full week of not doing anything because your body is sore.

Rest days help you recharge both physically and mentally, so you can come back to your workouts feeling refreshed and motivated.

Rest days overall help you improve your performance

Believe it or not, rest days can actually improve your performance.

By giving your body time to recover,

You're allowing it to perform better during your workouts.

Remember, rest is progress too!

Taking time off from your workouts isn't a setback,

It's a necessary part of the process.

Rest days are when the magic of muscle growth and recovery happens, so don't skip them!

That is why in the premium version of our app,

You can customize how much rest per week you want

This will make sure that you can stay on track and make the most out of every session.

[Click here to get the premium version of our app and get a 10% discount through our new website.](#)

Take care of your body,

Stan and Arjen

Email 16

SL: Do you really need a perfect morning routine? 🌅

PL: Spoiler alert, not really.

Hey %firstname%,

If you've spent any time online,

You've probably seen a lot of talk about the "perfect" morning routine.

The idea is that if you don't start your day with a super strict, optimized routine, you're somehow setting yourself up for failure.

But here's the truth:

You don't need a perfect morning routine to make progress.

Sure, having a morning routine can be helpful,

but it's not a one-size-fits-all solution.

What works for one person might not work for you, and that's okay!

Progress isn't about perfection,

Progress comes from consistency,

Not from having the "perfect" start to your day.

Whether you wake up at 5 AM for a workout or roll out of bed at 8 AM,

What matters is that you're showing up for yourself regularly.

Most importantly, your routine should fit your life,

If a super strict morning routine doesn't fit your lifestyle or make you feel good, it's not worth forcing it.

Your routine should be something that improves your day,
not something that stresses you out.

Some days, you might have the energy for an intense workout first thing in the morning.

Other days, your body might be telling you to take it slow.

Both are okay!

It's more important to listen to what your body needs than to stick rigidly to a routine.

Now you're probably asking, what's the key?

The key is to find a morning routine that works for you,

One that makes you feel good, energized, and ready to take on the day.

It doesn't have to be perfect or optimized to be effective.

The most important thing is that it's something you can stick with consistently.

Remember, progress is personal—make your routine work for you!

See you in the next one,

Stan and Arjen

P.S.If you want to start building solid habits, make sure to check out the app!

[And click here to get the premium version of the app with a big 10% discount from our new website.](#)

SL: Don't Let the Cold Slow You Down!

PL: Stay Active This Winter ❄️

Hey %firstname%,

As the days get shorter and the temperatures drop,

All we want to do is to stay in and sleep in like bears.

But staying active during the colder months is just as important,

If not more so!

Here's why you shouldn't let the chill keep you from your fitness goals:

1. Boosts your immune system: Regular exercise helps keep your immune system strong, which is especially important during cold and flu season.

Staying active can help you fight off those winter bugs and keep you feeling your best.

2. Fight the winter depression: Colder months can bring on feelings of sluggishness or even seasonal depression. Exercise is a natural mood booster, helping you to boost your mood.

3. Keeps your energy levels up: It's easy to feel tired when it's cold outside, but working out can actually increase your energy levels. Physical activity helps improve circulation and keeps your body energized, even on the coldest days.

4. Prevents winter weight gain: With all the holiday treats and comfort foods around,

it's easy to pack on a few extra pounds during the winter.

Staying active helps you burn those extra calories and keep your weight in check.

And if you're in the process of building muscle, take advantage of those extra calories!

The biggest tip that we can give you to stay active in winter is to **stay consistent**.

Follow a plan (from the app) and stick to it.

Whether you're working out inside or outside,

consistency is key to staying fit and healthy in the next winter months.

Stay warm and stay active,

Stan and Arjen

P.S. [Click here to get the premium version of our app, where you'll find the best workouts and tips to keep you motivated—and get a 10% discount through our new website!](#)

Email 17

SL: How working out boosts your mental health 🧠💪

Hey %firstname%,

We all know that working out is great for our bodies,

But did you know it's just as powerful for your mind?

Working out isn't just about building muscle or burning calories,

It's also one of the best things you can do for your mental health.

Whether you're feeling stressed, anxious, or just a little down,

getting active can make a big difference.

Here are a few ways working out can boost your mental health:

1. Dealing with stress and anxiety: Ever noticed how you feel a little happier after a good workout?

That's because when you work out, your body releases endorphins—those feel-good hormones, that help reduce stress and anxiety.

Even a short workout can clear your mind and leave you feeling more relaxed.

2. Build Confidence: As you get stronger and fitter, you'll start to feel more confident in yourself.

Seeing your progress, whether it's lifting heavier weights, gaining muscles, or just feeling more energetic, can give you a real sense of accomplishment.

3. Improves Sleep: If you've ever struggled to get a good night's sleep, working out could be the solution.

Physical activity helps regulate your sleep patterns, making it easier to fall asleep and stay asleep, so you wake up feeling refreshed.

4. Builds Mental Toughness: Working out isn't just about getting physically stronger—it also makes you mentally tougher.

When you push through challenging workouts, you're training your mind to handle life's stresses better, helping you stay calm and resilient when things get tough.

Getting active is one of the best things you can do for both your body and your mind.

Whether you're dealing with stress or anxiety, or just need a mood boost,

working out can help you feel better, think clearer, and live a happier life.

Remember, working out isn't just about getting fit—it's about feeling good too.

Let's make your mental health a priority together!

Take care of your body and mind,
Stan and Arjen

P.S. [Click here to get the premium version of our app and get a 10% discount through our new website!](#)

Email 18

SL: Take your workout outside for gains

Hey %firstname%,

Ever feel like your workouts are getting a bit stale?

Maybe it's time to switch things up and take them outside!

Outdoor activities aren't just a great way to mix up your fitness routine,

They come with a ton of benefits that you might not get from an indoor workout.

Here's why you should consider adding more outdoor activities to your fitness plan:

1. Sharpen Your Focus: Being outside can be mentally refreshing. Outdoor activities require more mental engagement than indoor routines, which can help sharpen your focus and keep your mind active.

