

**Copy Objective:** An email campaign designed to convert warm leads (who previously opted in for a free guide and how to swim freestyle better) into \$29/month membership by highlighting the importance of dryland exercises in boosting strength, improving swimming performance, and increasing speed in the water.

**Target Audience Research:**  TEMPLATE Market Research Template (TRW-Stylized) (1)

## Email #1

**Subject Line:** How To Avoid Swimmer's Shoulder Once And For All

### Body:

Hey Jack,

I'm about to share something I usually don't talk about on my socials...

Something so effective and powerful that I only share it with people **who are really serious about improving their swimming**.

This one tip alone has helped thousands of swimmers I've coached break their PBs over and over again, and today I'm sharing it with you...

Did you know that 80% of swimmers experience shoulder pain or injury at some point in their swimming journey?

But, what's causing it?

You might think it's a bad torso rotation or something to do with your strokes...

Actually, it's none of those, and let me explain you why...

The #1 reason swimmers end up with serious injuries that can hold them back—sometimes permanently—is a lack of something I like to call **pre-muscle mobility**.

It's not just about what you do in the pool, but what you do outside of the water that is what plays a massive role in how strong, flexible, and injury-free you'll swim.

I've had countless clients tell me they feel more powerful, more flexible, and just *better* in the water after doing something simple but game-changing...

Dryland exercises.

And I'm not the only one who believes this. Even *Michael Phelps* swears by it:

“It’s kind of the most important thing we do now. We used to not do a lot of dryland training, but now we do. It’s made a huge difference.”

Tomorrow, I’ll be sharing something that could transform your regular swimming.

But for now, I’ve also got something special for you...

The #3 most effective dryland exercises to help you maintain your pace, increase your power, and sustain your speed over longer distances.

 [How to Swim Faster - Top 3 Dryland Swimming Exercises](#)

Talk Soon  
Dan