

Long Form Sales Letter Basic Outline

You were relaxing wrong the whole time...

There is a reason health influencers don't touch alcohol.

using alcohol to "unwind" is poison.

After a dreading day of work alcohol never looks more promising.

But it's damaging your body and is the root of stress.

Health influencers use a secret potion that resets their stress assuring recovery.

No, it's not meditating for 5 minutes a day or jumping in an ice bath.

You can use the same secret potion after work for prime recovery.

This will ensure you get the proper stress relief that meditation can't provide.

1 single step can eliminate stress permanently.

We have given thousands of people the stress hack and can do the same for you.

How I overcame temptation

Alcohol was staring deep in my soul...

I had 2 clear choices to make...

It was a long miserable day of work.

The clock was ticking every 5 seconds.

Finally, I clocked out!

"I can finally go home and relax"

Arriving in my driveway has never been so comforting.

I took my clothes off and put on my comfortable clothes.

opened the fridge and there it was.

Alcohol staring deep into my soul.

"It's been a long week I deserve this"

I had 2 clear choices to make.

Stick with my commitment and not drink

Or

Drink and instantly regret it the second I wake up.

I cracked open the can and took my first sip.

It was awesome, I was so relaxed.

But there was a voice in the back of my head guilting me for drinking.

I shook it off and continued to carry out the night.

Hopped into bed and went to sleep.

I woke up with an agonizing headache.

Walked to the bathroom and looked in the mirror.

Instantly regretted every single sip of alcohol I had.

All the momentum I had, all gone!

I was telling my mom about my frustrations.

She recommended a drink with ingredients that 3x your relaxation.

The same potion that Health Influencers use as a substitute for alcohol.

This was the turning point in my life.

It honestly wasn't even a challenge at this point.

I could get excited just thinking about coming back and using this to relax after a long day of work.

It has now been months since I have even touched alcohol.

Recess Non-alcoholic beverage...



Recess is the hidden solution to eliminating alcohol, with little to no effort.

- Single step to eliminate hangovers
- You were relaxing wrong the whole time!
- Why health influencers recommend recess
- Better than than alcohol
- 4x your sleep

FOOD & WINE

"Its calming and comforting properties have been satisfying enough for me to skip my evening glass of wine or cocktail. Recess has earned a rightful spot on my

POPSUGAR

"If you're looking for a better-for-you alternative to replace your afternoon coffee, Recess could be your go-to beverage."

bon appétit

"simultaneously relaxes my body and gives me this low-key productivity buzz"

1. Relax
2. Improve sleep
3. Kill hangovers
4. Eliminate alcohol
5. Healthy ingredients

All for just \$34.99

***PLUS**

- 10% discount if you use code prime UNWIND.
- free shipping on all orders

(10% discount expires February 20th!)

[Overcome the alcohol or let it take over](#)