2. Lifts Your Spirits: There's something about being outside in the fresh air that just makes you feel good. Whether it's a walk, a run, or a hike, being in nature can reduce stress and improve your overall mood. And you get the bonus of vitamin D and better sleep 😴

3. Builds Endurance: The outdoors is like a natural gym with constantly changing conditions. These challenges push your body in ways that a treadmill just can't, helping you build physical and mental strength.

Outdoor activities might also help you burn more calories, Since you would be moving more than usual.

Here are a few ways to get you started:

Start Small: You don't need to jump into a full outdoor workout routine right away. Just start with a simple walk or jog around your neighborhood,

Mix It Up: Don't stick to just one activity—keep things interesting by trying different outdoor exercises. Go for a bike ride, take a hike, or even do some bodyweight exercises on the beach. Changing things up will keep your routine fun and engaging.

The benefits of outdoor activities are endless,

and they can be a game-changer for your fitness routine.

Whether you're looking to boost your mood, burn more calories, or just enjoy the fresh air,

taking your workout outside is a great way to mix things up and stay motivated.

And just because you're exercising outside doesn't mean you can't keep track of your progress.

So if you want to be outdoors for a longer time, you can start a bodyweight program with our app,

Use our app to log your outdoor workouts, set new goals, and see how far you've come.

[Click here to check out the premium version of our app, and get a 10% discount through our new website!](#)

Get out there and get moving,
Stan and Arjen

Email 19

SL: Habit Stacking  What is it?

Hey %firstname%,

Ever tried to start a new fitness habit,

Only to not stick to it after a few weeks?

You're not alone,

it's tough to make new habits last.

But what if we told you there's a simple strategy to help you build lasting routines?

It's called habit stacking,

And it might just be the key to build habits that fit in your routine.

What is Habit Stacking?

Habit stacking is all about linking a new habit to an existing one.

The idea is simple: take something you already do every day and “stack” a new habit on top of it.

By connecting the new habit with something you already do, it becomes easier to stick to.

Here are a few examples for you to better understand the concept:

1. Morning Routine Stack:

Existing Habit: Brushing your teeth

New Habit: Do 10 push-ups right after brushing. It’s a quick way to start your day with some movement.

2. Meal-Time Stack:

Existing Habit: Having a meal or snack

New Habit: Every time you eat, pair it with a big glass of water. This helps you stay hydrated throughout the day and ensures you’re meeting your daily water intake goals.

3. Post-Workout Stack:

Existing Habit: Resting after your workout (you might have a different post workout habit).

New Habit: Log your workout (you can use our app to track that 🧐). Tracking your progress keeps you motivated and helps you see how far you've come.

Habit stacking is a simple but powerful way to build routines that last.

And with our app,

you'll have all the tools you need to track, monitor, and stick to your new habits.

[Click here to get the premium version of the app and get a 10% discount through our new website.](#)

Let's start building habits that stick!

Stay consistent,
Stan and Arjen

Email 20

SL: How music affect your gains 🤔

Hey %firstname%,

If you workout or go to the gym (which you should since you're here 🤔)

You probably already have a playlist called "Workout Songs".

But did you ever think,

Why music improves your workouts?

Why does your energy spike when your favorite song comes on during a workout?

Why does music make such a difference?

1. Gives You That Extra Push: Ever notice how the right song can suddenly make you feel unstoppable?

Especially when it's the last few reps, music has a way of giving you that extra boost.

2. Keeps You in the Zone: When you have a song on, you intentionally change the rhythm of your reps to the beat of the song.

That's because music helps you find your flow.

Syncing your movements to the music can make everything feel smoother

3. Takes Your Mind Off the Burn: We've all been there—halfway through a tough workout, and all you can think about is how hard it is.

But when your favorite tunes are playing, it's like a mental escape.

Before you know it, you've pushed through it easily.

4. Lifts Your Spirits: Some days, working out feels like a chore.

But with the right music, it's like flipping a switch.

A good beat can turn your mood around and make the whole experience more enjoyable.

Music isn't just a background noise %firstname%

It's a tool that can enhance your entire workout experience.

Whether it's a workout, run, or other sport,

The right tunes can make all the difference.

Keep the beat going,

Stan and Arjen

P.S. [Don't forget to get the premium version of the app, where you will find the workouts to make your playlists! \(And through our new website you get a 10% discount!\)](#)

Email 21

SL: How mind-muscle connection actually works 🧠💪

Hey %firstname%,

Have you ever noticed,

Some workouts just feel more effective than others,

Even if you're doing the same exercises?

Like you know you're making the gains today 💪

That's not just in your head (pun intended 👁️)

it's the power of the mind-muscle connection at work.

The mind-muscle connection is all about focusing on the muscles you're targeting during your workout.

This isn't just some made-up thing;

It's backed by science and can help you get more out of every rep.

Here's how it will help you achieve your goals faster:

1. Increased Muscle Activation: When you focus on the muscle you're working, more muscle fibers are used.

This means a more effective workout, leading to faster gains.

2. Better Form: When you concentrate on the rep, you ensure you're maintaining proper form, which is really important to avoid injuries and maximize results.

3. Enhanced Muscle Growth: By consistently using the mind-muscle connection, you can create a stronger signal for muscle growth. It's like giving your muscles a direct order to grow!

Now that you understand all of the benefits,

How do you actually add this to your routine?

We have a few tips that will help you activate the mind-muscle connection:

1. Slow Down Your Reps: Take your time with each rep. Focus on feeling the muscle stretch and contract with every movement.

2. Visualize the Muscle Working: Picture the muscle you're targeting growing with each rep. This mental image can improve the connection between your mind and your body.

3. Squeeze at the Peak: At the top of each rep, give the muscle an extra squeeze. This helps solidify that mind-muscle link and ensures you're making the most of each exercise.

Now, it might take some practice,

But once you start mastering the mind-muscle connection,

You'll notice the difference in your workouts.

