Desire, Curiosity, Click Based Email Example (170 words)

[Subject - Get Shredded 6 Weeks Before Summer – FREE Spartan Challenge.]

Your discipline is like a sword. It is a weapon to be used at the right moment.

Kept too long in battle and the blade becomes dull.

Kept too long off battle and the blade rusts.

Discipline requires balance and once you learn it…life becomes a game!

Men who understand this mental shift are easily able to transform their bodies and minds.

Their ability to go from ‘skinny’ to ‘SHREDDED’ fully depends on the quality of their weapon and those who surround him.

That is why…

I am launching our 3rd SPARTAN CHALLENGE.

For 6 weeks 1,500 men and I will be working to change our bodies, minds and lives.

LET ME WARN YOU: This challenge is not for everyone.

I need men that will commit to sharpening their discipline and keep one another accountable.

Because without accountability, discipline becomes unbalanced.

[Click here to join 1,304 men who have already signed up. Will you be there?]

Ps. *“Iron sharpens iron, and one man sharpens another,” - Proverbs 27:17*