

NOTE:

I created this sales email sequence independently, without any commission.

[Email #1: Problem Identification](#)

[Email #2: Success Story: Overcoming the Challenge](#)

[Email #3: Providing Solutions](#)

[Email #4: Introducing the Program](#)

[Email #5: Urgency & Social Proof](#)

## Email #1: Problem Identification

### **SUBJECT LINE:**

**Do you want to get trimmed, [First name]?**

[First Name],

Have you noticed how our bodies accumulate more fat as we age?

This is not only true for people who have always had a higher fat percentage.

Even those who used to be thin experience this as they enter adulthood.

Which reminds me of my friend, Marco.

Back in middle school, he was super skinny.

He would eat anything without a second thought. Pizza, pasta, dessert. You name it. He would eat loads of anything and yet his shape stayed the same.

In our mid 20s, though, he started to pack on more body fat.

But not only that, he noticed that as his body composition changes, he gets tired more easily.

And to make things even worse, his cognitive abilities were also affected.

His mental sharpness and focus weren't as effortless as they used to be.

Tasks that once felt straightforward now required a bit more effort.

### **Can you relate?**

Have you gained some extra body fat over the years? If so, do you feel **more tired** and find it a bit **harder to think** as a result?

Now, here's a more important question for you.

### **Do you want to get trimmed?**

Let me know by replying to this email. I would love to know your response.

-Chris

P.S. There's something else I want you to know about my friend Marco. I'll tell you in my email tomorrow.

# Email #2: Success Story: Overcoming the Challenge

## **SUBJECT LINE:**

**If he could do it, so can you!**

[First Name],

I'm stunned! I received tons of replies from you guys yesterday.

Looks like many of you can relate to Marco's situation.

Except for a handful who managed to stay slim, the majority said their body composition changed over the years.

Let's take a look at some of your responses:

*"Absolutely, Chris! I used to be so slim in my twenties. But now, in my thirties, burning fat seems challenging. **It's like my metabolism took a vacation.**"*

-Tricia P.

*"Spot on, Chris! I thought I was the only one feeling this way. The **extra weight** came with a whole **new level of tiredness** I never experienced before."*

-George L.

*"It's crazy how much things change. I used to eat whatever I wanted. But now, it's like my body has a mind of its own. Definitely more **challenging to stay energized and focused.**"*

-Jenny R.

Now, on the question of whether you guys want to get trimmed, I can only hear one thing. That it's difficult to do.

Check these out:

*"I'd love to shed a few pounds, Chris! But between back-to-back meetings, deadlines, and family commitments, **finding time for dedicated workouts is tough.**"*

-Alex M.

*"Chris, I do want to get trimmed, but it feels like a constant battle. The **demands of running a business and managing a family** make it challenging to focus on myself."*

-Emily P.

*"I'm aware that I need to change my diet. But **fast food and snacks at odd hours** seem to be my only options **given my crazy work hours.**"*

-Jordan C.

I hear you, guys. Loud and clear.

There's always a meeting to attend, a deadline to meet, a commitment to honor. It seems like finding time for yourself becomes a constant challenge.

But you know what?

**It's possible.**

No, let me rephrase that.

Actually, **it's already been done.**

Remember Marco, my friend who used to be skinny but put on extra pounds later on?

Well, his story did not end there.

A few years back, during a batch reunion, Marco and I caught up.

He asked if I could **help him get trimmed** because it's already been **affecting his daily life**.

I told him sure. And then we worked on it after the reunion.

And guess what. Within a few weeks, Marco was able to **see some results**.

He wasn't trim yet. But he was able to tip the scale a bit.

He noticed some changes in how his clothes fit. And what's more important, he felt his **energy levels had improved** a little.

Now, these changes could be small, number-wise. But they had given him hope. Hope and the drive to continue.

Six months in and it has become noticeable that Marco's body was trimmer.

**In less than a year**, Marco not only shed excess fat but his muscles became more defined.

And he noticed a **significant boost in energy levels**. Marco found himself tackling daily tasks with newfound vigor.

He also became **efficient at work**, thanks to his remarkable improvement in **mental clarity and focus**.

I'm sure you're dying to find out what Marco did to achieve these results.

I'll let you know in my email tomorrow.

-Chris

## Email #3: Providing Solutions

### **SUBJECT LINE:**

### **Why burning body fat seems challenging for many**

[First Name],

When I asked you guys earlier if you want to get trimmed, everyone answered “Yes!” But, you also said that it’s difficult to achieve.

Many of you said you don't have enough time to exercise. And there's always something more important to do. Either for work or family.

Another problem is unhealthy eating habits. A lot of you grab quick and convenient food. Because, again, who has time to prepare nutritious meals?

Couple this with the demands of daily life, which often leads to stress-eating.

Lastly, some of you said it’s impossible to shed the extra pounds because our metabolism slows down as we age.

I agree that the life of an entrepreneur is demanding.