Not only will you feel more in tune with your body,

but you'll also see better results from the effort you put in.

Remember, it's not just about lifting heavy weights or doing endless reps.

It's about how you connect with your body during every single movement.

See you in the next one,

Stan and Arjen

P.S. [Don't forget to get the premium version of the app, where you can get a lot of different challenges to help you improve your mind-muscle connection!](#)
[\(And through our new website you get a 10% discount!\)](#)

Email 22

SL: What level are you on %firstname%

%Firstname%,

Why do you think video games are so fun and engaging to play?

It's because you feel a sense of accomplishment whenever you beat a boss or finish a game.

Have you ever thought,

What if your fitness journey could be as fun and engaging as your favorite game?

What if somehow you were able to gamify the gains 🤔

Gamification is a fun way to stay motivated.

By turning your fitness goals into a game,

You might have a higher chance of sticking with your routine,
push through tough days, and enjoy the process.

And with our latest app update, we might have turned that into
reality 🙄

Here's what we mean!

1. Daily Challenges:

You can start every day with a new challenge,

whether it's 200 push-ups or 100 sit-ups, there's always a goal to
crush.

2. Keeping up your Streaks:

Just like in your favorite video game, you can unlock achievements as
you progress.

With every challenge you complete, you build a streak.

The more workouts you do, the higher the streak gets!

3. Earn badges:

You can earn badges by completing workouts,

By getting a longer streaks, by drinking your water,
taking progress photos...basically everything.

Show your badges off to everyone 😎

Now are you ready to play?

The app is designed to make your workouts more engaging and fun,

And if you enjoy it, you stick to it!

[Click here to get the premium version of the app with a big 10% discount from our new website!](#)

Let the games begin!

Stan and Arjen

Email 23

SL: Morning vs. Evening Workouts

PL: Which One Is Right for You? 

Hey %firstname%,

Ever wondered when the best time to workout is?

Morning or evening?

It's a question that every person who works out answers to,

And will advise you, what is the best time to work out.

But the truth is—it really depends on what works best for **you**.

We say this because everyone has different lifestyles and what works for others is not guaranteed to work for you.

Here are some advantages of both, working out in the morning or the evening to help you decide:

Morning Workouts:

Boost Your Energy: Starting your day with a workout can give you a powerful energy boost for the day. It improves your mood thanks to the release of endorphins.

Keeps You Consistent: Morning routines tend to be more consistent. Once you've made it a habit, it's difficult to not stick to it.

Many people stress about not getting their workouts in,

But by completing your workout early in the day,

you won't think about working out the whole day and will be more productive overall,

since you already did your workout and now can focus more on your work.

Evening Workouts:

Better Performance: Your body temperature is higher in the late afternoon and evening, which means your muscles are warmed up and ready to perform. You might find you can lift heavier or run faster in the evening.

Stress Relief: An evening workout is a great way to unwind and de-stress after a busy day. It also helps you clear your mind.

Sleep Better: Working out in the evening can help you sleep faster and better since after a workout, your body will be tired and you fall asleep faster when you're tired.

So, which is better?

It ultimately depends on your situation,

You might have a job or school and not have any time to workout in the morning,

Or you might constantly be busy in the evenings.

The best time to work out is the time that fits your lifestyle and helps you stay consistent.

If you're not sure which time is best for you,

why not experiment?

Try switching up your routine for a week and see how it goes.

And remember,

whichever time you choose,

The best way to be consistent with personalized workout plans, and to be on the track all the time is by following the app 🧐

[Click here to get the premium version of the app with a big 10% discount from our new website.](#)

See you in the app,
Stan and Arjen

Email 24

SL: Is there an optimal time to eat 🤔

Hey there %firstname%

We all know,

Getting the right nutrition is key to gaining muscle and losing fat.

But have you ever thought,

Is there a perfect time to eat?

For example,

Some people say,

Have a big breakfast to get the energy to go through the day.

Whereas others say to completely avoid breakfast to have better focus.

So what is the truth and when should you eat?

Well %firstname%,

We have some tips and advice to help you answer this question,

Firstly, it is important to understand how to eat around your workout,

Most people do not like working out on a full stomach,

If that bothers you as well then eating 2-3 hours before your workout should be fine,

And eating 1-2 hours after your workout is helpful to replenish your energy.

If you're eating near your workouts, make sure it's filled with carbs (to get you the fuel for the workout).

Now on to how many times you should eat,

It mostly depends on what your goals are,

If you want to gain weight and muscle mass,

Then eating 4-6 smaller meals might be the best way to achieve your goal.

But if your goal is to lose weight, then what might work for you is eating smaller portions than you usually do,

But remember don't starve yourself,

Just eat below your daily maintenance calories.

Eating or not eating breakfast is also a big question,

Here are some points to help you decide if you should or shouldn't eat breakfast:

Why eating breakfast can be good:

- **Energy Boost:** Provides energy for the day and workouts.
- **Muscle Protection:** Helps prevent muscle loss, especially if you work out in the morning.
- **Steady Meals:** Eating breakfast can help maintain regular meal patterns.

Why avoiding breakfast can be good:

- **Intermittent Fasting:** Skipping breakfast can help in your fat loss and help you control your daily caloric intake.
- **Mental Clarity:** Some people feel more focused without breakfast.
- **Time-Saving:** It can be more convenient to skip breakfast, especially if you're not hungry in the morning.

What we recommend is to experiment and see what works for you.

You can try both eating breakfast for 2-3 weeks

And not eating breakfast for 2-3 weeks,

Then decide which one works better for you.

One thing that you might want to avoid though is large, heavy meals right before bed.

This can disrupt your sleep since your body is busy digesting, which is crucial for recovery.

Ultimately when you eat depends on you and your goals,

Everyone's body responds differently to meal timing,

It's important to experiment and find what timing works best for your energy levels, performance, and physique goals.

We hope this will help you decide,

See you in the next one,

Stan and Arjen.

