

Product Launch Sales Sequence: “Early Bird” Offer Week for PN Level 2 Certification

[Email 1 - Note about Early Bird](#)

[Email 2 - Early Bird Open](#)

[Email 3 - Early Bird Reminder 1](#)

[Email 4 - Early Bird Reminder 2](#)

[Email 5 - Ends today](#)

[Email 6 - Hours left](#)

[SMS](#)

Email 1 - Note about Early Bird

Subject

Tomorrow: Your next coaching chapter begins!

Preheader

PN Level 2 Early Bird + Exclusive Bonus!

Body

Hey %%firstname%%,

Tim Jones here, CEO of Precision Nutrition, with a quick heads up:

Tomorrow at 12pm ET, you'll get early access to the [PN Level 2 Master Health Coaching Certification](#)—along with our biggest discount and exclusive bonuses.

Whether you're looking to leveling up your current skills, or you're transitioning into health coaching, PN Level 2 will help you:

- ✓ Master more in 5 months than most coaches do in 5+ years
- ✓ Overcome impostor syndrome and coach with complete confidence
- ✓ Deliver life-changing results for *anyone* you work with
- ✓ Earn top credentials including Board Certification
- ✓ Dramatically increase your income potential

🤔 **Did you know?** While many of our Level 2 students already coach clients or patients, plenty enroll before they start working with others. All you need is someone in your life to practice with—clients, patients, friends, family, even colleagues.

Why enroll tomorrow?

With over **7,500 people** on our waiting list, and only about **250 spots available**, our last few cohorts filled in record time.

We only open twice per year—and spots are limited so our expert coaches can give you plenty of personalized attention and feedback.

Here's what happens when you secure your spot tomorrow:

→ **Graduate by April** with advanced skills that take other coaches years to develop

→ **Lock in our biggest discount** before the price goes up

→ **Start using what you learn immediately** to retain more clients and increase your income

The most successful coaches don't wait for perfect conditions.

They dive in before they feel completely "ready"—and when they look back, they're glad they did.



"PN Level 2 opened up a new career path for me.

I'm seeing now that **health coaching is being well respected as bridging the gap between physician and patient...** and more coaches are being employed by medical care teams."

- Vicki Taylor, Owner of Break Wave Coaching, PN Master Health Coach

Watch your inbox tomorrow @ 12pm ET for:

👍 **Your chance to secure your spot** before our cohort fills up

💰 **Save \$1,000+ USD** off the general public price (this week only)

☀️ **FREE Bonus:** Choose any PN Specialist Program (normally \$697) after you enroll—details tomorrow

See you tomorrow!

Tim Jones
CEO, Precision Nutrition

P.S. Have questions about the program?

✉️ Reply to this email with your questions, or to schedule a call with one of our Certification Advisors.

Our entire team is PN Level 2 Certified, and we love talking with fellow health and fitness enthusiasts!

Email 2 - Early Bird Open

Subject

[NOW OPEN] PN Level 2: Our biggest offer ever.

Preheader

Save 44% + Choose your FREE Specialist Program

Body

Subject

[NOW OPEN] PN Level 2: Our biggest offer ever.

Preheader

Save Over \$1,000 + Choose your FREE Specialist Program

Body

EARLY BIRD ENROLLMENT FOR
PRECISION NUTRITION'S

LEVEL 2

MASTER HEALTH
COACHING CERTIFICATION

is NOW OPEN.

You are formally invited to enroll in the Master Health
Coaching Certification—a 20-week mentorship program
taught by the world's elite coaches.

LEARN MORE

Ends Friday.



Precision
Nutrition
Best Health Coach
Certification Program

Today's the day, %%firstname%%!

From now until Friday, you can...

⇒ **SAVE \$1,000+ USD** on the [PN Level 2 Master Health Coaching Certification](#)—the world's top coaching mentorship

⇒ **CHOOSE your FREE PN Specialist Program** (normally \$697)—and become an expert in the area that matters most to you

[\[LEARN MORE\]](#)

Discount + bonus ends Friday.

