

4 Questions

1 - Who am I writing to? Who is my avatar?

Anyone who is trying to lose weight. Anyone obese and overweight and whoever is fed up with restrictive diets .

2 - Where are they now? What are they thinking/feeling? Where are they inside my funnel? Etc

They are signed up to my clients email newsletter. They are beginning to see the value of the service and starting to slowly shift their beliefs to what I tell them.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

I want them to buy my clients after getting invested in the value of my emails. I need them to click the link and go to the sales page and potentially buy the product.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

They must shift their beliefs into thinking there is a better alternative solution to dieting . They need to feel that following a customized Keto meal plan would change their life, achieving their dream physique and obtaining a healthier life .

Copy below

This welcome sequence is for Fresh N Lean (keto meal plan)

Full Email sequence

Welcome sequence email

Email 1

Preview text - Congratulations. You are on the right path to your health journey....

SL: Welcome to Fresh N Lean.

Hey (name)!

Congratulations. You are on the right path to your health journey with Fresh N Lean.

Is it true? Has modern science finally discovered a diet that can strip off body fat and work miracles on your body, while allowing you to eat your favorite food every meal?

Here's the deal :

In my opinion, the nutrition industry is hopelessly broken. Instead of helping people improve their health and overall physical appearance, the world is filled with myths, and flat out lies.

I mean, it's obvious the current dietary guidelines don't work. Just look at the stats, 71% of American adults aged 20 and above are overweight, of which more than half are obese!

Now, If you're one of the millions of people who follow the nutrition rules outlined by health and fitness "gurus" but still carry excess fat, **It is not your fault!**

No matter how genetically "doomed" you may think you are, and no matter how frustrated you may feel after trying to and discarding many diets, you absolutely can have the lean and alluring body of your dreams.

You see, getting into fantastic shape isn't nearly as cruel as nutrition and fitness "gurus" want you to believe. In fact, If you avoid the four most common and catastrophic diet mistakes, shaping your dream figure is actually a simple process.

- **Four Common Mistakes that Sabotage Your Health and Stall Fat Loss**

Mistakes

- * Not being in a calorie deficit
- * Severe calorie restriction that gives you metabolism of a 90 year old lady
- * Thinking all calories are created equal
- * Following an unrealistic, overly restrictive diet

Anyways, here's a link to our YouTube video about, the 4 common mistakes

Watch it. You will be able to find more about the common mistakes in fat loss and health.

We'll reach out to you again soon and guide you on the path towards achieving your dreams.

[Click here to watch](#)

- Rachel Roberts.

Email 2 next page

Welcome email sequence

Email 2

SL: How a Custom Keto Meal Plan Transformed Janet's Life!

Preview Text: Discover Janet's Incredible Transformation!...

Hey (name),

Discover Janet's Incredible Transformation! From despair to triumph, this is how a Custom Keto Meal Plan transformed her life!

Janet was 27 years old when she discovered Fresh N Lean (business name) ,but before that her life was in the depths of despair.

She felt trapped in a body she didn't recognize, weighed down by excess weight, and engulfed in a fog of despair and frustration.

Everyday was a struggle, a battle against self doubt and the feeling of being trapped in an unhealthy body.

She felt isolated, avoided parties, and battled emotional eating, leading to a cycle of hopelessness and weight gain.

But everything changed when she stumbled upon Fresh N Lean while scrolling through the internet looking for a solution for her excess weight.

Initially skeptical, she took a leap of faith and committed herself to this transformative journey. With guidance and support from our team, Janet's life took a dramatic turn.

The Keto meal plan wasn't just a diet, it became her lifeline, redefining her relationship with food, nourishing her body, and revitalizing her spirit.

Slowly but steadily, Janet saw her body shed the excess weight that had once imprisoned her.

With the Keto plan's delicious yet healthy meals, she found a renewed sense of energy, clarity, and confidence she thought she had long lost.

Her clothes started fitting better, her reflection in the mirror brought a smile, and her once dormant

self esteem soared to new heights. She felt like a whole new person.

Are you tired of feeling trapped in a body that doesn't reflect your inner vitality?

Embrace your own transformation with a tailored Keto meal plan, just like Janet did. Say goodbye to unrealistic, overly restrictive diets and welcome a sustainable lifestyle change that nourishes your body while helping you achieve your dream physique.

Join us and reclaim your health and confidence today!

This journey transformed Janet's life, and it can transform yours too.

Click the link below and discover the power of a personalized Keto meal plan and embark on your own incredible journey to a healthier, happier you!

[Get your Keto Plan today!](#)

- Rachel Roberts.

Email 3 Next Page

Welcome sequence Email

Email 3

SL: Break Free From Failed Diets: Embrace Keto For Lasting Transformation!

Preview Text: Ever feel like you're spinning your wheels on the path to a healthier life?

Hey (name)

Ever feel like you're spinning your wheels on the path to a healthier life?

Unveil the secret behind lasting change and discover why your current approach might be holding you back!

The truth is, traditional diets often set you up for disappointment. Counting calories, restricting yourself, and yo-yo dieting leads to frustration and a feeling of being stuck.

However, a Keto meal plan is a powerful tool designed not just to shed pounds but also to change your life. This innovative approach disrupts the norm by tapping into your body's natural ability to burn fat, providing sustained energy and a renewed sense of vitality.

There Are Six Reasons Why The Keto Diet is the Holy Grail for Fat Loss

#1 Significantly increases fat burning

#2 It's simple and easy to follow

#3 Hunger cravings will fade

#4 You don't have to exercise to reap the benefits

#5 It's healthy and safe

#6 You'll lose weight like clockwork

Unlock the science-backed method that shifts your body into a fat-burning machine. With personalized meal plans and delicious recipes.

Keto isn't just a diet; it's a lifestyle shift that offers you freedom from the endless cycle of dieting.

Ready to break free from the exhausting dieting cycle? Take the leap towards your healthiest self by embracing the transformative potential of a customized Keto meal plan.

Click now to kickstart your journey and pave the way to a brighter, healthier future!

[Get your Keto meal plan now!](#)

- Rachel Roberts.