

Context: This is a hard sales email pitching an online fitness coaching program for middle aged women - trying to get them to click to go over to the sales page.

Unfortunately, no one can solve your problems for you ...

All of the diets that leave you with cravings and little to no weight loss

The results you never see, despite all the workouts you've tried

And the thought that your most attractive years are behind you

Not a single person can fix those problems but YOU

And if you so choose,

You could feel like a runway model every time you left the house

With all the confidence you could possibly want

But, that's only if *you* take action

Because if you think that anyone else can make it happen for you ...

You might as well get ready for more Fad diets that *you know* won't work, more stress around every meal when you're choosing what to eat, and more time spent wishing you could have your figure back

As long as you're TRULY committed to making a change, you won't have to worry about any of those problems

CTA: You could just use a *highly personalized* program that's already gotten results for hundreds of women (Link to sales page)