Why enroll now?

Because waiting costs you time, income, and opportunity.

Join now and you'll:

- **Start applying what you learn** right away to improve client or patient results
- **Graduate by April**—and master more skills in 5 months than most coaches do in 5+ years
- **Lock in our lowest price** (no guarantee it'll be this low again)
- **Earn more**—our top graduates charge \$120+ USD/hr and make \$240k+ per year
- **Become board certified** (NBHWC + HCA) and stand out from non-accredited coaches

The big question: “Am I ready for Level 2?”

Short answer: Yes.

No prerequisites are required (though many grads have done PN Level 1 or another foundational program).

Lots of students are already coaching—but plenty enroll before they start. You just need someone in your life to practice with: a client, patient, friend, or family member.

Whether you're looking to level-up your skills, or transition into health coaching, PN Level 2 is for you.

[\[LEARN MORE\]](#)

Discount + bonus ends Friday.

What you'll achieve

PN Level 2 combines 20 weeks of **guided practice**, **live mentorship**, and **real-world application** to help you...

- ✓ **Master client-centered coaching** to support people through life's challenges
- ✓ **Understand human behavior** to inspire lasting change when motivation fades
- ✓ **Navigate complex situations** and guide clients through setbacks
- ✓ **Coach anyone to better health and fitness**—from elite athletes to clients battling burnout, from menopausal women to everyday people just trying to stay healthy
- ✓ **Retain up to 10x as many clients** as the average coach—because you'll help them finally follow through



"This program taught me **how to be a better coach and retain clients longer**.

Before, I had clients staying for a month. Now, it's six, nine months, even a year."

— Jeff Grogan, Health, Wellness, and Nutrition Coach, PN Certified Master Health Coach

[\[LEARN MORE\]](#)

Discount + bonus ends Friday.



Our 100% money-back guarantee

Stick with us for the next 20 weeks and do the work. If, at the end of the program, you don't think

this was the best coaching experience of your life, we'll refund every penny you invested.

Also, if you join the program and decide it's just not right for you, you have 30 days to get a full refund.

☀ **FREE Bonus: Choose Your Specialist Program (\$697 Value)**

The program you choose below will earn you an Advanced Certificate upon completion, distinguishing you as an expert in the domain of your choice:



*Specialist in Coaching
Dietary Strategies*



*Specialist in Nutrition
Coaching for Athletes*



*Specialist in
Change Psychology*



*Specialist in Nutrition for
Metabolic Health*

- Coaching Dietary Strategies
- Change Psychology
- Nutrition Coaching for Athletes
- Nutrition for Metabolic Health

Any of these pair perfectly with your PN Level 2 program, qualify for **CEUs** with top health and fitness organizations, and will **renew** your PN Level 2 credential for two more years!

[Click here for details →](#)

Time to decide, %%firstname%%.

If you're perfectly happy where you are in your coaching journey—keep doing what you're doing.

But if you know there's room to improve your skills, learn from the best, and impact clients' lives in deeper ways than ever...

[\[ENROLL NOW\]](#)

Discount + bonus ends Friday.

Let's do this.

- The PN Team

P.S. Questions? Our entire team is PN Level 2 Certified, and we love talking with fellow health and fitness enthusiasts!

 **Chat:** Click the orange “help” or “chat” bubble in the [bottom-right corner of this page.](#)

 **Email:** Reply with your questions, or to schedule a call with one of our Certification Advisors.

P.P.S. A monthly payment option will open next Tuesday, September 30th. (If you choose that option, just remember to act fast, because spots are limited and they'll fill up quickly. No bonus will be available.)

Email 3 - Early Bird Reminder 1

Subject

The #1 benefit of PN Level 2, according to our grads

Preheader

NOW OPEN: PN Master Health Coaching Certification!

Body

Quick reminder, %%firstname%%:

Early Bird Enrollment for the **PN Level 2 Master Health Coaching Certification** is open now—and this is our last cohort of **2025**.

This week only, you'll **save \$1,000+** and **pick a FREE PN Specialist Program (\$697)** when you enroll.

