

100 pushups

1. Give us the whole context.

My client and I have just created a new lowticket meal planning service/app (**I go into more detail about the service itself below**). We have access to a popular gyms franchise email list in our country “Snap Fitness” which has just over 2k people on it -

My client is a manager of one of the gyms but doesn't send emails to this list so its somewhat cold to him

Which I've made a one week launch sequence to market and push signups on to.

In the email sequence I've went the route of promoting it as an exclusive for Snap fitness gym members by highlighting and creating urgency by...

- Making the offer available for only the week and/or first 100 signups.
- Offering a 2 week free trial period
- Offering a lifetime 30% discount after the trial period ends for people who decide to continue the service.
- Running a \$500 grocery voucher giveaway for signups of the launch.

The main pain points our service solves is problems like **time constraints, weekly budget for groceries, dietary challenges** as well as planning completely based around you **including food likes and dislikes etc.**

while emphasizing the app's benefits, such as personalized meal plans and convenience. The objective is to encourage sign-ups for a free trial by creating urgency and highlighting unique features.

2. Tell us about the avatar.

Market Research Doc

3. Market and customer sophistication, based on the diagrams.

My market is 100% solution aware. **They know all that's stopping them from their goals is that they're a lazy sack of potatoes that needs to eat right to achieve their fitness goals whether it's a 6 pack abs slim waist or muscle gain.**

So need to call out known solution and offer my product as the best vehicle to get there

MARKET SOPHISTICATION?

Between stage 4 and stage 5 - tailored meal plans super known from Hello Fresh, and other big companies like them.

We've niched down to for specifically people in the gym/workout with meal plans that actually tailor to whatever your fitness goals are and work with you through the journey through tweaks and check ins.

As well as tailoring it to your price budget for groceries, giving you recipes based on your cooking experience, automating and sending you your grocery list to most popular grocery store in country for whether you want to get it delivered, pick it up, etc.

We've made a mechanism that takes all the thinking out of meal prepping while making sure you still hit your appropriate macros and calories with plans made by nutrition experts and pros of the gym (trust factor.)

It's a high experience, top tier **pampering** for customer. And personalisation + coaching.

4. To send a link to the client's website and social media accounts.

I've just made the landing page for the free trial live, this is where they will be sent to sign up:

[Landing page website](#)

5. Personal self analysis, and questions/clarity needed.

This is my first time creating and running a launch sequence and this product + reach has the ability to get me into rain makers so I'm gunning for this to be perfect.

The way I've structured the sequence is as follows from what I've seen from top players, advice, and my own marketing knowledge:

Email 1 - Introduce people to my client, explain the exclusive offer we're launching to exclusively for our gym members and highlight the authority and trust factor that my client is a gym manager. Tease product/launch

Email 2 - Launch of the product, super graphic promotional email, highlight all the benefits, pains, etc, I've modeled this into a mini sales page of sorts also highlighting the app itself with visual screenshots of it - push people to sign up for free.

Email 3 - I've made this into a "FAQ" styled email. Where I've labeled all possible objections and answered them - as well as creating big FOMO and intrigue by saying theres only 20 spots left and thanking everyone for positive feedback.

Emails 4 & 5 - These are the big final push PAS styled emails. Sent out 48 hours before closing and 4 hours before. Get last converts and crank up the pain as high as possible.

My questions...

Based on my structure of the emails and how I've placed each of them, does this look like a **successful campaign to you?**

Keeping in mind with my intro email especially - is this a good enough introduction to my client and this pre existing list, since we haven't sent anything out personally before?

(The list is experienced to receiving gym news and offers normally).

I think we've done good as I've tapped into the authority of my client being a manager and highlighted the product as an exclusive to them.

The main email of this sequence being #2... **have I made the right decision making it into a mini visual sales page?**

and is it intriguing enough to get clicks/converts based on its structure and copy of course.

I chose this route as I feel like doing it this way (even though its more work) allows me to format it as a big graphical sales page where I can focus on intrigue and keeping them scrolling and link them straight to the sign up page, in comparison to a boring plain text email that will drive them to the landing page after.

Since it'll be easy to drive them to open from my previous days email teasing today's launch.

I've also commented on the email how I'm going to visually create and format the final version with e.gs

More Context

My client Shannon is currently the manager at a local gym which is a well known gym chain in our country and is also quite popular.

Working together we've created a new personalized meal planning app called SDUB Nutrition.

Before we roll it out to the public I've made the call to run an exclusive 1 week campaign for members of the gym chain through their email list we have access to which has just over 2k people.

