

4 Questions:

Who am I talking to?

Men, between the ages of 20-40 who are struggling with their progress in the gym. They've hit a plateau, don't really know how to train and diet. They are going to the gym but they don't see the results they wanted.

Where are They?

This is an email, they are probably receiving this being busy with their everyday average tasks, maybe scrolling on social media, but they all want to build a chiselled masculine physique and get stronger.

Where do I want them to go?

Click the link in the email and go to the app sales page where they can subscribe to the app.

What are the steps I need to take to get them to take action?

Build rapport, trust, and authority. Showcase social proof, shift the readers beliefs and make it clear that my client is the guy who can get them in the best shape of their lives.

Add some urgency to get them to take action and maintain curiosity through out the email so it doesn't get boring.

Current situation of my reader?

They are struggling with their progress in the gym. Overwhelmed by all the misinformation and confusing content on the internet. They know my client from his instagram and they are familiar with his approach and the services. Another thing they are struggling with is their diet and recovery.

They find it frustrating to struggle with their fitness goals, experiencing physical discomfort or lack of progress. It could be painful for them to deal with self-doubt, injuries, or the feeling of not being able to sustain a healthy lifestyle consistently.

They don't understand the right principles, time management and don't have the right accountability.

The Emails have been tested, all 6 of them except for the last one, the open rates started to drop off from the 4th email.

Avatar Research

100 Pushups

Another FREE Gift! (From Nick) From: Nick Trigili	21 hours ago	✓ Finished (Details)	✉ 284	📈 275	👁 95 (28%)	👤 14 (4%)	🚫 2 (1%)	🚫 2 (1%)
Another FREE Gift! (From Nick) From: Nick Trigili	21 hours ago	✓ Finished (Details)	✉ 30	📈 29	👁 13 (41%)	👤 4 (10%)	🚫 1 (3%)	🚫 1 (3%)
Another FREE Gift! (From Nick) From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 108	📈 106	👁 93 (56%)	👤 28 (14%)	🚫 0	🚫 0
Another FREE Gift! (From Nick) From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 802	📈 787	👁 374 (37%)	👤 12 (1%)	🚫 25 (3%)	🚫 25 (3%)

No of Emails: 1230 Open Rate: 40% CTR: 7.25%

Email No.1:

SL: Another FREE Gift! (From Nick)

Hey Luke,

I’ve put together another special gift for you!

My Ultimate Supplementation Guide

This is where I spill the beans on using supplements for maximizing muscle growth and getting shredded. Here’s what’s inside:

- How to recover **QUICKLY** from your intense training sessions as a natural and enhanced lifter. *(Your muscles won't even know what hit them)*
- How to Elevate your health and sharpen your mental focus with a **hand-picked selection** of supplements.
- How to Boost your Athletic Performance both in the gym and in the bedroom *(If you know what I'm saying...)*
- And my **Secret Post Workout Recovery Method**, that helped me recover instantly from a 2 hour lifting session and 45 minutes of cardio on StairMaster.

(I only give this guide to my coaching clients, but today I'm offering to give it to YOU for FREE)

All you have to do is click the button below and the guide is all yours.

P.S. I'll be sharing 20 Years of experience in training and nutrition in basic, simple and NO-BS emails to help you get Jacked, Shredded and Strong in 2024!

Stay Tuned cause I'm not holding back!

My Personal Observation on the Email #1:

(The goal for this email was specifically to get the readers to tune in and also set the expectations for the next couple of emails they are about to receive.)

I do have a free gift, one thing I am now noticing is I literally killed the curiosity right in the beginning by revealing the gift.

I think a better approach would be to keep the intrigue going and reveal the gift once they hit the link and they can see what the free gift is.

The fascinating bullets are not the best, but I think those are decent enough to get the reader's attention and keep them reading.

Should I Train to Failure? From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 284	📈 273	👁 132 (33%)	👤 3 (1%)	🚫 2 (0%)	🚫 1 (0%)
Should I Train to Failure? From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 108	📈 106	👁 81 (58%)	👤 0	🚫 0	🚫 0
Should I Train to Failure? From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 802	📈 757	👁 386 (37%)	👤 2 (0%)	🚫 20 (2%)	🚫 10 (1%)

No of Emails: 1200 Open Rate: 39.3% CTR: 7.25%

Email No.2:

SL: “Should I Train to Failure?”

Let me break it down for you and in just 30 seconds, you will know exactly how to train for maximum Muscle Growth A.K.A Hypertrophy.

And whether or not training to failure even works.

Training to failure means pushing your muscles to the point where they cannot do another rep with perfect form.

Intense, right?

Now, should you train to absolute failure every set till you look like this guy doing your last rep?



Which was Mike Mentzer’s approach in the Golden Era Bodybuilding. Training to failure and beyond 3 times a week for 45 minutes.

This method isn’t scientifically the best method to maximise your gains.

On the other side, you have the Science Bros like Jeff Nipard and Mike Israetel, telling you to do 30 sets a week for each muscle group and use RPE, RIR, &

Which is overcomplicating the simple concept of training and going to the gym.

Next time you go to train, I want you to try these 3 things to easily structure your training for maximum hypertrophy.

