



Hype Email 1 x date

Subject Line: Big News Coming This Sunday!

Hi [Name],

Have you fallen off track after summer? Feeling like those extra pounds are holding you back?

Imagine dropping that stubborn body fat, sculpting a physique you're proud of, and finishing the year stronger, more confident, and ready to take on anything. That's exactly what's possible with the exciting opportunity I'm dropping this Sunday—for men and women who are ready to make a real change.

I can't share all the details just yet, but trust me, this is going to be a game changer. It's not just about losing weight; it's about regaining control, boosting your confidence, and transforming your life from the inside out before the end of 2024.

Mark your calendars because this is something you won't want to miss. But here's the thing—if you want the juicy details before anyone else, and you're serious about making a change, just reply to this email with the word 'details'.

I can't wait to share more with you!

Best, name



Launch Email 2 x date

Subject Line: Introducing My 10 Week Shred

Hi [Name],

Did your diet and training go off track during summer?

Now's the time to get back on track and finish the year feeling your absolute best.

I'm opening up just 10 spots for my 10-Week Shred Challenge—a personalised programme designed to help you drop 10-20lbs, sculpt your physique, and build unstoppable momentum before the year ends.

What You'll Get:

Personalised Workout Plan: A fitness routine tailored to your lifestyle, making it easy to stay consistent and see results.

Bespoke Nutrition Plan: Enjoy your favourite foods while losing weight with a meal plan designed around your tastes and goals.

1-1 Check-Ins: Get the support and accountability you need with regular check-ins, ensuring you stay on track and smash your goals.

Whether you want to shed those extra pounds, gain confidence, or simply feel more in control, this is your chance to make it happen.

But remember, I'm only taking on 10 people to ensure you get the attention and support you need to achieve incredible results.

If you're ready to drop body fat, level up your physique, and feel more confident than ever, reply to this email with "I'm in" and I'll send you all the details.

Looking forward to hearing from you!

Best, name



Last Chance Email 3 x date

Subject Line: 🚨 Only 2 Spots Left! Time is Running Out...

Hi [Name],

I wanted to give you a quick heads-up—there are now only 2 spots left in my 10-Week Shred Challenge, and they're going fast!

If you've been thinking about dropping 10-20lbs, sculpting your physique, and feeling more confident before the year ends, this is your last chance to join.

Here's what you'll get when you secure your spot:

Personalised Workout Plan: Designed to fit seamlessly into your life, helping you stay consistent and see real results.

Bespoke Nutrition Plan: No need to give up your favourite foods—this plan is tailored to your tastes and goals.

1-1 Check-Ins: Regular support and accountability to keep you on track and help you smash your goals.

This isn't just another fitness programme—it's a complete transformation experience that sets you up for long-term success. But with only 2 spots remaining, time is running out to make this change happen.

If you're ready to take one of the final spots and commit to your transformation, reply to this email with "I'm in" and I'll send you all the details.

Looking forward to helping you finish the year strong,

Best, name