P.S. [Don't forget to get the premium version of the app, where you can get 70+ high-protein recipes! \(And through our new website you get a 10% discount!\)](#)

Promotional sequence (90DC)

Promotional sequence for Stan and Arjen:

Email 1

SL: Something Big Is Coming—Just for You

PL: Introducing: 90 Meal Plans!

Hey %First Name%,

Being a premium user of the app, you have some special perks 🧐

We know you're committed to crushing your fitness goals,

And we're here to make that journey even better. 😎

We've been working behind the scenes to create something game-changing,

Something to make eating right as easy as possible,

Without the headache of "What should I eat?"

On **December 29th**, we're introducing **90 Meal Plans**.

A brand-new way to make nutrition and eating healthy effortless, effective, and personalized to your fitness journey.

And since you are a premium user,

We will offer you and only you,

A chance to get the brand new service at a special discount price

So stay tuned for that 😎

But now you may be thinking...

Why 90 Meal Plans?

Well, this isn't just another "meal prep" thing, app,

No no no, it's much more than that....👁️👁️

Think of it as you're getting a fully customized meal plan from us,

With recipes,

A grocery list, so you know exactly what to buy and don't have to google "Ingredients of xyz" 😊

And even all of the macros and nutritional facts of everything that goes in the recipes!

It's **the** tool that takes the guesswork out of your nutrition so you can focus on results.

And you won't ever ask: "What should I eat tomorrow?"

Here's what you can expect:

- **Personalized Meal Plans:** Tailored to your goals, macros, and diet preferences.
- **Weekly Shopping Lists:** Simplify your meal prep and save time.
- **Thousands of Recipes:** Delicious options to keep you inspired every week.

On **December 29th**, we'll officially launch **90 Meal Plans**,

And as a Premium user of the 90-day challenge app,

You will get the best price ever on our meal plans!

We can't wait for you to experience 90 Meal Plans!

It's going to change the way you crush your goals.

See you in the next one.
Stan and Arjen

Email 2

SL: We've Got Big News—And You're Gonna Love It!

PL: "You asked for it, and we made it happen: personalized meal plans are here."

Hey %First Name%,

We've been listening to you👁️👁️

For months we know, you've been asking us:

"What should I eat to gain muscle and lose fat?"

"What diet should I follow for my goals?"

Well...

We've been working hard behind the scenes to create something that answers all those questions.

On **December 29th**, we're launching **90 Meal Plans!**

The best way to make eating right,

Simple, effective, and personalized to YOU and your goals.

Some sneak peeks at what's to come👁️👁️:

Login

PERSONALIZED MEAL PLANS TO BUILD MUSCLE & LOSE FAT!

Achieve the results you've always wanted with meal plans tailored to your personal calories, macros, and diet preferences – helping you build muscle and lose fat.

- ✓ New meal plan every week
- ✓ Weekly shopping list
- ✓ Thousands of personalized recipes

Let's start today!

★
STARTING FROM
\$6.66
PER MONTH



But now you may be thinking...

Why 90 Meal Plans?

Well, this isn't just another "meal prep" thing,

No no no, it's much more than that....👁️👁️

Think of it as you're getting a fully customized meal plan from us,

With recipes,

A grocery list, so you know exactly what to buy and don't have to google "Ingredients of xyz" 😊

And even all of the macros and nutritional facts of everything that goes in the recipes!

It's **the** tool that takes the guesswork out of your nutrition so you can focus on results.

And you won't ever ask: "What should I eat tomorrow?" 😎

And here's what you can expect:

- **Personalized Meal Plans:** Tailored to your goals, macros, and diet preferences.

- **Weekly Shopping Lists:** Making meal prep easier than ever.
- **Thousands of Recipes:** Delicious and easy-to-follow meals to keep you on track.

We know staying consistent with nutrition is tough.

Life gets busy, motivation comes and goes,

and meal planning can feel overwhelming.

But with **90 Meal Plans**, all of that changes.

Oh, and here's the best part:

To celebrate the launch,

We'll give you a **special New Year's discount** to start your journey strong. 🚀

Mark your calendar: December 29th.

You don't want to miss this.

See you soon,
Stan and Arjen

Email 3

SL: Why Nutrition Is the Key to Your Next Level

PL: Personalized meal plans + the biggest Premium discount ever—just for you!

Hey %First Name%,

You're already crushing it in the gym.

But let's be real—getting results isn't just about the workouts.

Diet is where the real magic happens.

Think about it:

- Have you ever felt frustrated trying to figure out what to eat?
- Spent too much time tracking every single thing?
- Think you're eating right but still no progress...
- Or maybe you're just tired of eating the same boring foods over and over?

You're not alone.

And that's exactly why we've created the **90 Meal Plan**

Take the guesswork out of eating and hit your goals faster.

Here's Why You'll Love 90 Meal Plans:

- **Personalized to YOU:** Tailored meal plans based on your goals, macros, and diet preferences.
- **No More Stress:** Weekly shopping lists to make meal prep a breeze.
- **Delicious Variety:** Thousands of easy, mouthwatering recipes to keep things exciting.

And because you're a **Premium member**, we're giving you **something special!**

The **biggest discount we've ever offered.** 🙄

Only for you!!

This is the **lowest price you'll ever see** for our Meal Plans,
and it's exclusively for Premium users of the 90-day challenge app,
that's you %firstname%

Imagine This:

You're hitting your fitness goals faster, staying consistent, and
enjoying meals that are tailored just for you.

With **90 Meal Plans**, nutritional success has never been easier.

Mark your calendar: December 29th.

See you in the next one,
Stan and Arjen

Email 4

SL: "Merry Christmas %firstname%, from Stan and Arjen. 🎄"

Hey %First Name%,

The holidays are here, and we wanted to take a moment to say:

Merry Christmas! 🎅

From all of us at the **90-day Challenge Team**,
thank you for being part of this amazing community.

Your dedication to becoming the best version of yourself inspires us every single day.

