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Email 1

Subject Lines:

- Why it's so hard for older adults to improve flexibility
- Why it's hard for older adults to improve flexibility
- [improve your flexibility] why it's so hard for older adults
- It's not your fault
- It's not you, it's them!
- Most flexibility programs are TOO DIFFICULT for older adults
- Why flexibility stretching programs don't work

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{First name},

Have you noticed a decrease in your flexibility? Are you experiencing more joint and muscle pain and stiffness when you move? Is it becoming more difficult to do the things you love? And the regular daily tasks that you need to do?

I don't know if you've tried any exercise or stretching programs that are designed to help you improve your flexibility, but my clients have, and I've seen that...

Most Stretching Programs Designed To Improve Flexibility Are TOO DIFFICULT For Older Adults

One of my clients told me:

“I’ve tried to find some beginner stretching routines to help with the pain and improve my flexibility, but they’re all too advanced and too difficult—I’m literally not flexible enough to do the stretching programs that are designed to improve my flexibility!”

It’s Actually EASY To Improve Your Flexibility, Even If You’re Very Inflexible... (But Only If You Use The Right Program)

It’s true—it actually is easy to improve your flexibility... even if you’re very inflexible... even if you’re 80 years old... even if you’re completely out-of-shape!

But, it’s hard if you’re using the wrong program.

And unfortunately, most flexibility programs are the “wrong” program.

Why?

2 reasons:

(1) Most stretching programs that are designed to improve flexibility, are not based on scientific evidence

The BIG reason most flexibility programs don’t work for most people is they aren’t based on scientific research.

The reason for that is: Most doctors, physical therapists, and other health professionals don't have the time, or the inclination to wade through medical and scientific research, carefully design a flexibility stretching program that precisely follows the conclusions of that research, and is also easy, gentle and fast, and then test it with real people in the real world to make sure it works.

(2) Even if a flexibility program is based on science, most older adults won't do it on a consistent basis (and therefore won't get any of the results they want)

There are some flexibility programs out there that are based on research...

But unfortunately, **that's not enough**. There's still human psychology to contend with. The fact is that, even with a research-based stretching program, most people still won't get the results they want, because **they won't do the program on a consistent basis.**

This is because most flexibility programs (research-based, or not) are:

- Too difficult to learn
- Too difficult to do
- Too aggressive and advanced for older adults
- Too hard on your joints
- Too time-consuming
- Too complicated
- Too intense, scary and risky for older adults

Here's What You REALLY Need...

If you want to improve your flexibility, and reduce the pain and stiffness you feel, and get back to doing the things you love in life, (and the daily things you NEED to do), you need a stretching program that is:

1. Based on the latest scientific research and evidence (so it will actually work for you)
2. Easy, simple, gentle and fast (so you will actually do it on a consistent basis)

And I've just finished creating [a new program that is both of those things!](#)

My clients have told me this new stretching routine has...

- Helped them regain the flexibility they had 20 years ago
- Decreased muscle and joint pain, and stiffness for them
- Made it a lot easier (and less painful) for them to do day-to-day tasks and movements
- Allowed them to get back to doing the activities they love

You can check it out [here](#).

Best,
Rick Kaselj, MS

P.S. This [new stretching routine](#) is so easy, and gets such good results, that you'll actually look forward to doing it every day. And you're going to love how it feels to move like you did 20 years ago!

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Email 2

Subject Lines:

- How older adults can regain flexibility FAST
- Can older adults really regain flexibility?
- Regain the flexibility you had 20 yrs ago
- How to regain the flexibility you had 20 yrs ago
- Want to improve your flexibility?
- How to become more flexible again
- A new flexibility program (for older adults)

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Hey {First name},

I recently developed a new stretching routine.

My clients have told me this routine has...

- Helped them regain the flexibility they had 20 years ago
- Decreased muscle and joint pain and stiffness
- Made it a lot easier (and less painful) for them to do day-to-day tasks and movements
- Allowed them to get back to doing the things they love

The routine only takes around 15 minutes (or less) to complete each day.

It's based on findings from scientific research.

And this is important...

Most flexibility programs are really TOO DIFFICULT for older adults, but this program is DIFFERENT because it was designed specifically for older adults who are VERY INFLEXIBLE.

You can learn more about it [here](#).

Best,
Rick Kaselj, MS

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Email 3

Subject Lines:

- 2 hidden dangers of being inflexible as an older adult
- 2 dangers of inflexibility (for older adults)
- 2 hidden dangers of not being flexible
- Wish you were more flexible? (important warning)
- Please read this if you are an older adult with flexibility issues
- If you feel less flexible, please read this
- For older adults who feel less flexible
- Important—for older adults who feel less flexible

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Hi {First name},

Are you between the ages of 40 and 80?

Do you feel less flexible than you used to?

If so, [please read this article—it's very important.](#)

Scientific research has shown that **older adults who have decreased flexibility are susceptible to 2 “HIDDEN” DANGERS.**

It turns out, when you lose flexibility, you become much more likely to develop these two other conditions, which are **much more serious.**

[Please read this article.](#)

Best,
Rick Kaselj, MS

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