

Avatar: Bodyweight athlete that practices calisthenics to achieve impressive strength skills.  
Product: Calisthenics course advertised in an email marketing campaign to make them visit the sales page.

Disrupt

Intrigue

CTA

Subject line: **The One Muscle You NEED For Planche - Not What You Think**

Hey [Name],

**If you can't seem to master the planche, then there's a critical muscle you're overlooking.**

**It's not in your arms and it's not even in your core.**

**Only experienced athletes like Scarlux know about it.**

**...And they're the ones showing off awesome moves on your feed.**

**So, if you're tired of training hard, yet you feel as weak as months ago,**

**[Click here to uncover the secret to planche and other insane skills.](#)**

Hoping to see you conquer TRUE strength,

[Guru's name]