

Email 1: Give them what they signed up for

SL: Your free meal prep recipe guide

Hey <name>,

I'm Michael, and I'm so glad you're taking the first step to a healthier lifestyle!

In the next few days, I'll reveal hidden insights like:

1. The "identity" mindset that kept me from losing weight for **3.5 years**, and how I overcame it
2. The 7 biggest meal prep mistakes that caused me to **gain 21.8lbs** and **waste hundreds of dollars** on uneaten food

...and more!

But first, here's the link to your free meal prep recipes guide.

Inside, you'll discover how to make mouth-watering dishes like steak and chili...

That'll help you LOSE weight instead of GAINING it.

<https://tinyurl.com/MLFEasyPrep>

Oh, and as a little bonus, I'd like to invite you to my private Facebook group!

Inside you'll find fresh tips, motivation, ideas, and more to help you propel through your weight loss journey with ease.

Join here: <https://www.facebook.com/groups/1313682132382988/>

See you inside! And hope you enjoy the recipes 🍳

Committed to your success,

Michael Collier

Email 2: HSO about guru for shifting beliefs

SL: 283lbs?! I couldn't believe my eyes...

I got home from a long day of work, stepped on the scale, and couldn't believe my eyes...

283lbs?!?!

In just one month, I gained 7lbs with absolutely NO clue how it happened.

And the worst part?

I felt helpless. Like I couldn't do ANYTHING about it.

My job was demanding that I work 10 hours a day, 6 days a week...

And I had two boys at home that needed constant attention.

So I plopped down on my couch, nearly bawling my eyes out, and stared at the ceiling trying to come up with a solution.

After what felt like HOURS, my mind was still blank.

So I picked up my phone and Googled "easiest way to lose weight for busy dads"...

And what I saw blew my mind.

It turned out that a single belief, a single mindset, was causing me to gain weight and feel absolutely helpless doing so.

The "identity" mindset.

Because I was struggling with my weight for so long, it felt like my identity.

I classified myself as "overweight".

And I thought that I was too busy, and that it's too late for me to make a change...

So my health is simply "out of my control".

How did I defeat this mindset, and shed 70lbs in the process?

I'll reveal the exact 3-stage formula I used in tomorrow's email.

Stay tuned!

Committed to your success,

Michael Collier

Email 3 Free Value DIC

SL: How I defeated the “identity” mindset

Hi <name>,

Here's the exact 3-stage process I used to defeat my “identity mindset” and shed 70lbs in the process.

My main secret is: I didn't go all out from the beginning.

I didn't instantly jump on the treadmill for hours every day,

I didn't go on a keto diet or a crazy calorie deficit,

And I didn't buy every weight loss supplement under the sun.

The real, visible results actually came when I made small and effortless changes...

And then slowly scaled up until I was shedding **9.1lbs a month**.

So, here's the exact 3-stage breakdown 👉

1. Self-assurance

I stared in my mirror, deep into my eyes, and told myself that I DID have control over my health.

2. The first change

The first change is often the hardest to make so I recommend something small, like going on a 10-minute walk every day or cutting out a can of soda.

3. One change per week

After the first change, things get a lot easier. Just making one change per week is enough to build healthy habits and get your mind and body in tip-top shape.

Try this simple 3-stage process, and I promise you'll look and FEEL healthier in no time!

Also, make sure to keep an eye out for tomorrow's email...

In which I'll reveal the 7 deadliest meal prep mistakes (I guarantee you're making at least 2!)

Committed to your success,

Michael Collier

Email 4 Free Value DIC

SL: 7 foods gaining you 21.8lbs 🤔

Hey <name>,

Before going all in on your new recipes guide...

Make sure you're not making one of these seven deadly meal prep mistakes.

They can cost you hundreds of dollars of uneaten food,

Loads of hours wasted in the kitchen,

And even weight GAIN instead of weight LOSS.

In fact, I gained a whopping 21.8lbs in only four months...

Just by making mistakes 5 and 7!

Okay, without further adu, here they are.

