

Who is your avatar?

John, 27, works 9-5 as a teacher, comes home and lazes around. Complains lots to his partner about his body.

What is their dream outcome?

To have a lean, toned body that makes him feel more confident in himself both physically and mentally. He would feel ecstatic and energised if he reached this goal.

What pains do they experience in their current state? And how do they feel about it?

He's overweight and lacks accountability for staying committed to a training routine. He feels frustrated and disappointed in himself for not being able to stay committed.

What roadblocks do they face?

He struggles to get into a routine as he feels as if without someone or something keeping him accountable to do his sessions, then he won't get anywhere.

What is the solution? - Should be 1 thing

A training program that he can get started with as well as someone or many people being able to keep him accountable so that he never skips a workout and is committed to losing weight.

HSO

Subject Line: The unspoken truth behind creating a lean body

Losing weight can be made 2x easier.

With a secret very few people know.

I'm sure you've seen all the weight loss transformations and wondered...

How did they do it so easily?

Well Lewis had the same problem.

Lewis trained when he felt like it and would dodge training sessions like Neo from the matrix.

Every time he did this, he found himself feeling more miserable and disappointed each day.

But he had the same question day after day...

How did they do it?

He searched up training plans and diets, but it all seemed too difficult.

But after late night searches.

He got his answer.

He found an easy to start fitness plan with something he lacked...

Accountability.

He realised with this, he could consistently train with no excuses.

He now holds a slim, toned physique for all to witness.

Being down 10kg from just three months of training.

Because when you're accountable for your actions, you don't dodge the workouts.

You embrace them.

[Lose weight 2x quicker with no excuses now](#)