[\[LEARN MORE\]](#)

*Offer ends Friday.
~250 seats available.*

The #1 benefit (from our grads): Unshakable coaching confidence

Over 20 weeks, you'll build repeatable skills you can rely on in any coaching session.

You'll learn language that invites honesty and ownership, micro-skills to keep momentum when motivation dips, and simple systems that turn wins into retention and referrals.

It works across niches and experience levels—so you feel ready with anyone who comes to you for help.

How Level 2 builds your confidence fast:

- **Mentors who've been there.** Seasoned PN coaches turn evidence and experience into guidance you can trust.
- **Weekly 2-hour live sessions.** Small groups, coaching scenarios, and role-play with real-time mentor guidance. *(Attendance encouraged for everyone; required only for NBHWC/HCA paths.)*
- **Real-world reps.** Three written case studies, check-ins to lock in your learning, and a final exam to certify mastery.
- **Drop-in office hours.** Three time slots each week to get support, direction, and clear next steps from your mentors.
- **Sustainable pace (5–8 hrs/week).** Prepped self-study, reflections, and checklists so new skills show up in your coaching the same day.



"PN's mentor coaches were phenomenal. I'm definitely more confident now. I'd recommend this program 10 out of 10 because PN's program is the cream of the crop."

— Reggie Gentry, Fitness Trainer & Health Coach, PN Level 2 Master Health Coach

[\[LEARN MORE\]](#)

*Offer ends Friday at 11:59pm ET.
Seats are limited.*

Your bonus this week: **Choose any PN Specialist Program (\$697 value)** after you enroll.

"The program's coaches are fantastic resources, providing spot-on insights, valuable information, and just the right touch of supportive mentoring."

- Zoe Georgas Johnson, PN Level 2 Master Health Coach

Award-winning—and confidence-building.

Forbes, Fortune, and Indeed all agree—PN's Level 2 Master Health Coaching Certification is the leading program of its kind.

You'll get *more* live mentorship and hands-on practice—*without* the \$5k–\$8k price tag of competing programs—so you can feel **confident in your choice today** and in your **coaching tomorrow**.

**Ready to build unshakable coaching confidence,
%%firstname%%?**

If you want to be the coach clients trust for results they can't get anywhere else, this is your moment.

[\[LEARN MORE\]](#)

Ends Friday at 11:59pm ET.

Note: Monthly plan opens Tue, Sept 30—but seats are limited and the bonus won't carry over.

See you inside the program,

- The PN Team

P.S. Questions? Our whole team is PN Level 2 Certified and happy to help. Ask about payment plans, exchange rate options, curriculum details, weekly workload, NBHWC/HCA steps, or your bonus choices.

 **Chat:** Click the orange “help” or “chat” bubble in the [bottom-right corner of this page](#).

 **Email:** Reply with your questions, or to schedule a call with one of our Certification Advisors.

Email 4 - Early Bird Reminder 2

Subject

What you'll learn in PN Level 2

Preheader

Discount + bonus closes tomorrow!

Body

 **Tick, tock, %%firstname%%...**

You still have time to join PN Level 2, save \$1,000+ USD, and claim your FREE Specialist Program (worth \$697).

This offer closes tomorrow. Then the price goes up, and the bonus disappears.

[\[LEARN MORE\]](#)

Quick notes:

- **No prerequisites required.** Our students have various experience levels and backgrounds.
 - **Monthly payment option** opens Tuesday, September 30th. (No bonus will be available. If you wait until then, you'll want to act fast, because spots always fill up).
-

What You'll Learn

PN Level 2 is a highly interactive, cohort-based program that integrates guided practice, live mentoring, self-study, and peer interaction to take your coaching skills to the highest possible level.

Here's a quick rundown of what you'll learn...

Weeks 1-5: Coaching Foundations

Client-centered coaching, effective goal-setting, long-term relationship building.

Weeks 6-10: Coaching Psychology & Communication

Advanced communication tactics, motivational interviewing, cognitive behavioral strategies, action planning.

