

## SUBJECT: 3 Reasons Why You're Not Losing Weight

Hi {name},

I'm here to share some truths with you.

There are several fundamental factors that might be slowing down your weight loss journey, but I'll highlight the most fundamental ones:

1. **Calorie Intake:** Ever heard the phrase "You can never outrun a bad diet"? It holds truth. Weight loss is essentially a mathematical game (calories in - calories out = fat loss).
2. **Lack of Sleep:** A disrupted sleep pattern has been proven to impair weight loss and increase stress. And you know what stress leads to - binge eating. Ensure you get a solid 7-9 hours of sleep each night.
3. **Water Retention:** You've been hitting the gym, sticking to your diet, and hydrating well – great job! But if you're not seeing changes on the scale, it might be due to water retention. Our bodies hold onto water, similar to a camel. Give it a few more days, and those numbers should clear up (think of it like depositing a check into a bank; it takes time).

These are just a few of the basics. There are other more complicated factors that can influence your weight.

If you're interested in delving deeper into the mathematical game of weight loss, click the link below.

{INSERT LINK}

**IT IS TIME TO ACHIEVE GREATNESS!**