The list has never received more "personal" emails, but rather shitty normal gym newsletters every 2ish months in comparison to traditional copywriting.

Our goal is to attract potential users by offering them an exclusive free 2-week trial of the app, and a lifetime 30% discount and the chance to win grocery store vouchers.

Email #1 - Build Credibility With Shannon, Announce Tomorrow's Launch + Intro.

Who are we writing to?

We are writing to a member of the gym snap fitness, they are signed up to their email list and receive promotional emails every once in a while from the company.

Where are they now?

They are most likely chilling out somewhere, or stationed checking their emails/notifications. They may know who my client is if they train at the location of snap fitness where he is the manager. Otherwise they have no idea who my client is since is the first email of the product launch sequence.

What actions do I want them to do at the end of the copy?

I want them to know who Shannon is, get super curious and intrigued to this game changing product hes releasing in 2 days via email exclusively for the first 100 snap fitness members to sign up.

What must they experience in the copy to get them from where they are now to taking the action?

Must feel urgency and hyped to see that this product is new, untested, and not out to the public. They must feel special, like they've been chosen/selected and have a big opportunity on hand.

SL: Eating the same 3-ingredient meals every day?

SL: Fix Your Diet Once and For All 🍽️

Preview: Free Offer for the first 100 Snap Fitness Members

{Name}, you're part of an elite group of Snap Fitness members randomly handpicked for this exclusive opportunity – and it's all complimentary, just for you!

But first, tell me...

How many hours and headaches will you save with your meals perfectly laid out for you these next 2 weeks?

No more stressing over macros and calories, tracking everything on MyFitnessPal.

No more endless grocery list calculations.

Just new weekly personalised meal plans **designed specifically for your body and dream physique...**

Alongside a linked shopping list from PakNSave, tailored to your weekly spending budget on groceries.

With everything just a click away – whether you prefer delivery, click and collect, or shopping in-store.

Tomorrow @7pm I'll be sending out some more details along with the link to the signup to claim your free meal planning...

BUT it's only for the first 100 who get in.

So, don't miss out!

Make a note, and get ready to enjoy avoiding mealtime frustration for the next 2 weeks.

See you then,

Shannon
Snap Fitness {location} Manager

P.S - You'll even go into the draw to win \$500 worth of grocery vouchers!

Email #2 - Launch + Sign up

Who are we writing to?

I am writing to a gym member of Snap Fitness Royal Oak/Glen Innes. They may have an idea of who my client is based on him being a worker and now the manager of the gym at both places.

Where are they now?

They've either seen yesterday's announcement email, and are super curious to the product and or free trial mentioned yesterday to try it out.

What actions do I want them to do at the end of the copy?

I'm going to format this email as a mini sales letter email, and make it super graphic and throw in elements of the gyms branding there too for extra authority and trust. I want them by the end of the copy to click the link to the free trial period cart page and sign up.

What must they experience in the copy to get them from where they are now to taking the action?

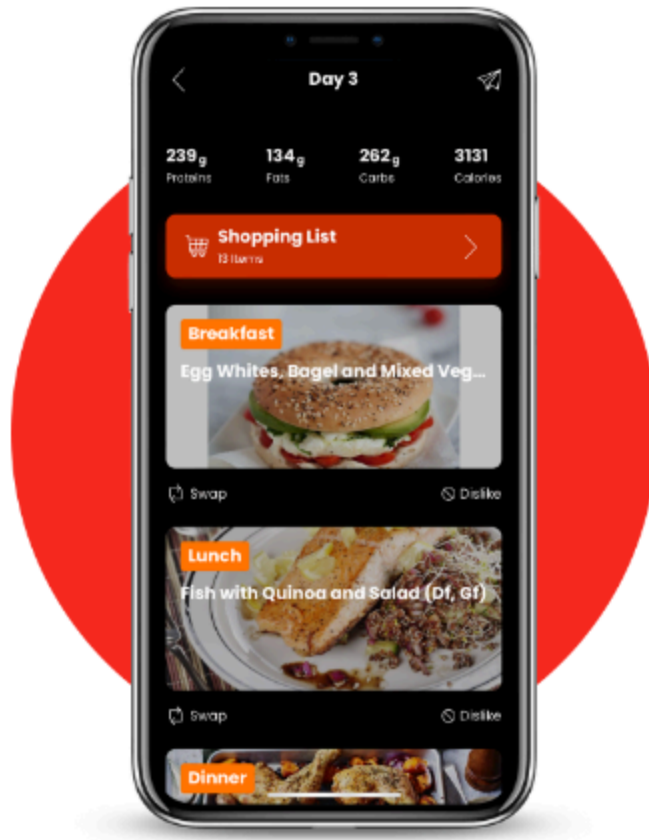
They must connect with all the pain points, believe in the mechanism, have a big sense of trust, see its low cost and low risk to sign up, belief in the idea working.