Weeks 11-15: Mindset & Common Obstacles

Confidence, somatic psychology (the connection between the body and mind), motivation, environmental influences, overcoming setbacks.

Weeks 16-20: Complex Clients & Inclusivity

Diversity, body-positive coaching, disordered eating, crucial conversations, and professional growth.

Plus: You'll have access to weekly office hours with instructors, a private community forum, and three 1-on-1 mentoring sessions if you're pursuing board certification.

The result?

You'll master more in 5 months than most coaches do in 5+ years. Which means...

- **World-class credentials** ⇒ including eligibility to become Board Certified, which opens all kinds of doors
- **Higher income** ⇒ Our top graduates charge **\$120+/hr** and make up to **\$240k/yr**
- **Better retention** ⇒ Level 2 coaches retain **up to 10x** as many clients as the average coach
- **Lives changed** ⇒ You'll make a bigger impact than ever on *anyone* that comes to you for help

[\[LEARN MORE\]](#)

Discount + bonus ends tomorrow.

Our students' favorite part: the live sessions

Our **weekly 2-hour live sessions** are consistently the top-rated part of Level 2.

Attendance is highly encouraged for everyone, but required only if you pursue the NBHWC/HCA path.

"The live sessions give you a safe place to practice advanced coaching skills with your peers," says Toni Bauer, PN's Director of Coaching and Education Operations and one of your Level 2 mentors. "It really helps students build confidence and get past impostor syndrome."

What happens each week:

A quick debrief of the week's learning, small-group practice/role-play on real coaching scenarios, and real-time mentor feedback so you leave with clear next steps.

[\[LEARN MORE\]](#)

~250 available seats.



"You can't really practice being a client-centered coach without role-play. **These live sessions are the best practice you can get.**"

– Austin O'Neal, PN Level 2 Master Health Coach

Ready for lift-off, %%firstname%%?

Level 2 is the mentoring experience of a lifetime—**95% of grads** call it the best course of their coaching career.

Over the next five months you'll follow a clear rhythm—**weekly live sessions, mentor guidance, steady wins**—so you finish strong by spring.

Early Bird prices + your FREE Specialist bonus ends tomorrow at 11:59pm ET.

After this cohort is full, **registration closes until spring 2026**—this is your last opportunity to grab a **2025** seat.

[\[ENROLL NOW\]](#)

See you inside the program,

- The PN Team

Any last questions before you enroll?

We're here to help—ask us about payment plans, exchange rates plans, curriculum, weekly workload, NBHWC/HCA eligibility steps, live sessions, or the FREE Specialist bonus.

 **Chat:** Click the orange “help” or “chat” bubble in the [bottom-right corner of this page](#).

 **Email:** Reply with your questions, or to schedule a call with one of our Certification Advisors.

Email 5 - Ends today

Subject

 Ends today: PN Level 2 Early Bird

Preheader

SAVE \$1,000 + FREE Specialist Program.

Body

EARLY BIRD ENROLLMENT

ENDS TONIGHT: Enroll early in
PN's Level 2 Master Health Coaching Certification.
Receive our biggest discount and exclusive perks!

Price increases next week!

**SAVE
\$1,000+**

EXCLUSIVELY FOR



LEARN MORE

%%firstname%%, if you've been on the fence about joining the **PN Level 2 Master Health Coaching Certification**, now's the time to decide.

This is the **final cohort of 2025**—and **today is the biggest discount you'll get.**

Enroll by midnight to:

- ★ Lock in our lowest price (\$1,000+ USD off)
- ★ Claim your **FREE PN Specialist Program** (\$697 value) after you enroll
- ★ Secure one of the <150 remaining seats

[\[LEARN MORE\]](#)

Ends tonight at 11:59pm ET.

What happens if you wait?

- Regular registration continues next week (**monthly payments available**)—but at a **higher price**
- The **FREE bonus disappears**
- Seats will sell out (the next cohort is **spring 2026**)

More importantly, the same coaching headaches tend to stick around:

- ✗ Clients who quit after a few sessions because they don't feel truly understood
- ✗ "Difficult" or "unmotivated" clients you can't seem to help
- ✗ Conversations that overwhelm clients—and leave you frustrated
- ✗ Short-term wins that don't turn into lasting change

It's not that your coaching plan isn't good enough...