Avoid these and you'll lose enough weight to feel like your energetic high school self again 🙌

1. Making food you don't enjoy.

Newsflash: you should actually LIKE the meals you're planning and cooking! I know this seems like a no-brainer but if you hate ground turkey, broccoli, or eggs, don't include them in your meal prep.

2. "Winging" it.

You need a game plan for your meals before you go grocery shopping. Take a few minutes to sit down and plan your meals and snacks for the week ahead, and then check your pantry & refrigerator to make sure you have everything you need.

3. Not balancing your meals.

Make sure you're getting enough protein, healthy fats, and carbs to meet your goals. (I can help you with this.)

4. Not eating enough fruits & veggies.

The recommended amount is 5 servings (2 fruit, 3 vegs) a day.

5. Not prepping snacks.

This is a big one. Plan for snacks AHEAD of time so you don't have to tap into your willpower when hunger strikes!

6. Making TOO much food.

Most of the food you make will only last around a week in the fridge. If you know you won't be able to eat it all in time, freeze it around 30 minutes after cooking for ultimate freshness and taste.

And if you are one of those people who rarely ever eats the food you freeze... cut back on how much you prep :-)

7. Prepping only 1x a week.

Most people who prep on the weekend run out of food by Thursday or Friday. Plan ahead with a mini mid-week meal prep session to tide you over.

I hope these help you out in your meal-prep and fitness journey! 🙌

Committed to your success,

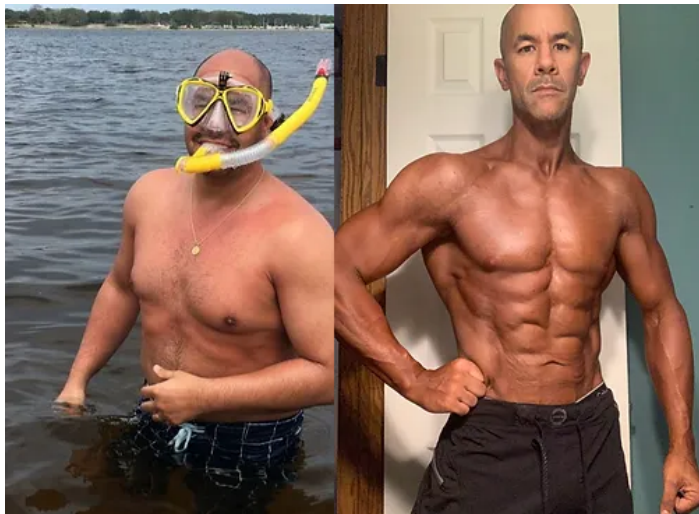
Michael Collier

Email 5 (Sales DIC)

SL: How I got a six pack in my 40s

Hey <name>,

That's me, X months apart 📅



The reason I had such a mind-blowing transformation in my 40s isn't just because I started off small...

But also because of something I like to call, the "M.E.A.N." method.

Every 30, 40, and 50 year old guy with a shining six pack knows...

You NEED consistency to make healthy habits a part of your lifestyle.

You need momentum, that does all the hard work of training and eating right for you...

while you sit back and enjoy the ride.

And without the “M.E.A.N.” method, your momentum SCREECHES to a stop after just one or two weeks.

No matter how small you start off.

So if you want permanent lifestyle changes and a six pack in your mid-life,

Reply “MEAN” to this email to reveal my effortless “M.E.A.N.” method that’s already gotten 131 of my clients a body their wife LOVES in 2023.

Committed to your success,

Michael Collier

Email 6 (Sales PAS)

SL: <name>, how would your kids feel?

<name>, how would your kids feel if you came home from a long day of work...

And twirled them around in the air without your aching body causing you to stop?

Without you clutching your back, hoping the agony would go away...

And without taking painkillers every single day, just BARELY feeling alive.

Listen, I used to be in that exact situation 7 years ago.

But after months and YEARS of testing numerous diets, endless supplements, and over 10 different workout routines...

I managed to filter out all the “quick fixes” and craft a 4-step formula that saved me and my family life.

So, don’t let the years go on and on without having a warm, complete experience with your kids,

Click [here](#) to book a free 20-minute call and I’ll tell you the exact 4-step method that made me a healthier and more loving father.

Committed to your success,

Michael Collier