FREE 2 Weeks For The First 100!



NZ's Fully Custom, Personalised Meal Plan Service For...

Athletes, Gym Freaks, and Active People with **REAL** Goals.

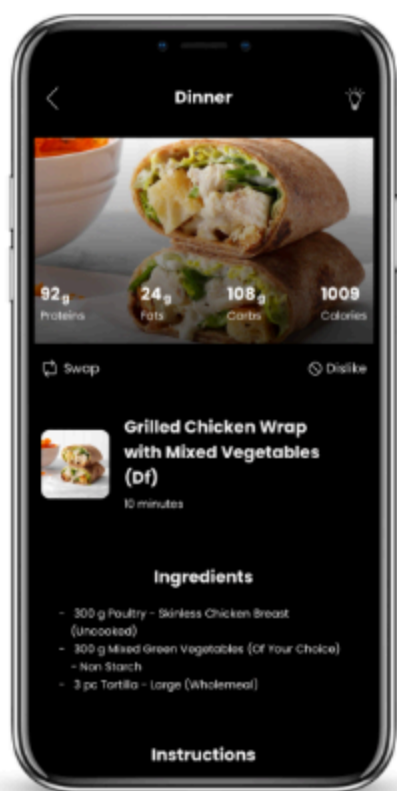


Claim My FREE 2 Weeks of Planning Now!

<< Test First Name >>, I want you to forget about...

- ✗ Prepping the same **bland chicken and rice** week in and week out.
- ✗ Stress eating & breaking your diet due to the overwhelm of deciding what to cook
- ✗ Not having the time to prepare an entirely new dish each night.
- ✗ Failing to make plans that hit the correct macros for your goals
- ✗ Or dedicating hours to prepping restrictive, boring meals.

We Make Plans For YOU & YOUR Goals.



Because we get the struggle...

Meal planning can seem straight-up impossible...

Whether you're juggling work, school, (maybe even both!)

Along with commitments to friends and family, as well as life in general.

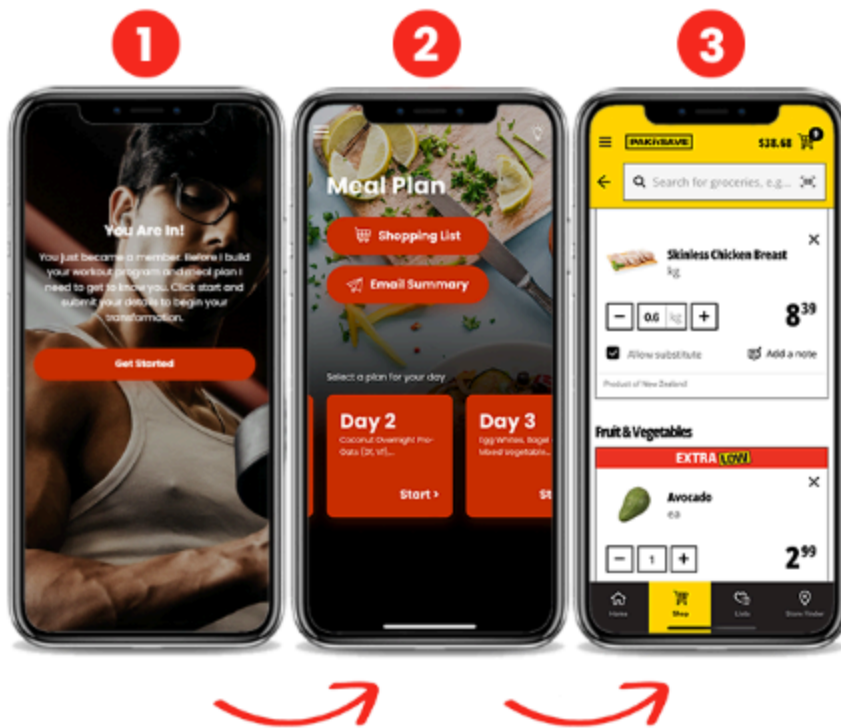
Who even has the time or energy to sit down and craft the perfect meal plan every week from scratch anymore?...



"If only there was a service that provides completely personalized plans, a shopping list linked with NZ's most popular supermarket suited to your exact budget, and easy-to-follow recipes tailored to your goals, cooking skills, and taste preferences. 🤔..."

Wait... That's Exactly What We Offer!

