

Email Sequence

Email 1: Pain/Problem

Subject Line:

“The Hidden Reason Busy Pros Struggle to Stay Fit.”

Header:

“The Trap Nobody Talks About”

Body:

Picture this: It's 8:47pm. You're just getting home. Laptop still buzzing. Kids want your attention. You still haven't eaten. The gym? Forget it.

Here's the lie: Most fitness programs are built for people with spare time.

Hours in the gym. Complicated meal prep. Endless willpower.

But you don't have spare time. And you don't need it.

Because there's a way to get fit in 20 minutes a day. No gym. No calorie spreadsheets. No giving up your evenings.

It's been done. And it works.

CTA: [Show Me How →]

Email 2: Story/Transformation

Subject Line:

“60-Hour Workweeks. 15 lbs Gone.”

Header:

“John’s Quiet Reset”

Body:

John’s a 42-year-old exec. His calendar looked like a warzone. Meetings. Flights. Deadlines.

He felt it:

- Shirts getting tighter.
- Energy at zero by 3pm.
- Avoiding mirrors.

Then came a switch. 20 minutes a day. A reset built for his kind of life.

6 weeks later:

- 15 lbs gone.
- Energy up.
- Confidence back.

And here’s the kicker: he did it without a gym membership, without a diet plan taped to his fridge.

If John can carve out 20 minutes, so can you.

CTA: [See John’s Routine →]

Email 3: Solution/Offer

Subject Line:

“The Reset for People Who Don’t Have Time”

Header:

“Your 6-Week Busy Pro Body Reset”

Body:

This isn’t fitness as usual.

It’s fitness rebuilt for professionals who:

- Hate the gym commute.
- Won’t track macros.
- Need energy that lasts.

Here’s what’s inside:

- ✓ 20-minute at-home workouts.
- ✓ Simple nutrition plan (no counting).
- ✓ Coaching so you don’t fall off.

In 6 weeks: lighter, sharper, more confident—without sacrificing career or family.

The price? \$497 flat.

No contracts. No gimmicks.

CTA: [Start Your Reset →]

Email 4: Urgency/Scarcity

Subject Line:

“Closes Tonight. Or Wait Months.”

Header:

“Your Last Window”

Body:

Midnight. That’s it.

After tonight, enrollment for the 6-Week Busy Pro Body Reset closes.

And the next round? Not for months.

Imagine this: 6 weeks from now—

- Down 10–15 lbs.
- Walking into the office with energy.
- Feeling at home in your clothes again.

Or... imagine being in the same spot you are today.

This isn’t just a program. It’s a reset. And the window shuts tonight.

CTA: [Claim Your Spot Now →]