It’s easy to put our health and fitness on the back burner when lots of things need your attention.

It’s also true that our metabolism slows down as we get older.

But having said that, it doesn’t mean it’s impossible to get trimmed.

If my friend Marco was able to do it, so can you!

And I’m here to help you. I’ll give you strategies that helped Marco achieve his dream body in less than a year.

Are you ready?

Alright, let's address the hurdles one by one.

### ***Working out amidst a busy schedule***

First, you said that you can't find the time to exercise.

But what's happening is you feel overwhelmed. Because you think you have to exercise for hours every day to drop the extra pounds.

Maybe some of you gave exercising a try. I'm guessing some even paid for a whole year of gym membership!

You tried waking up early or exercising after work every day. But soon you realized it's not sustainable.

But you know what? **You don't need to live in the gym to get trimmed!**

In fact, over-exerting yourself is counterproductive. Our body needs time to rest and recover from workout sessions.

So instead of beating yourself up everyday, do **30 minutes of quality exercise a few times a week.**

Here's a free workout video for you, which includes the essential types of exercises for an entire week. It also has tips on how to create a weekly exercise plan.

[INSERT VIDEO]

### **Eating right and mitigating metabolism decline**

The other reason you mentioned is unhealthy eating habits.

When you're busy, it's easy to order fast food. Especially now that all it takes is a few taps on our mobile phone.

To help Marco eat healthier, I made **meal plans** for weight loss with **easy recipes** and **simple ingredients**.

Also, he made these foods in batches on weekends and stored them in the fridge. He just reheated them in a microwave when needed.

[Here's a link to some of the meal plans you can try.](#)

But aside from meal planning, another important area we had to work on is Marco's **sleep hygiene**.

We tried to address two things: **metabolism** and **stress eating**.

According to a [study published in the International Journal of Endocrinology](#), "**Sleep disturbance**, which negatively impacts hormonal rhythms and metabolism, is...associated with **obesity**...and **appetite dysregulation**."

Related to this, an article by the [Sleep Foundation](#) said that **lack of sleep** boosts ghrelin and reduces leptin, causing more hunger. Additionally, insufficient sleep enhances brain activity in areas linked to **viewing food as a reward**, making overeating more likely.

Below are some techniques that Marco used, which you can also try to **improve your sleeping habits**.

- Create a **regular sleep schedule**. Go to bed and wake up at the same time every day, even on weekends.
- Ensure your **sleep environment is conducive to rest**. Keep the bedroom dark, quiet, and cool.
- **Limit screen time** before bed. Blue light from devices can disturb sleep hormone production.
- Have a **calming bedtime routine** to tell your body it's time to relax. This might include gentle stretches or relaxation exercises.
- **Avoid working on your bed**. If you can, have a separate work area outside your room. Your bedroom should be a place only for rest.



By the way, these are just some of the strategies that Marco used. I have a program that includes everything that helped Marco—and thousands of other busy entrepreneurs—sculpt their body, gain more energy, and perform better at work and daily life.

This program is called [\*\*Trim and Thrive\*\*](#).

I'll give you more details about this in my next email. But if you want to check it out now, [click on this link](#).

-Chris

## Email #4: Introducing the Program

### **SUBJECT LINE:**

### **Unlock peak productivity with Trim and Thrive!**

[First Name],

Ten years ago, I was at a party with some friends who are entrepreneurs themselves.

We're marveling at how we were able to build businesses from scratch...

...sharing stories of the early struggles and sacrifices we made.

One friend lived off a friend's couch, volunteering to clean the place because she couldn't afford rent.

Another worked at a coffee shop in the morning and stayed up late at night, coding the backbone of his tech startup.

"We've come a long way," I said.

And then one joked about how their weight has come a long way as well.

Sarah has gained 20 lbs. Mike said he's up by 15 lbs. And Tim, the tech startup founder, mentioned he's carrying an extra 25 lbs.

A friendly debate ensued. Tim argues that being overweight is inevitable for entrepreneurs.

Sarah, sipping on her drink, countered, "Chris isn't overweight."

Tim countered back, "But he never gained weight. He has always been slim even before he was into health and fitness. Must be the genes."

I was listening intently. Is Tim correct? Are entrepreneurs bound to be overweight unless they're blessed with favorable genes?

My mind turned to the entrepreneurs who were overweight but managed to get trimmed while building their business.

Nah... **Having a successful business doesn't have to equate with being overweight.** Even if they've gained extra pounds, they can lose them despite demanding lifestyles.

I need to find out how.

The very next day, **I started my research.** I began by studying the intersection of entrepreneurship, health, and lifestyle. I looked into the experiences of entrepreneurs who had managed their well-being.

I delved into the latest research on weight loss, comparing diverse approaches. This ranged from extensive workout regimens to shorter, high-intensity sessions.

I also examined dietary philosophies, from near-starvation diets to embracing balanced, whole-food approaches.

