

Avatar:

- **Intimidated by other gymgoers**
- **Lack of motivation**
- **Setting unrealistic goals**
- **Confused about how to use equipment**
- **Lack of support and accountability**
- **Tight schedule**
- **Fear of injury**

Subject line: how NOT to start working out.

Looking for guidance in the gym [name]?

Well if you want to fail, follow the generic advice of spending 6 hours a week working out.

That's what most people do, and where are they now?

Not in the gym.....

So I'm going to leave you with a controversial piece of advice, work out **LESS**.

More info on why we say this [can be found here](#)

What this means is that you don't work out based on a schedule but based on how sore you feel.

We preach this, specifically to avoid you giving up early by just **DOING TOO MUCH**.

It will help you build a solid foundation, and get comfortable in the gym so you can get into fantastic shape.

And if at any time you need more personal guidance, [let us know here](#).

Take it easy.

-[company name]-

P.S.

Next week I will give you the blueprint to a solid start in the gym

It will give you some insights into working out, and make sure that you get a great start to your fitness journey.

Some people call it backward, but that is exactly why it works so well.

Keep an eye out for it.