



Who is your avatar? - Dan, 40, works as a chef. He is average build and finds himself lacking motivation to workout because he's been let down by poor results in the gym.

What is their dream outcome? - His dream outcome is to build muscle quickly and consistently. He would be respected by his family and friends for his physique and would feel more motivated for every session. He would find himself more confident each day allowing him to have more effort to put into his job as well as his mental health. He would feel proud and confident with his hard earned physique. He would gain more attention and confidence towards women due to his muscular and well built physique.

What pains do they experience in their current state and how do they feel about it? - He hates

how he never seems to make progress in the gym and he struggles to put on muscle. He feels exhausted by the time he gets to the gym as his job has long hours. He feels as if he lacks overall respect from his peers and wants a muscular, lean body to show off his hard work to be respected. He's considered using supplements to boost his muscle gains such as protein powder, pre-workout etc, but he's worried about the negative side effects (e.g face itching).

Day To Day Life - Wakes up late, goes to work, comes home feeling exhausted, goes to the gym in a bad mood, doesn't gain muscle. He hates this cycle and wants to break out of it in order to slim down. He tends to think these thoughts many times throughout each day.

What roadblocks do they face? - He lacks motivation and energy for his workouts, which mentally and physically drains him from having the possibility to progress in his workouts.

What is the solution? - Should be 1 thing - A way he can build up his motivation and energy levels every time he enters the gym to ensure he always has a good session.

The Product - Pre-workout

Where is my reader? - Checking his emails.

Where do I want them to go? - To click the CTA on the email to take them to the pre-workout selection.

What do they need to see, feel and experience to get them there? - They need to see something that really talks about his current pains. Such as about his lack of gym progress, muscle gain, exhausting and tired feelings and how it can all be easily fixed.

For Context: Signed up to a supplement emailing list and saw they had no welcome message or confirmation message at all and thought giving them a welcome email could be a useful bit of free value to then lead into an emailing sequence if they like the free value. Let me know your thoughts!

Subject Line: Welcome To The DNA Sports Family!

Here we will let you in on the most effective supplements to improve your physique as well as informing you on the fastest ways for building up that muscle and sliding off that fat.

Because no matter your current physique or knowledge, we can help take your physique to great heights where you can always be proud of who you see in the mirror.

And to ensure we can provide the exact supplements you need to improve your physique,

Reply to this email with your desired physique OR outcome you wish to have, so we can tailor our focus to help you achieve your goals.

Stay on the grind!

DNA Sports

P.S. Look out for the next email where you can find the truth behind your declining progress in the gym!