

***This email campaign is to be sent to prospects who just took a tour. At this point, they are as fired up as they ever have been to join. Though they are close, this campaign should push them over the edge to join.***

***If they join mid way through, you can stop sending them emails.***

***Email 1 - Welcome Email (HSO)***

Subject Line: Who Will You Become?

Richard,

Your life, your body, and your mental state can be transformed in months.

I spent 20 years working in a corporate environment. I created marketing campaigns.

I worked in a cubicle.

Then a tragedy struck that changed my life forever. It forced me to rethink everything.

What job I do, what impact I have on others.....

I pulled out of the corporate world to make a complete change.

Now I have the most fulfilling job in the world, helping people become the strongest versions of themselves.

I've seen it happen time and time again.

A cop signs up.

He wants to be a role model for his kids.

He wants to get shredded.

He wants to train and get better at defending himself.

He spends three months with us, and drops from a size 40 to a 34.

He's now a lean, mean, crime-fighting machine.

A mom joins, with the hopes of getting a toned stomach and meeting new friends.

Four months later she has her six pack back.

She's a hero for her kids and the envy of her friends.

What version of you will you become?

Talk soon,  
Ethan

**Email 2 - HSO email where they get to know the guru/brand's discovery story and shift some beliefs**

Subject Line: What will you achieve?

Richard,

The new version of you is dormant.

Is it time to wake him up?

I'll share a quick story with you:

About how a 46-year-old man went from feeling sluggish to energized like never before.

He's tired. He's looking forward to dinner, having a couple beers, and hitting the hay.

Another 10 hours in the office awaits him the next day.

He has no energy.

His brain is in a fog.

He knows he needs to change.

He opens his laptop, hops on YouTube and sees a gym ad.

He sees people training. They're getting stronger, learning martial arts and lifting weights.

He takes a leap of faith and signs up.

Fast forward 6 months and he is in the best shape of his life.

Now he can fight. He's leaner. His arms are sculpted like they were in college.

His transformation amazes him and everyone around.

So now I ask you.

What do you think your results would look like?

How will you feel? How will you look?

Talk soon,  
Ethan

### **Email 3 - HSO**

#### **Subject Line: Leonidas's Community**

Richard,

Do you know how powerful the right community can be?

To our development? To our goals?

I'll share a quick example with you.

We all know the story of the great Spartan King Leonidas.

We all have heard how he and 300 soldiers stood up against the Monstrous Persian Army.

Leonidas was a man of discipline.

Of fiery resolve to fulfill his duty.

But we rarely discuss who made him.

Have a guess?

His trainers. His comrades. His family.

Leonidas wasn't born the brave king.

He was molded into it by the people around him.

*His community.*

The community around Leonidas undeniably made him.

The community around someone is who shapes them.

Your new community is waiting for you.

Who could you become?

Click this link to see for yourself:

[Phoenix Fitness & Martial Arts - gym in Richmond Virginia - YouTube](#)

Talk soon,  
Ethan

**Email 4 - DIC**

**Subject Line: What builds confidence?**

Richard,

There's a reason why people leave our gym more energized than when they arrived.

And it isn't being glad that the hard work is over.

It's the feeling of pride and comradery. The confidence that comes with progress.

Nothing builds comradery like conquering a workout together.

And nothing builds confidence like learning a new skill.

How do you think YOU will feel walking out of the gym after, say, your 20th workout?

You'll be stronger. You'll be healthier. You'll be able to defend yourself.

You'll be deep into the journey of the new you.

Click this link to take the first step.

[Link to sign-up](#)

Talk soon,  
Ethan

**Email 5 - PAS - Pain, amplify, solution**

Richard,

So many people have difficulty motivating themselves to exercise.

And there are a million excuses not to.

You're tired from work... You've had a long week...

You're upset you didn't get the promotion...

To minimize pain, our brains can come up with infinite excuses.

It's a defense mechanism we are born with.

But the excuses don't stand a chance when you're part of a team.

When you're excited to show up.

And there is no better way to feel excited than to be surrounded by motivated people.

New friends.

A community of people who want to succeed and want others to succeed.

Click this link to be in a place where people progress together.

[First Time Members Welcome to Phoenix Fitness & Martial Arts \(phoenixfma.com\)](http://phoenixfma.com)

Talk Soon,  
Ethan