You just need the right **skills**, **confidence**, and a **clear roadmap** for facilitating lasting change.

That's what PN Level 2 gives you.

“PN Level 2 will teach you how to mobilize your personal strengths in ways that will place you among the elite in your field. The program’s coaches are fantastic resources, providing spot-on insights, valuable information, and just the right touch of supportive mentoring.”

- Zoe Georgas Johnson, PN Level 2 Master Health Coach

[\[LEARN MORE\]](#)

Ends tonight at 11:59pm ET.

A quick gut check, %%firstname%%:

- **How many clients have you lost**—not because they didn't want to change, but because you couldn't help them navigate the psychological barriers holding them back?
- **How many were *this close to a breakthrough***—if only you'd known how to guide them through complex emotions, setbacks, or competing priorities?
- **How many clients slipped away** because habits and mindset shifts didn't stick?

You can't rewrite the past. **But you can decide how you'll coach from here on out**—with advanced behavior-change skills, proven frameworks, world-class credentials, and the confidence to handle any situation.

This is our last Level 2 cohort in 2025. If you'd like personal mentorship from PN's elite coaches (and a program that changes how you coach), enroll today for the **lowest price + bonus**.

[\[ENROLL NOW\]](#)

Ends tonight at 11:59pm ET.

"I am now equipped to coach clients from all different walks of life. This isn't 'surface' coaching, it gets to the core of human nature, habits, and emotion. Best thing I've done for myself as a coach thus far."

- Michelle Mobley Simpson, PN Level 2 Master Health Coach

Hope to see you in the program,

- The PN Team

P.S. Still deciding? Reply to this email with your questions.

Ask us about payment options, currency/exchange rate plans, NBHWC/HCA pathways, weekly workload, live session times, or the FREE Specialist bonus options.

Email 6 - Hours left

Subject

Hours left: PN Level 2's lowest offer.

Preheader

Last chance to save \$1,000 on PN Level 2

Body

We're closing the doors on PN Level 2 Early Bird enrollment at midnight tonight.

If you join now, you get:

- \$1,000+ USD off the regular price
- FREE Specialist Program (worth \$697)
- One of the few remaining spots in our cohort

If you wait:

- Price goes up next week
- No bonus will be available
- Very limited spots will remain (and they'll fill fast)

[LEARN MORE +ENROLL NOW →](#)

Of course, the choice is yours.

We just want to make sure you're not disqualifying yourself from joining this program.

Wherever you are in your coaching journey...

Whether you're working with your first client or your hundredth...

We'll give you the practice, mentoring, and confidence you need to coach at a world-class level—and earn accordingly.

If you're ready to dedicate 5-8 hours per week for the next 20 weeks, we'll help you become among the best in the world at what you do. Guaranteed.

[ENROLL NOW →](#)

Discount + bonus ends at midnight.

Note: We'll open a monthly payment option next Tuesday. But the price will be higher, the bonus will be gone, and the last few remaining spots will go fast.

Whatever you decide, we're here to help you continue growing as a coach!

- The PN Team

P.S. Questions? Just reply to this email and we'll help you out.

SMS messages

09/22 Early Bird Teaser

Tomorrow: Watch your inbox for your private invite to join PN Level 2. Lowest price + Exclusive bonus! Only 250 seats.
Reply STOP to opt out, HELP for help

09/23 Early Bird Open

Only 250 spots: Become a world-class coach, earn more \$\$, and get better results. PN Level 2 is OPEN:
<https://sms.pn/L2EB>

Reply STOP to opt out, HELP for help

09/26 Early Bird Last Chance

US/CAN

Jill at PN here. Today's your last day to save \$1,000+ on PN Level 2,
and choose your free bonus program:

<https://sms.pn/L2EB>

Reply STOP to opt out, HELP for help