

**DM Message. Give a reason to send free value to prospect by making up a thanks story, “thank you” is the first they see when they open their inbox and makes them curious while giving some validation from the get-go**

Thank you, fitaddiction!

My brother has struggled for years to get a decent body!

That was until he found your Bulk Up Guide!

Now he loses fat at an INSANE rate and becomes more and more toned!

I have to thank you for helping him achieve his dream!

This is why I put together an email sequence in the same frame I used to help one of my clients get over 100 sales!

You can send it to your newsletter subscribers to build rapport and convince them to buy your guide!

I could send it to you as a free gift if you'd like.