This year has been incredible, and we're so proud of everything you've achieved,

Whether it's smashing your workouts,

staying consistent,

or making progress toward your goals. 💪

As we wrap up the year,

We've got some exciting things on the horizon—like the launch of **90 Meal Plans** on **December 29th**. 🎉

It's something we've been working on for months, and we can't wait to share it with you.

But for now, take this time to enjoy the holidays, recharge,

And celebrate all that you've accomplished.

Here's to a stronger, healthier, and even more incredible 2025!

Merry Christmas,
Stan and Arjen

Email 5

Subject Line: "3 Reasons Your Nutrition Is Holding You Back"

Preview Line: "And the simple way to fix it starting this week."

Hey %First Name%,

You're showing up in the gym.

You're putting in the effort.

But... are you seeing the results you deserve?

If the answer is "*not really*," it's time to take a closer look at your **nutrition**.

Here are the **3 biggest mistakes** that could be holding you back—and how to fix them:

1. Guessing Instead of Planning

It's easy to fall into the trap of "*I'll just eat healthy*." But without a clear plan, it's hard to know if you're eating enough—or eating too much.

The Fix:

Create a meal plan that aligns with your goals, so every bite you take works *for* you, not against you.

2. Not Hitting Your Macros

Your workouts are only as effective as the fuel you give your body. If you're missing key nutrients (or overeating them), you're leaving progress on the table.

The Fix:

Track your macros to ensure your meals are balanced. Your body needs the right mix of protein, carbs, and fats to recover, grow, and thrive.

3. Eating the Same Boring Meals

Consistency is key—but let's face it: eating the same bland chicken and rice every day can kill your motivation.

The Fix:

Add variety to your meals with new, exciting recipes that fit your goals. You'll stay consistent *and* look forward to your meals.

Sound like a lot to figure out? It doesn't have to be.

That's why we're launching **90 Meal Plans** on **December 29th**,

To make nutrition simple, personalized, and fun.

With **90 Meal Plans**, you'll get:

- **Customized meal plans** tailored to your macros, goals, and diet preferences.
- **Weekly shopping lists** to save you time and stress.
- **Thousands of recipes** to keep things exciting.

And as a **Premium user**, you'll get the **lowest price ever**.

Mark your calendar: December 29th.

It's time to fuel your fitness journey the right way.

See you soon,
Stan and Arjen

Email 6

Subject Line: "3 Reasons Your Nutrition Is Holding You Back"

Preview Line: "And the simple way to fix it starting this week."

Hey %First Name%,

You're showing up in the gym.

You're putting in the effort.

But... are you seeing the results you deserve?

If the answer is "*not really*," it's time to take a closer look at your **nutrition**.

Here are the **3 biggest mistakes** that could be holding you back—and how to fix them:

1. Guessing Instead of Planning

It's easy to fall into the trap of "*I'll just eat healthy*."

But without a clear plan, it's hard to know if you're eating enough—or eating too much.

The Fix:

Create a meal plan that aligns with your goals, so every bite you take works *for* you, not against you.

2. Not Hitting Your Macros

Your workouts are only as effective as the fuel you give your body.

If you're missing key nutrients (or overeating them), you're leaving progress on the table.

The Fix:

Track your macros to ensure your meals are balanced. Your body needs the right mix of protein, carbs, and fats to recover, grow, and thrive.

3. Eating the Same Boring Meals

Consistency is key—but let's face it: eating the same bland chicken and rice every day can kill your motivation.

The Fix:

Add variety to your meals with new, exciting recipes that fit your goals. You'll stay consistent *and* look forward to your meals.

Sound like a lot to figure out? It doesn't have to be.

That's why we're launching **90 Meal Plans** on **December 29th**,

To make nutrition simple, personalized, and fun.

With **90 Meal Plans**, you'll get:

- Customized meal plans tailored to your macros, goals, and diet preferences.
- Weekly shopping lists to save you time and stress.
- Thousands of recipes to keep things exciting.

Mark your calendar: December 29th.

It's time to fuel your fitness journey the right way.

See you soon,
Stan and Arjen

Email 7

SL: Launching our new meal plans!

PL: "It's time to unlock your personalized meal plan and save big!"

Hey %First Name%,

The wait is over. 🎉

Today, we're officially launching our **90 Meal Plans**!

And because you're a Premium member,

You're getting something **extra special**:

The **biggest discount we've ever offered.**

This is your chance to unlock a personalized nutrition plan that's designed just for YOU:

- **Custom Meal Plans:** Tailored to your macros, goals, and diet preferences.
- **Weekly Shopping Lists:** Make meal prep a breeze and save hours every week.
- **Endless Recipes:** Thousands of exciting, delicious meals that keep you motivated.

Why Act Now?

This Premium-only offer gives you the **lowest price ever** for 90 Meal Plans, but it won't last long.

Think about it:

- No more guessing what to eat.
- No more boring meals.
- No more wasted time.

It's time to fuel your goals, save time, and make 2025 your best year yet.

%Claim your exclusive discount now and start your journey today!% (member website)

We'll see you inside,
Stan and Arjen

Email 8

SL: Launching the new 90 meal app!

PL: Take control of your fitness with personalized nutrition.

Hey %First Name%,

The game has officially changed. 🎉

Today, we're launching **90 Meal Plans**,

And it's about to make your fitness journey easier, more effective, and completely stress-free.

We know nutrition can feel overwhelming.

Whether it's:

- **Not knowing what to eat to hit your goals,**
- **Getting bored of eating the same meals, or**
- **Spending too much time planning and prepping,**

You're not alone.

But with **90 Meal Plans**, those struggles are a thing of the past.

Here's How It Works:

1. Tell Us What You Need

Choose how many meals you want each day.

Add your dietary preferences—whether it's vegan, intermittent fasting, low-carb, or just “no broccoli, please!”

2. We Build the Perfect Plan

Your meal plan is tailored to your goals, macros, and preferences.

You'll get meals that fit your lifestyle without the stress of planning.

3. Enjoy Delicious Results

Thousands of exciting recipes.

Weekly shopping lists to save time and make prep effortless.