We Keep it Simple With 3 EASY Steps.



1) Take Our Quick 4 Minute Onboarding Quiz 🧐

Answer a few quick questions that we need to make your **PERFECT** nutrition plan.

2) We Write Up Your Weeks Plan 📅

Our team will analyze your response and create your custom meal plan for the week!

3) You Get Your Plan & Shopping List! 🛒

We'll send over your plan and grocery list linked to **Pak'n'save**, and **right for your budget**. Whether you want to opt in for **delivery**, **click and collect** or to **shop in-store**!

Our team will analyze your response and create your custom meal plan for the week!

3) You Get Your Plan & Shopping List! 🛒

We'll send over your plan and grocery list linked to **Pak'n'save**, and **right for your budget**.

Whether you want to opt in for **delivery**, **click and collect** or to **shop in-store**!

And We're Here Every Step of the Way 🙋

We'll check in with how the meals went, so we can update accordingly if needed for the week ahead!

But Free Spots Are Limited to The First 100!

So, << Test First Name >> What Are You Waiting For?

- ✓ Get **2 Weeks** of Meal Plans Completely **FREE**
- ✓ Secure a **LIFETIME 30% Discount** (only until Monday & if you decide to continue!)
- ✓ Get in the **draw to win 1 of 5, \$100 Grocery Store Vouchers**

Make Meal Prep Stress a Thing of the Past!

Claim My FREE 2 Weeks of Planning Now!

Copyright © 2024 S. Pak Coaching. All rights reserved. You are receiving this email because you opted in via our

Email SL: 🌟 Exclusive Snap Fitness Offer 🌟

**NZ's Fully Custom, Personalised Meal Plan Service For...
Athletes, Gym Freaks, and Active People with REAL Goals.**

{Name}, I Want You to Forget About...

- ✗ Prepping the same **bland chicken and rice** week in and week out.
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Because we get the struggle –

Meal planning can seem **straight-up impossible**.

Whether you're juggling work, school, (maybe even both!), along with commitments to friends and family, as well as life in general...

Who even has the time or energy to sit down and craft the perfect meal plan every week from scratch anymore?...

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- **You Get Your Plan & Shopping List!**

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- **We're Here Every Step of the Way**

We'll check in with how the meals went, so we can update accordingly if needed for the week ahead!

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Make Meal Prep Stress a Thing of the Past!

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Email #3 - Faq email (address objections.)

Who are we writing to?

I am writing to a gym member of Snap Fitness Royal Oak/Glen Innes.

Where are they now?

They have now seen the intro email and announcement email to the product, as well as the previous email highlighting all the features and what the user experience really looks like. Maybe they've signed up, maybe they haven't, maybe they checked out the landing page but didn't act.

They may possibly have some objections to the app which I am disguising as a FAQ email to address to get more converts over the line.

What actions do I want them to do at the end of the copy?

By the end of the copy I want them to sign up for the trial if they haven't already.

What must they experience in the copy to get them from where they are now to taking the action?

In the copy they must feel like their objections have been handled and that's theirs literally no excuse for them to sign up. I also want them to feel lots of FOMO from users who are enjoying the software already. I want to do that by addressing at the beginning of the copy that there's less than 20 spaces left. And to thank everyone for all the positive replies on the app!

SL: Is It Really Free?

Hey [Name]!

I want to thank everyone for all the positive feedback we've received about the app so far!

It's a blessing to be making a genuine difference and helping so many of you guys out!

I've had a few of you reply with some questions before signing up, so I thought I'd send a quick email out and address some of the most common ones 😊

"I'm worried about the cost after the free trial."

Once your **free trial ends**, and you'd like to continue our service - our weekly subscription is priced at **30% off for snap fitness members at \$12.50 per week!**

(This deal is only for the first 100 signups)

"Can the app truly help me achieve my fitness goals?"

1000% our team is made up of qualified personal trainers and nutrition specialists who are experts in their fields.

Whether your goal is to **lose weight, bulk up, optimize athletic performance**, or anything in between, rest assured that our personalized approach will tailor your meal plans to suit your unique objectives and preferences.

PLUS with our 24/7 support squad, you'll receive guidance and encouragement every step of the way, ensuring that you stay on track to achieve your goals.

"Do you guys really personalize meal plans to meet my specific needs?"

Yep! we create meal plans based on your dietary requirements, food preferences, and fitness goals. Whether you're vegan, gluten-free, or just a **picky eater** 😊 we've got you covered with delicious meals that are just right for you.

