



The H-S-O Framework:

Hook Highlighted: yellow

Story Highlighted: Blue

Offer Highlighted: green

Email

subject line: I Stood off the weight scales and just Stared at them....

Earth Shattering moments can go either one of two ways.

I had finally Started making real progress in losing weight for the first time in my life.

Years of struggling, Finally paying off in the form of Being able to see the difference of my physique and Slowly losing that dreaded weight month after month from all the work i been putting in.

But then came that fateful holiday I took. Left me back at square one.

I had most of the weight back on.

Because of not staying focused on my weight I was eating what I wanted. I was going out partying.

And all my unwanted weight was just coming back.

In a moment like this I only had two Choices.

I could give up and keep going the way I was going and end back with that unwanted weight.

Or I could muster the strength to rise to the occasion and find the way to get back on track.

Post traumatic stress or post traumatic growth,

The choice was mine to choose.

Thankfully I had just stolen a set of mental models that not only give me the key to bounce back from the dire moment and allow me to be making Progress like i was before.

Plus reinvent every aspect of my life before.

And I have my Fitness coach to thank for that

[I discovered it from my fitness coach to build my success](#)