And here's what is inside our 90 Meal Plans

- **Personalized Plans:** Meals designed for your goals, macros, and diet preferences.
- **Weekly Shopping Lists:** Save time and stay organized every week.
- **Endless Variety:** Thousands of recipes to keep you motivated and excited to eat.

No more guesswork. No more wasted time. Just results.

%Start your journey with personalized meal plans today!%

Let's make this your best year yet,

Stan and Arjen

Email 9

SL: Missed the Launch? Here's What You Need to Know

PL: And how personalized meal plans can make 2025 your fittest year yet!

Hey %First Name%,

Happy New Year! 🎉

A new year means a fresh start

And we're here to help you make **2025 your fittest year yet.**

In case you missed it, we've just launched our **90 Meal Plans,**

And it's already helping people like you take control of their nutrition and achieve their goals faster than ever.

Here's what makes it a game-changer:

- **Personalized Meal Plans:** Designed around your goals, macros, and diet preferences.
- **Weekly Shopping Lists:** Simplify your meal prep and save time.
- **Thousands of Recipes:** Keep your meals exciting and aligned with your fitness journey.

But Why Start Now?

1. Your Goals Deserve the Right Plan

Most resolutions fail because they lack structure.

With **90 Meal Plans**, you'll have a clear, actionable roadmap to help you stay consistent and make real progress,

No matter how busy life gets.

2. Start Seeing Results Faster

When your nutrition aligns with your fitness goals, the results speak for themselves.

Whether you're building muscle, losing fat, or boosting energy, the right meals can make all the difference.

3. Make Nutrition Effortless in 2025

No more stressing over what to eat.

With personalized plans, weekly shopping lists, and delicious recipes,

You'll save time, eat better, and enjoy the process.

As we step into this new year, this is your chance to set the tone for success.

Start strong, stay consistent, and make **2025 the year you crush every goal.**

%Start the year strong—get your personalized meal plan today!%

Here's to a healthier, stronger, and more amazing 2025!

See you inside,

Stan and Arjen

Email 10

SL: Kickstart Your New Year the Right Way

PL: Stick to your resolutions and make 2025 the year of real progress.

Hey %First Name%,

It's January, and we all know how this story goes.

The gym is packed on the first of the month.

Everyone's full of energy and big goals.

But by the end of the week?

It's a ghost town.

We've all been there.

Motivation fades.

You miss one workout,

then two... and it feels impossible to get back on track.

Life gets busy, and suddenly, your goals are on hold again.

Sound familiar? You're not alone.

Here's the truth:

Fitness resolutions are tough to stick to,

But that's what makes achieving them so rewarding.

The key is having a plan that makes consistency easier,

no matter what life throws at you.

That's exactly where the **90-Day Challenge** app can help you:

Turn Resolutions Into Results

- **Stay Consistent:** With clear, actionable steps, sticking to your plan becomes second nature.
- **Avoid Burnout:** Progress at your own pace with guidance that adapts to your goals and lifestyle.
- **See Real Progress:** Track your workouts, celebrate your wins, and keep the momentum going all year long.

Here's the best part:

To kick off 2025, we're offering a **special New Year's sale** so you can start strong and stay committed without breaking the bank.

Why Wait?

This is your chance to break the cycle, stay consistent,

And Make 2025 the year you crush your fitness goals

Without falling off track.

%Start strong and stick to your resolutions, get the premium version of the app today!%

Here's to making 2025 your fittest year yet,

Stan and Arjen

Daniel Hristov

9 Emails Sequence for a lead magnet

Results from the Sequence

Note - This sequence is not fully completed so the numbers might change (increase most probably)

Free- Frontlever Guide sign-up form

TOTAL SUBSCRIBERS

1,595

Last 90 days

VISITORS

1.99K

SUBSCRIBERS

1.6K

CONVERSION RATE

80.3%

Here is your guide. Delivered Immediately after subscription.	72.5% OPEN RATE	53.8% CLICK RATE	2,127 SENDS	10 UNSUBSCRIBERS
Learning to walk again. Delivered 3 days after last email.	44.6% OPEN RATE	0% CLICK RATE	2,062 SENDS	12 UNSUBSCRIBERS
Master the Planche. Delivered 3 days after last email.	45.8% OPEN RATE	14.6% CLICK RATE	2,024 SENDS	3 UNSUBSCRIBERS
hit a plateau? Don't give up yet Delivered 3 days after last email.	36% OPEN RATE	0% CLICK RATE	1,971 SENDS	11 UNSUBSCRIBERS
Gymnastics vs. Calisthenics Delivered 3 days after last email.	39.6% OPEN RATE	3.5% CLICK RATE	1,945 SENDS	6 UNSUBSCRIBERS
why you should learn the front lever Delivered 3 days after last email.	35.8% OPEN RATE	2.9% CLICK RATE	1,914 SENDS	5 UNSUBSCRIBERS
I delivered on my promise Delivered 3 days after last email.	36% OPEN RATE	5.9% CLICK RATE	1,551 SENDS	3 UNSUBSCRIBERS

Sales Reporting

Daily

Jun 24, 2024 - Jul 16, 2024

Sales ⓘ

16

↑128.57%

7

Revenue ⓘ

\$1.5K

↑123.54%

\$675.00

Avg Order Qty ⓘ

1.44

↑44.00%

1

AOV ⓘ

\$94.31

↓-2.20%

\$96.43

Customer Value ⓘ

\$125.74

↑30.40%

\$96.43

Sales increased from 7 to 16 with just a single 8-email sequence.

Email 1

Welcome email

1) Existing lead list:

SL: Get Ready to do the front lever

PL: My gift to you!

Hey %firstname%!

Have you ever thought about,

Why did you decide to do Calisthenics?

It might have been on a random day,

Watching YouTube videos,

When you see someone showing their insane Calisthenics skills!

You think to yourself:

"I want to do that!"

And you start following their workouts.

But even after trying for months and years,

You just can't perform the advanced skills,

Such as planche or the front lever.