I'm excited to announce that we have less than 20 spots left for our free trial offer! 😱

Don't let this opportunity slip through your fingers {name}. Sign up now before it's too late!

[CLAIM YOUR FREE 2 WEEKS OF MEAL PLANNING]

Let's make your fitness goals a reality together!

Best regards,

Shannon

Snap Fitness Glen Innes Manager

P.S. If you still have any questions, just hit reply and shoot me a message – I'm here to help!

Email #4 - PAS Email (48 Hours Left Hard Close)

Who are we writing to?

I am writing to a gym member of Snap Fitness Royal Oak/Glen Innes.

Where are they now?

They have now seen the intro email and announcement email to the product, as well as the previous email highlighting all the features and what the user experience really looks like. Maybe they've signed up, maybe they haven't, maybe they checked out the landing page but didn't act.

They've seen everything the app has to offer and maybe have been procrastinating the sign up process, or keep forgetting to sign up

What actions do I want them to do at the end of the copy?

I want them to click the free trial link and sign up.

What must they experience in the copy to get them from where they are now to taking the action?

In the copy they must experience the pain of continuing doing their meal planning themselves heightened and amplified to the max. How much time they're wasting and how much time they could be saving and less stressing over having it done for free by us.

SL: You Only Have 48h Left

<< Test First Name >>!...

In just 48 hours, our exclusive free 2-week trial offer will expire.

And due to popular demand and an overflow of emails, we've opened up **20 additional last minute spots** for those who thought they'd missed out.

So {name},

How much more time are you going to waste in the endless cycle of meal prep chaos?

Stressing over every macro and calorie, punching in every singular grain of rice or crumb into MyFitnessPal?

Imagine:

- Dashing in and out of the kitchen daily, whipping up Ramsay 🧑🍳 level masterpieces **in as little as 15 minutes.**
- A life where every meal is **guilt free...**
- Free from the shackles of calorie counting and macro tracking, where you know each bite aligns perfectly with your fitness goals, allowing you to enjoy guilt-free knowing you're eating what's right for you, 24/7!

So Now You Have a Decision to Make:

Are you gonna...

1. **Keep wasting your time in the cycle of meal prep chaos?**

Leaving you with no time to prepare healthy meals and resorting to cheap, unhealthy alternatives, far too often that continue to steer you further and further away from your goals?

Or...

2. **Take action and seize this free opportunity** to reclaim your **time, energy and focus** on crushing your workouts?

So if you're ready to revolutionize your approach to meal planning and reclaim control over your time, health, and physique [click here to claim your free trial now.](#)

Remember:

In less than 48h this won't be available anymore...

[So click to sign up now.](#)

Best regards,

Shannon

Snap Fitness Glen Innes Manager

Email #5 - (Few Hours Left!)

Who are we writing to?

I am writing to a gym member of Snap Fitness Royal Oak/Glen Innes.

Where are they now?

They've seen the entire the sequence by now, and if they haven't signed up already have just been putting it off for whatever reason, and need this final push over the edge. To get them to sign up.

What actions do I want them to do at the end of the copy?

I want them to click the free trial link and sign up.

What must they experience in the copy to get them from where they are now to taking the action?

In the copy they must experience the pain of continuing doing their meal planning themselves heightened and amplified to the max. See how successful the campaign has been and how many people are happy inside (blue balls them into signing up)

SL: 4h Left!

Hey << Test First Name >>!

You've got less than 4 hours to [grab your spot in our 2-week free trial of SDub Nutrition!](#)

Just a quick reminder of what's waiting for you inside:

- 1. Custom Made Meal Plans**

Our team of certified personal trainers & nutrition experts here at... will create your perfect plan for 2 weeks, whether you're bulking up, cutting down, chasing gold, or just aiming to be healthier!

- 2. Easy Shopping**

Each week, you'll receive your personalized shopping list for your favourite NZ supermarket linked to your plan. Whether you want to click and collect, deliver, or shop in store!

- 3. Customized Recipes**

Enjoy a variety of recipes matched to your cooking skill level and personal taste preferences.

- 4. Right For YOUR \$\$\$**

Save money with a meal plan that fits your exact weekly budget.

- 5. Time Optimization**

We'll plan meals for you that fit in with your schedule, so you can make the most of every moment while eating what's best for your goals.

6. **24/7 Support**

Our team is with you every step of the way, providing weekly check-ins to keep you on track and moving forward!

All of this completely free for the next 2 weeks.

So if you're tired of struggling with meal planning, so if you're tired of xyz.

Now is the time to act.

[Click here to claim your spot before time runs out.](#)

See you inside,

Shannon

Snap Fitness Glen Innes Manager