

4 Questions:

1. Who is reading this copy/Who am I talking to?

Overweight women above the age of 30 mainly in Africa/Asia.

2. Where are they now?

They're stuck in a situation where they have a whole bunch of health issues and the underlying cause is their weight. Their weight causes them stress, back pain, chest pain, lethargy, daily headaches, high blood pressure, it affects their relationship with their kids because they can't play with them due to getting tired so quickly, etc. They dream of getting rid of all these problems and reclaiming their life.

3. What action do I want them to take?

The piece of copy below is the second email of a welcome sequence. So I want them to think in their own heads "every time I open up this guy's emails and click the link, I learn something new to help improve my life/health". My main objective is to get them to click the link at the end of the email which is just an unlisted youtube video explaining the threat of high blood pressure, what causes it, how to prevent it, etc. I want them to go through the whole welcome sequence and eventually get them to buy a mid ticket product.

4. What steps do I need to make them take to get them there?

In order to get my audience to click the link at the end of my email I need to do the things that an HSO email does. Make sure they resonate with the story, show them the seriousness of the situation they're in, and help them identify and see the character as themselves

SL: Every single night, I worried I wouldn't wake up the next morning...

The clock said 3:12 am...

I woke up with sweaty palms and a stabbing pain in my chest.

I felt like there were invisible hands tightening around my throat choking me to death.

I could barely speak.

"Am I having a heart attack?"

I turned to my left and anxiously nudged my wife Mireille awake...

I mumbled *"I'm not sure what's going on, I need you to call an ambulance"*.

Luckily they arrived in only 8 minutes and instantly rushed me to the hospital.

On the way there, the pain kept getting worse and worse.

Like there was an elephant sitting on my chest and I was being stabbed at the same time.

I remember wondering if I would even make it...

Thankfully I did.

But only to receive terrible news that left me frozen...

"You are suffering from a very common condition called the "silent killer", if this continues you could experience life-threatening diseases within the next 10 months"

The doctor told me this life-threatening "silent killer" was often found in people who are overweight.

And most people don't even know they have it due to extremely unnoticeable symptoms.

He said there were only two choices I could make.

1. Be on medication for the rest of my life...

Or

2. Suffer a future with a very high chance of getting a heart attack or stroke...

Both options were terrible, it felt like all hope was lost.

But after spending over 1 entire month doing endless amounts of scientific research.

I discovered the fastest way anybody can reverse this “silent killer” WITHOUT taking any medication.

And if you want to know how,

Click here to discover how I significantly decreased my chances of heart attack or stroke and completely cured my daily headaches, chest pain, shortness of breath, and lethargy WITHOUT any medication.