

My target audience: [Template for target audience](#)

DIC: This is more to mould their beliefs rather than sell anything

[Disrupt](#)

[Intrigue](#)

[Click](#)

SL: Why everyone is bigger than YOU

There is a reason your friends are stronger than you.

“Oh well yeah I don’t have good genetics and my metabolism is fast”

EXCUSES

You think fast metabolism actually makes gaining muscle hard?

Fitness is 97% work and eating is part of that work.

I don’t work with people who make excuses. Here’s your chance to own your results. ←—link to prospects video about Bulking diet

PAS: This is actually selling a product

[Pain/Desire](#)

[Amplify](#)

[Solution](#)

SL: Imagine what it would be like if you were big

Look at yourself in the mirror.

Add 5, 10, 15 kg of muscle to your frame,

as much as you **desire**.

How do you think you will look?

Will those hot chicks at the club look at you in a different way?

What about your friends? Will they respect you more? Even see you as their superior?

Can you even imagine the amount of respect the people around you will have? When they look at you and you look like some sort of **Spartan warrior**.

Do you want to look like a warrior?

Well...

Here is your chance... ←— link to product

HSO: This is another sales email

Hook

Story

Offer

SL: I stepped on and off the scale, it had to be wrong.

I was 15 skinny, lazy all I did was watch netflix and play video games like a nerd.

Gym was a thought far from even the slightest consideration.

I was weak, but I could not do anything about it. “My metabolism is too fast” and “I can’t gain muscle.”.

It was as simple as that.

Until one day on my 16th birthday I invited one of my friends Dani, who lives on the other side of the country; I had not seen him in ages.

So, the day came and Dani showed up, **RIPPED**, absolutely jacked...

I got scared, I thought I was looking at Zeus!?

He shakes my hand, I feel like he will lift me off the floor without even meaning to.

How did he get so strong???

He was only as strong as me, right???

What's the big secret???

I felt ashamed.

While I was sitting on the couch munching on my doritos,

He was probably out there, lifting weights TWICE my bodyweight.

Immediately after the party I went straight into research.

And...

I found it....

The secret to his physique. With this new information at hand I weighed myself and went to work.

After 3 months I stepped on and off the scale again, and again. I could NOT believe it.

I had gained 7 kg of pure muscle.

Discover the exact secret that made me go from 0 to hero ← prospects workout plan

To whoever is reviewing these, keep in mind these are not in order and if I was sending these out in a newsletter for example there would be more emails in between sales.