

Context:

Fitness Influencer with Tens of Thousands of Followers setting up a newsletter that he can funnel thousands of people over to. Continue to provide value in the emails (tips, tricks, etc.) and then employ a subtle Call To Action at the end.

My First Real Copywriting Email Attempt:

Feel free to give advice fellow students.

These are 3 emails.

More Context:

He targets parents specifically. Those who are above the age of 25 and perhaps have had metabolisms that have slowed down or need to balance fitness with the struggles of every day life as a parent. I've attempted to touch on this using the human persuasion techniques that Prof. Andrew teaches, but always looking for ways to improve the copy.

Email Examples for Potential Newsletter:

Subject Line:

Action is the Best Teacher for Children

As we get older and our outlook on life changes,

There exist fundamental truths that we can pick up from life experience.

Truths that we want to translate into the minds of our children.

One of these truths is undeniably the importance of taking care of your health.

Not to get obsessed over some new FAD Diet or magic supplement, but to enjoy delicious foods in moderation and balance them with healthy eating overall.

To learn about nutrition from an early age and navigate it with the rollercoaster of life.

There will be times your children are forced to eat out consistently, for work or travel. There will be times they have to stay-up late at night to finish those college essays or meet that work deadline and need a snack.

If they don't learn to navigate their health through these obstacles instead of falling victim to them, will they live a healthy and fulfilling life?

The beautiful thing about fitness as well is that it is never too late to start. Whether you are 30, 40, or 50. There are still decades of life you can enjoy while being in the best shape of your life.

Because what will ultimately influence your children is not books you force them to read or health documentaries you suggest they watch, but what they see mom/dad doing every day.

So, ask yourself, why should you wait to teach your children these fundamentals and deny yourself a healthier, more fulfilling existence?

Health is a mental sport as much as it a physical one. I have spent years navigating this myself and I am committed to helping you do the same, so Take Action Now.

Commit or Quit.

Click Link Below for a Free 30 Minute Consulting Session.

“Insert Link”

Till Next Time,
Jeff Davis

Win the Weekend, Win the Weight Loss War

Hey guys, it's Jeff.

Now, if you're like me, with some discipline, planning, and optimization; the weekdays go by fine and fast. Nailed it.

You don't overeat, you feel good, and steady progress is being made.

But here comes Friday, the gateway to temptation. You've had a demanding week, and you want to enjoy a night out with friends or have an irresistible cozy evening at home.

And then it happens. One innocent bite of a food becomes a landslide—ice cream, pizza, the whole shebang—and suddenly, your diet takes an unexpected detour.

Enough is enough, my friends. There is no reason to keep living like this.

The weekends don't have to be the downfall of your progress. It's where so many people fail, but through years of experience, I have crafted the perfect weekend blueprint. This blueprint is designed to make your weekends not only enjoyable but also help aid your weight loss.

Picture this: Front-loading your protein in the first half of the day, saving carbs and fats for a delightful evening. It's a strategy that allows you to savor life, shed the weight, and become a happier, better version of yourself.

[*Click here for the Free Preview of the Weekend Mastery Guide*](#)

Remember Guys. Winning the Weekend equals Winning the Weight Loss War.

I'm rooting for you,
Jeff Davis

The Importance of Good Coaching

Picture this.

You had enough with not being the best version of yourself and you decide to make a change. You embark on a journey fueled by motivation and blasting through frustration.

Months go by, you feel deprived, and you take glance in the mirror.

One of a few options:

1. Little change despite your caloric restriction (you've tanked your metabolism)
2. You end up skinny fat (avoidable and not a great position)
3. There is muscle loss. (hard to replace, only want to lose fat, not muscle)

None of these options are ideal and trust me, I've experienced every single one.

I've spent years yo-yo dieting and ending up skinny fat till I figured out the correct blueprint.

If someone informed me that there was a blueprint where I wasn't as deprived, was only losing body fat, and getting into the best shape of my life in half the time: I would be over the moon.

Because it isn't as difficult as you think it is.

Yes, there is work involved. Yes, there are lifestyle changes you need to make, but the beautiful thing about fitness is you can tailor it to fit your lifestyle.

Picture this: A coaching experience where you're not alone in your journey. With my expertise, tailored plan optimization, and weekly accountability, success is not just achievable; it becomes inevitable.

The choice is yours: Continue freestyling your fitness, facing the same challenges, or take a bold step forward by investing in yourself.

“Click the link for my Free E-book on Fitness Mastery.”

Reply back with “Win” to get details on my custom coaching plan.

Till next time,

Jeff