1. Start with a moderate-volume, moderate-intensity regimen. Don't push to absolute failure but don't be too easy either. Aim for something like 3 sets, 8-12 reps per set, per exercise.

You can push yourself to failure 1-2 sets in your main exercises.

2. As you get more comfortable with training, slowly increase the intensity and see how you recover from that.
3. Monitor your progress. If you're getting stronger over time, keep going! If not, it's a sign to adjust.

That is literally all you need.

Stop overcomplicating it and stop making excuses for training like a complete b*tch.

Just lift moderately heavy, push yourself, eat your nutritious meals & recover.

My Personal Observation on the Email #2:

(The goal of this email was just to give the reader value and improve the authority of my client as a coach, and give the reader applicable tips to improve their training).

In my observation, the beginning of the email is decent, it gives the reader WIIFM, sets the expectation for the rest of the email, and adds decent curiosity.

I used a ridiculous picture just to not make it super boring, and keep the reader engaged.

I tried to add some of the well known guys' names in the email and tell them about their approach. Now that I'm reading this, I think that is just unnecessary or I could mention them but make it a lot shorter.

I might be "explaining" too much in this email, that might kill the engagement.

The advice given in the email is practical, but considering the level of market awareness, these people might or might not know that. Most of them don't.

The ending of the email might be too bold, I could perhaps make it less aggressive and just ask the reader to engage by replying to a simple question in the email.

Underrated Secret to GAINZ From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 802	📈 738	👁 178 (18%)	👤 4 (1%)	🚫 21 (3%)	🚫 9 (1%)
Underrated Secret to GAINZ From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 108	📈 104	👁 41 (35%)	👤 0	🚫 0	🚫 0
Underrated Secret to GAINZ From: Nick Trigili	a day ago	✓ Finished (Details)	✉ 380	📈 365	👁 191 (34%)	👤 3 (0%)	🚫 5 (1%)	🚫 1 (0%)

No of Emails: 1200 Open Rate: 29.3% (-10% from last email) CTR: 7.25%

Email No.3:

SL: Underrated Secret to GAINZ

Do you ever feel like you've hit a wall in your gym progress?

No matter how hard you train, how much you sweat, or how fine-tuned your nutrition and supplements are, it feels like you're treading water?

Well, there might be a **hidden factor** that you often overlook and if you get it dialled in, you will recover faster, get stronger and build more muscle.

Is it a magic supplement that no one talks about? Nope.

Is it a top-secret, underground workout technique? Not even close!

It is **SLEEP!**

That's right! Prioritising sleep and recovery makes a world of difference in your performance, physique and health.

This advice is coming from an IFBB Pro, with 20 years of experience in training and coaching.

It doesn't even matter how much Gear you are blasting, or how hard you are going in the gym.

If you're not getting sufficient sleep, you can't expect to put on a lot of muscle.

Andrew Huberman talks about the importance of sleep non-stop, and here are 4 tips to help you easily get 7-9 hours of quality sleep and lightning-fast recovery:

1. Establish a regular sleep schedule and stick to it as much as possible.
2. Create a relaxing bedtime routine.
3. Avoid caffeine and alcohol at least 5 hours before bed.
4. Get regular exercise, but avoid exercising too close to bedtime.
5. Try to limit your screen time at least an hour before bed.

If your sleeping is on point, you will easily break past your plateaus and you don't even need to buy all these fancy supplements to make up for it.

P.S. Speaking of plateaus, I'd like to hear what YOU are currently struggling with in your training and nutrition.

Reply to this email and tell me one of your common struggles when trying to build muscle or lose bodyfat, I'd love to help you out!

My Personal Observation on the Email #2:

(Again this is a "value" email for the reader, the CTA asks the reader to reply. It's a simple question just to build better rapport with the readers)

First of all, I saw a 10% drop in open rates with this email. Maybe the last email I sent was not valuable enough and did not peak the interest. Plus the ending might have pissed some people off.

The SL could be better, I could have add more specificity to the SL like adding #1 Most underrated. . . or something like that.

The beginning line is not super unique but it does call out the reader on their pains and common struggles.

Then I gave the reader the WIIFM & added some intrigue.

In the rest of the email, I might be waffling too much about things the reader doesn't care about and that probably made the email too long.

The reason I didn't get many replies is probably because the email is long, and I lost the reader probably halfway through the email.

(Don't have the screenshots from analytics, but the results were similar to the previous email)

Email No.4:

SL: Can You Even Imagine this?

"I stood in front of the mirror, 360 lbs at 6 '0 tall, OBESE, and disgusted with how I looked and I made a . . ."

In 2016, I won the Mr.USA Title.

5 months later in November, I won my IFBB Pro card looking like an absolute Mutant, shredded at 270lbs.

After experiencing the highest moment of my life and career, ***I fell apart. . .***

I lost direction, got fat and I mean really fucking fat to the point where I couldn't even look at myself in the mirror.

But even then, I knew this is not how I wanted to live my life as a man.

Ashamed, weak, and having no control over my mind and my body.

