

Write an email for an Online Personal Trainer trying to get people inside his 1:1 coaching program where he gives a training plan, meal plan, and 1 weekly call to those who enroll.

The avatar is an overweight man of age 35 who wants to get in shape for summer. He goes to the gym already but doesn't see the results, plus he has very bad nutrition habits in place.

Provide value and then find a way to send people to the sales page without being salesy.

SL: THE TRUTH ABOUT WEIGHT LOSS

PV: This is why you're not seeing results...

Hey, %FIRSTNAME%

Are you having trouble losing weight,

Even though you're consistently working your ass off in the gym?

Trust me, I've been there

And I know the frustration of watching summer creep closer

While your waistline seems to stand still.

But I hear you, man.

Would you like to know how I lost 20 lbs in 3 months

Only by following a simple training plan?

Let me explain.

(Before transformation photo)

Yep, that was me a year ago, 187 lbs.

I was just another chubby guy hiding his fat-ass under baggy clothes.

I struggled with motivation, consistency and fear of being the butt of the joke.

(After transformation photo)

After only 3 months of hard work and dedication

I managed to lose 20 lbs of fat.

Now you must be thinking:

“But how man, I’ve been working my ass off in the gym longer than that and I saw barely any results.”

It’s because you’ve been lied to.

Forget those myths about excessive amounts of cardio and starving yourself.

Anyone who doesn’t know anything about weight loss

Would tell you that is necessary.

Listen, %FIRSTNAME%

All you have to do in order to get in shape

Is follow a training and meal plan made strictly for you.

(Clients’ transformation photos)

These folks came to me with only one goal in mind,

To rock their summer bods.

And hell yeah, they’ve done it, all thanks to my 1:1 Coaching Program.

In. Just. 3. Months.

So, here’s the deal:

I’d handpick exercises and whip up meal plans

For every single individual differently.

One fits all solution doesn’t exist here.

It’s all about YOU.

I don’t want to see you struggle like I did.

Trust me,

Getting in shape will make you feel like a million dollars.

Or you can just stay the way you are - fat.

Maybe next summer, you’ll decide to take action.

On the other hand,

If you're interested in what you've just read

And want to lose weight,

Click here to secure your spot in my Proven 1:1 Coaching Program

Hurry though, space is limited

And I won't keep the doors open for long.

You've got this,

Meda.

P.S. Did I mention that everyone who enrolls in the next 24 hours gets a free weekly call with me, in addition to regular check-ins and a meal plan?