

Email sequence practise

Email 1 - intro email

SL: Welcome (i've got some exciting news for you!)

Hey (name),

I'm thrilled to have your attention because I've got something truly transformative for you.

Ever thought about that life changing body transformation.

Hesitant to start?

No worries, I've got you.

You see, you've gotta ditch the overwhelming "navy seal" type fitness programs.

There's no need for a rigid diet or six days a week of intense workouts.

Here's the deal...

Hardcore habits work for some,

But sustaining them in daily life is a challenge.

You will just be holding onto willpower.

You know, willpower is like a battery, it will only take you so far before running out...

That's why I've got a smarter, more realistic approach for you.

Introducing my **FREE** online program, with more proven results and less torture like fitness methods.

Thousands of people just like you have benefited from this program,

Having laid out essential steps to guide your fitness journey.

This program will show you the correct exercises, diet plans, how to overcome your roadblocks and much more.

Ready for a positive change?

Expect more details about how you can get started on your desired weight loss journey in tomorrow's email.

Stay eager,

Cole

Email 2- HSO

SL: How did Amy overcome her weight loss struggles?

1 step changed Amy's life forever,

She just wishes she knew it sooner.

Amy...

Your typical jolly high school girl,

Plans of a beautiful future and aspiring dreams.

She had many friends and family that loved her unconditionally,

Yet she wasn't content with her life.

It was clear to her that something wasn't right,

Her body...

Amy was deeply ashamed when looking into the mirror,

She described the reflection looking back at her as "haunting" at times.

Her body affected her in many ways.

Her day to day activities, her mental wellbeing and even her love life.

Amy knew it was time for a change and was excited when she stumbled across a health and fitness program,

But she soon fell short of hope...

Amy quit the program after not even 2 weeks.

She described it as harsh and strict and although for the first week she was willing and eager,

She had soon come to notice her willpower rapidly fading.

This hurt Amy, having tried and failed.

She just wanted to give up and forget the whole dream...

2 months later, Amy had full control of her body and mind,

She had lost a stunning 30lbs and was soon coming up on 40!

The love she now had for her body was impeccable.

Now when looking into the mirror, the energy coming off her body was surely enough to shatter it.

Working out now became an addiction for Amy.

But what was her secret?

Well you see when Amy hit rock bottom, she bounced back and discovered my fitness program.

I worked closely with her, recognizing her desperate need for guidance.

Unlike her previous experience, my program is grounded in science-based exercises and a sensible diet that allows room for enjoying favourite foods.

Today, Amy thrives physically and mentally, relentlessly pushing forward.

If you're curious about the steps Amy took to achieve her fitness goals...

I've got an email coming out tomorrow that unveils the secrets to overcoming obstacles and breezing towards your goals.

Don't miss it!

Warm regards,
Cole

Email 3 - DIC "pure value"

SL: The 3 steps to guarantee your weight loss a success!

There are 3 simple steps that people get wrong all the time when trying to lose weight.

And the problem isn't necessarily that they don't know the steps,

But in fact it's how to approach them.

Lucky for you at the end of this email I will give you a **FREE** info dialogue going more into detail about this.

But for now, let's talk about what these steps actually are.

Step 1: Mindset Mastery

Adopting a successful mindset doesn't mean extreme "david goggins" type measures.

It's about taking steady steps.

Remember, willpower is like a battery, it will only take you so far before running out.

Start with attainable goals to avoid mental and physical burnout.

Step 2: Diet Done Right

Extreme diets are unrealistic and often unnecessary.

You don't need to survive on salads and chicken 24/7.

Balance is the key.

Simply cutting down on fatty foods and exercising more will find your rhythm.

Step 3: Exercise with Purpose

Fitness programs sometimes lose sight, drifting from weight loss to building muscle.

Fat loss is quicker and more beneficial.

Don't be sidetracked, turning fat into muscle is a long process and could leave you bored in the process.

Rapid results keep you motivated.

So cross the muscle building bridge when you come to it.

Ready to dive deeper?

Click [\[HERE\]](#) for my promised **FREE** info dialogue on "The 3 Steps."

Stay tuned for an upcoming email with access to my **FREE** e-book fitness guide, kickstarting your journey!

Don't miss it!

Warm regards,

Cole

Email 4 - DIC “sales page drive”

SL: This is what you have been waiting for!

There are 2 types of people in this world...

The ones who try and the ones who don't.

Now, the ones who don't try usually blame the fear of failing,

But I can tell you for a fact that trying and failing will get you further than never starting.

Take amy who i spoke about a couple emails back for instance,

She tried and she failed, but she bounced back and achieved great success.

Lucky for you, my program won't allow you to fail as long as you try.

So are you finally ready to embark on this great journey?

Click **HERE** and steal all my secrets from my fitness program for **FREE!**

Here is to a healthier and happier you.

Warm regards,

Cole