That was me when I started Calisthenics,

But I learned quickly because I had someone teaching me,

And I managed to become the champion of my country in just 5 months!

So, I want to show you how to do the same.

Since you have been a part of our community %firstname%,

I have made the most detailed video on how to master the front lever,

And I want to give it to you!

%you can watch it here%

It's a private video,

So, just you and a few other community members will be able to watch it.

I'll be waiting in the video,
Daniel.

2) New sign ups

SL: Here is your gift.

Hey %firstname%

I have a question for you,

Have you ever found yourself,

Watching some insane Calisthenics videos and thinking,

"I want to do that!"?

Maybe you've tried following the workouts,

but no matter how hard you push,

The advanced skills like the planche or the front lever,

Just feels too difficult to perform.

That was me when I started Calisthenics.

I struggled, just like you,

Until I found someone who helped me through the process.

With that help, I became the champion of my country in just 5 months!

Now, I want to help you to do the same.

As a welcome gift,

I've created an in-depth video,

With the exact steps, I took to master the front lever.

And it's all for you!

%you can watch it here%

This video is private, just for you and a few other members of our community.

I'm excited to be a part of your journey and can't wait to see your progress.

Welcome to the crew %firstname%!

See you in the video,
Daniel

Email 2

SL: Learning to walk again.

Hey %firstname%,

When I was 13, I had to stop gymnastics due to a head injury.

You can imagine what might have happened next,

No physical activity,

And playing PC games, for hours every day.

I did this for 5 years straight.

It wasn't until I fully recovered,

I realized how important it was for my health to get back into sports.

At 18, I decided to start training again to improve my fitness.

I began with the basics—pull-ups, dips, and push-ups.

Then, one day,

I saw some guys at the park doing incredible moves like the full planche and swing 360.

I joined them, and we quickly became friends and workout partners.

Five months after starting, I became the champion of Bulgaria for the first time.

But I didn't stop there, I wanted to do more!

I competed and won two of the biggest world championships in Calisthenics—WSWCF and SWUB—each twice.

It was the best feeling in the world, everything I worked for was finally in my hands.

From learning how to walk again to becoming a champion.

But I guess not everything can be perfect,

Imagine being at the top of your game,

Inspiring thousands, and then one day, you're struck down by pain

I got injured from overtraining and not allowing my body to rest.

I pushed myself too hard,

Resulting in a lower back fracture.

It was a tough period,
almost as hard as my initial head injury.

It was devastating.

I saw over 20 doctors,

Many of them told me I'd never do sports again.

This is the second time in my life I heard this, I was upset, mad, and sad.

However, I refused to give up.

I learned that I needed to train smarter, not harder.

I had to start with just 30% of my maximum capacity and slowly build up.

It was challenging for someone like me who always pushed to the limit.

I developed a new workout schedule with four sessions a week,

focusing on static exercises and freestyle Calisthenics.

I share this with you to inspire and remind you that setbacks are part of the journey.

With determination and smart training, you can achieve your goals.

Keep pushing,
Daniel

Email 3

SL: Master the Planche.

Hey %firstname%,

I wanted to teach you how you can master one of the most impressive moves in Calisthenics—the planche.

Supported only by your hands.

It requires significant strength, balance, and practice.

Many people think it's a core exercise,

But it's your shoulders and scapula doing the heavy lifting.

The lean needed to balance your body places incredible pressure on your shoulders.

Here's a progression to help you master the planche:

1. Tuck Planche: Start in a tuck position with your knees close to your chest. Hold your body parallel to the ground. Always use straight arms and be in a protracted position with your scapula.

2. Advanced Tuck Planche: Extend your knees slightly but keep them bent. While in the tuck planche, you lean a bit more forward and push your knees backward

3. Straddle Planche: From the advanced tuck you open up your legs to the side so your body is in a straight line. Keep the arms straight during the whole skill and a protracted scapula

4. Full Planche: Now if you are strong enough you will be able to close your legs and hold the full Planche. Work towards extending your legs fully while maintaining your balance and strength in a straight line.

Training Tips:

Regular Practice: Aim to practice planche progressions 3-4 times a week.

Small Improvements: Slowly increase the time you hold each progression. Start with a few seconds and build up.

Patience: Progress takes time. Don't rush and risk injury.

Rest: Allow your muscles to recover. Overtraining can lead to setbacks.

Form: Focus on maintaining proper form to prevent injuries and maximize progress.

Remember, mastering the planche is something that requires dedication and smart training.

Stay consistent, listen to your body, and celebrate your progress, no matter how small.

Keep pushing,
Daniel

P.S. If you want to master the planche as fast as possible,

<https://danielhrstov.com/planche-program/>

% Consider checking out the Planche Revolution program%

And we have a 10% discount for you as well %firstname%

Use the code: PLANCHE101

Email 4

SL: hit a plateau? Don't give up yet.

Hey %firstname%,

Getting fit and strong is tough, I know...

Back when I was on my grind,

I had so many days where I just doubted my progress,

Felt like I wasn't moving forward,

And got completely unmotivated to hit the gym.

Maybe that's you right now.

You might be frustrated because you can't see any results...

Or you've already tried to get in shape 1001 times, but it never worked.

Whatever you're struggling with,

Don't lose your motivation.

Even when you think you are not progressing.

You probably expected to reach your dream body and master the advanced skills much sooner.

And with every day that goes by without you seeing any results,

You lose more and more passion and motivation.

But here's one thing you need to understand:

Good things take time. Always.

Whether it's getting the physique you've always dreamed of,

Or mastering some advanced skill,

These things won't happen quickly.

And there will be moments when you feel stuck,

But that's OK.

As long as you just push through and do it anyway,

You'll be unstoppable, brother.

So keep going and don't let a plateau discourage you from getting what you deserve!

Daniel.

Email 5

SL: Gymnastics vs. Calisthenics

"Gymnastics and Calisthenics are the same"

How many times have you heard this %firstname%?