In January 2019, I stood in front of the mirror, 360 lbs at 6 '0 tall, OBESE, and disgusted with how I looked and **I made a commitment to myself.**

A decision to get my life, my physique and my relationships back on track and here I am 3 years later.

I lost over 100lbs of Fat, now living at the healthiest and wealthiest point of my life, got my relationships, my career and most importantly my mind under control.

At the same time, I helped over 1000 people follow the same path and get in the best shape of their life just like I did.

Before you close this email, I need you to think about this question for the next couple of hours and **ASSESS YOUR LIFE PURPOSE!**

Is it to be strong, healthy and have that unmatched confidence?

. . . Or

Is it to be ashamed of how you look and uncertain about your goals and where you want to go?

Once you know the right choice, *Your life will never be the same again!*

P.S. In 24 hours, I'll be back to see if you made the right decision!

Email No.5:

SL: 90 Days . . .

So you made a decision.

You want to Pack on some serious muscle and get that chiselled physique.

You want to be the guy who women obsess over and men envy because they just can't reach your level of physical excellence.

The reality is . . . Most men will never get there

But if you think YOU can, you better be serious about the decision you made.

Cause all it takes is 90 Days to get your Body and Mind exactly on the right path to achieving that muscular physique.

Today, you can get your training dialled in for maximum progress in the gym. Even if you've tried every single training method out there.

You can unlock the secret to staying lean year round even if you hate dieting and don't want to give up on your favourite meals and lifestyle.

And for the next 90 Days, I'll give the exact blueprint to getting your body and mind under control.

- The Perfect Diet & Training Program Customised for YOUR Goals.
- The accountability you need to stay on track.

- & The ultimate health and supplementation guidance.

Do you want to get Strong, chiselled and become the Man you were always meant to be?

If the answer is yes . . .

[Your 2024 Transformation Begins Here!](#)

He Lost 20lbs of Stubborn Fat! From: Nick Trigli	18 hours ago	✓ Finished (Details)	✉ 111,825	📶 77,818	👁 1,960 (2%)	🖱 864 (0%)	🚫 467 (0%)	🚫 16,411 (21%)
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No of Emails: 77k Open Rate: 2% (1960) CTR: (864 Clicks) Over 50% of people who opened the email clicked on the link

Email No.6:

SL: He Lost 20lbs of Stubborn Fat!



And here's exactly how:

30 years old and 185lbs, Mike was struggling with:

- Alerting blood work issues.
- Prediabetic symptoms.
- Digestive problems.
- Serious anxiety and depression.

We met when Mike was not only frustrated about his health issues, but also he was hungry to get in the best shape of his life.

So we got to work and the first thing we had to take care of was that excess body fat and his body composition.

His health was on the line, so we monitored every detail and tailored a diet not just based on weight-loss goals, but one that catered to his health and was sustainable long term.

We got him on a 4-Day training plan focused on progressive overload to make him stronger every session and in just 5 months, he lost 20lbs of fat and built 10lbs of lean muscle.

And no, he did not slave away on the treadmill for hours nor had to starve himself for a 6-pack.

All his achievements were based on the 3 Simple Principles I shared in my Free Webinar.

He got the Perfect Training, Nutrition Plan, the step-by-step blueprint and accountability to get in the best shape of his life.

Would you like to do the same and completely change your life?

[If Yes, here is your blueprint to a chiselled and strong physique!](#)

My Personal Observation on the Email #2:

(Goal of this email was to get them to book a consult)

I made a very **amateur mistake** with this email because I forgot to check the backend, see where they will land and I didn't think of the landing page.

The landing page we had for booking the testimonial was pretty bland.

The overall email is based on the story of the client, straight forward approach to his struggle, the path he took to fix them and what happened after he fixed all those issues.

In general (We had clicks but we were only able to get **1 consultation booked out of 864 people that clicked on the link**)

(We Didn't send this email, since we didn't get the results we wanted from the previous emails)

Email No.7:

SL: **"2024 is My Year" Prove it! . . .**

Do you want the Secret to all these crazy Body Transformations on Instagram?

And do you actually want to achieve that type of transformation yourself in 2024 and finally get in the best shape of your life?

If your answer is YES, keep reading on till the end . . . But

If you like flirting with the idea of getting a lean aesthetic and strong physique, and you like your love-handles and weak gym performance, this might not be for you.

Right now as of 15th Jan, 2024, this email has been sent to over **1000 individuals** who are striving to achieve their fitness goals just like you.

But Only **30 people** will be selected for one-on-one coaching with myself and I'll be helping them, step-by-step to achieving their dream physique.

From the diet, to training in the gym and monitoring their health, and weekly check ins, everything will be handled personally by ME.

I am now giving you the opportunity to take advantage of 20 Years of experience as a coach and bodybuilder who has helped over 1000 people achieve their dream body as a coach.

Not only that, if you qualify for my one-on-one coaching program, you will get over **\$390 in bonuses.**

That includes my Personal Cutting-Edge Bodybuilding & BS Fitness app and 4 special gifts.

So if you want me to help you with your Fitness Goals, step by step and get you to that dream Chiselled physique . . .

[Click the link here and SECURE your spot for One-On-One Coaching Today!](#)