As someone who has done both,

This couldn't be further from the truth.

Both gymnastics and Calisthenics require incredible strength, flexibility, and balance,

but most importantly an unstoppable mindset.

However, there are some key differences.

Gymnastics involves structured routines,

On different equipment like rings, bars, and beams.

It's a competitive sport with a focus on accuracy and style.

Calisthenics, on the other hand,

is all about using your body weight for strength training.

It's more accessible since you don't need specialized equipment,

and you can do it anywhere—parks, gyms, or even at home.

Personally, I prefer Calisthenics.

Because it's just more fun to me,

It gives me the freedom to learn what I want and express myself the way I want.

I don't have to follow a specific structure,

and I get to learn insane skills such as the front lever or the planche.

Now if you are someone who wants to master these skills as well,

I've got something special for you.

A program that is designed to help you master the planche and front lever.

Whether you're a beginner or looking to take your skills to the next level,

My program offers:

Detailed videos breaking down each move.

Training Plans that you can easily follow.

A community of people just like you and me, to help you and keep you motivated!

That's how you can get your own planche bro 💪

If this sounds like something you want,

<https://danielhrstov.com/planche-program/>

%Consider joining the program here%

Keep pushing your limits and see you in our community!

Daniel

Email 6

SL: Why You Should Learn the Front Lever

Hey %firstname%,

When I first started learning the front lever,

I didn't have a solid plan.

I pushed myself in all sorts of ways, and honestly,

I was lucky not to get injured early in my Calisthenics journey.

My beginning was like everyone else's, starting with pull-ups to build back strength.

This basic strength is the key without it, you won't get far.

Once I had my pull-ups down,

I moved on to the tuck front lever, and it felt great.

Many people ignore resistance bands, but I didn't.

I used them in my workouts and quickly progressed through the front lever stages.

How You Can Achieve the Front Lever

If you want to progress like I did, or even better, here's what you need to do:

1. Build Basic Strength: Start with pull-ups. Aim for 10 solid pull-ups before moving on to front-lever training.

2. Use Resistance Bands: They're incredibly useful for progressing through the front lever stages.

3. Consistency: Work on the front lever 2-3 times per week and make sure to take rest days for full recovery.

4. Visualize Success: Before every attempt, visualize yourself successfully doing the front lever. Don't just "try"—go and "do it."

Why Learn the Front Lever?

The front lever is not just a cool move to show off. It builds insane strength and stability in your shoulders, back, and core.

You have more control over your body and can show off some fancy moves!

If you're serious about mastering the front lever,

I have a program that can guide you through every step.

It includes:

Detailed videos breaking down each move.

Training Plans that you can easily follow.

And a community of people just like you and me, to help you and keep you motivated!

Ready to start your journey towards mastering the front lever?

<https://danielhristov.com/front-lever-program/>

%Check out the program here%.

Wait for our next email,

where I'll show you exactly all of the exercises you need, to safely build up to a front lever.

You don't want to miss it!

Keep pushing your limits,
Daniel

Email 7

SL: I Delivered on My Promise

PL: Now it's your turn.

Hey %firstname%,

In my last email,

I shared some tips for mastering the front lever.

I told you a little how I was when I started doing it.

But as I promised at the end of the email,

I've recorded a video where I show the workout that you can do, to master the front lever faster.

I'll show you:

1. Tips on using resistance bands effectively
2. How to progress properly
3. My favorite front lever exercises

Watch the video here: [Insert Video Link]

Now It's Your Turn

I want to see you apply these tips and start mastering the front lever.

Remember:

- Build your basic strength first
- Use resistance bands for progression
- Stay consistent with your training
- Visualize your success

Don't forget to join my program for detailed videos breaking down each move and training Plans that you can easily follow.

Also, a community that supports you every step of the way.

Ready to take your Calisthenics skills to the next level?

Join me [here]. <https://danielhrstov.com/front-lever-program/>

See you in the video,
Daniel

Email 8

SL: Mastering Your Mindset for Success

Hey %firstname%,

Let's talk about the most important part of your Calisthenics journey,

mindset and setting realistic expectations.

When starting out,

It's better to set clear goals for what you want to achieve.

Don't stress about specific details at the beginning.

Focus on getting stronger each day and enjoying the progress.

The journey should be fun and challenging at the same time.

To keep things interesting, set mini-goals along the way,

like holding a 5-second tuck planche, completing 5 pull-ups, or holding a 5-second advanced tuck.

Just take everything step by step.

Progress Timeline

Many people ask how long it takes to see progress in skills like the front lever and planche.

If you train correctly, you can start seeing progress within 1-3 months.

Don't expect big results right away.

It's unrealistic to think you can go from zero to a full front lever or planche in just a few months.

Those who master these skills quickly

always have prior training, if not in Calisthenics then in any other physical sport.

For most people, these skills take about 1-3 years to master.

Staying motivated can be tough,

finding a community can make all the difference.

Whether it's a group of workout buddies or an online community,

sharing your progress, successes, and challenges will help you stay consistent.

Remember, consistency is key. You can't give up if you want to win.

If you don't have that community right now,

but you're serious about mastering the front lever and planche,

I have something for you.

I have a program that can guide you every step of the way.

Detailed videos to help you progress.

Training Plans that you can easily follow.

And the best of it all, a growing and helpful community!

Ready to meet your community members?

Check out the program here.

<https://danielhristov.com/>

Stay focused on your goals!

Daniel

Email 9

Let's see how you guys are doing.

Hey {{ subscriber.first_name }},

I hope you've liked all the tips, videos, and support I've shared with you so far.

Today, I want to share a video with you,

In which I show how I help students in my online coaching,

I review their video, check their form,

Give them feedback and tips, and help them improve!

I prepare personal routines for them,

For you as well if you join 🙏

[Check out the video!](#)

And here are some testimonial videos from people who joined the program!

[Miran Mikaili](#)

[Ofek Yahalom](#)

Don't forget to check out the program to get your personalized tips and videos from me!

See you in the program.

Daniel.