While doing my research, I learned something crucial. Many individuals who want to get trimmed crave immediate results. So they gravitate towards extreme practices.

Either they start something drastic then give up because it isn't sustainable...

...or they don't start at all thinking they don't have the time and capacity to do so.

But the magic lies in what appears to be insignificant practices. They just need to do them consistently to have a positive effect on their health and body composition.

You don't need to undertake drastic measures. You only have to adopt **simple, sustainable practices.**

You don't have to sacrifice all your time and energy. You only need to make small, consistent changes.

After extensive research and collaboration with experts, I've developed a healthy approach for burning fat, increasing energy, and enhancing cognitive function.

## The fitness program you've been waiting for

If you're looking for a transformative fitness journey, you're in the right place.

Today, I'm opening the doors to my annual program called [Trim and Thrive](#): The no-nonsense fitness and lifestyle program that is designed for **busy entrepreneurs** aiming to **sculpt their body** and **supercharge** their **productivity** and **well-being**.

Through this program, you'll be able to:

- **attain a trim body** without sacrificing your favorite foods
- reach your fitness objectives with **short weekly workouts**, allowing you to have **enough time** for both your **business** and **personal life**
- enhance your sleep quality and better handle stress, which will help you **improve your eating habits**

[Trim and Thrive](#) is my most awaited program. **It opens only once a year.** And now you have the chance to achieve a slender body, boost your energy, and elevate your performance.

But enrollment is open only for a few days. So enroll now before you miss your chance.

[SIGN UP TO TRIM AND THRIVE NOW](#)

-Chris

# Email #5: Urgency & Social Proof

## **SUBJECT LINE:**

### **Trim and Thrive is closing tonight**

Hey, [First Name]!

What if you woke up each morning feeling refreshed, energized, and ready to conquer your day? You have a **fit body, endless energy**, and a **sharp mind**.

How would that affect your work, relationships, and personal life?

You could walk into your morning meetings with confidence. You radiate vitality and leave a lasting impression on everyone you meet. Your magnetic energy attracts potential clients and collaborators.

Imagine the **boost in productivity** as your newfound energy propels you through tasks.

No more midday slumps.

No more relying on caffeine to stay focused.

Instead, you find yourself diving into projects with excitement. You finish tasks early with enhanced mental clarity.

After a day's work, you have time and energy to spare for your personal life. Whether it's playing an instrument or diving into a good book, you can fully indulge in your passions.

No longer tied to fatigue, you chat with your loved ones about their day when you get home. Afterwards, you enjoy a wholesome family meal.

### **Wouldn't you enjoy a day like this?**

Well, that's exactly the kind of day our students always have.

One of them is Lily, founder of an e-commerce startup. Focused on scaling her business, Lily neglected her health.

She gained extra body fat over time due to fast food choices and insufficient exercise. This, in turn, affected her energy. She couldn't do anything else aside from work.

Now Lily goes out with friends whenever she wants and has taken up photography as a hobby.

"Before Trim and Thrive, exhaustion ruled my life. I'd head straight to bed after leaving the office, and my social life was non-existent. Since joining the program, I've **regained energy** and **found time** for activities and people I love. Thank you, Trim and Thrive!"

-Lily N., Founder and CEO, InnovateWares

Then let's take a look at Jack who used to struggle with low energy and lack of mental clarity. Trim and Thrive empowered him to take on more challenging projects.

"Enrolling in Trim and Thrive was the best decision I made for my health. Since starting, **I've gained a new level of confidence** that extends into my business endeavors. I'm more resilient, focused, and **ready to tackle whatever comes my way.**"

-Jack M., Founder, Pulse Media

Trim and Thrive closes at midnight.

[SIGN UP NOW](#)

Trim and Thrive empowers you to reshape not only your body but your entire lifestyle.

With this program, you can **tone your body, boost your energy, and sharpen your mind.**

The transformation is not only physical...

...it's a holistic approach to well-being, productivity, and life balance.

## Here's what you'll get when you sign up:

- **15 x Customized Workout Plans:** Tailored to diverse fitness levels, preferences, and goals, each plan is accompanied by instructional video sessions.
- **20 x Mindfulness Video Recordings:** Featuring guided practices to enhance focus, reduce stress, and promote mental clarity.
- **Comprehensive Meal Plans:** Includes the exclusive Trim and Thrive Recipe Book to simplify healthy eating.
- **Sleep Hygiene Guide and Sleep Soundtracks:** Ensure better rest for enhanced overall well-being.
- **6 x Live Q&A Sessions:** Engage with experts to get personalized guidance.
- **Access to the Trim and Thrive App:** Conveniently track workouts and diet for seamless integration into your routine.
- **Lifetime Access:** Enjoy unlimited access to all workout videos and program resources.

So, will you join Trim and Thrive to **reclaim your vitality, reshape your body, and revitalize your life?**

Or, will you let another year pass without making the changes needed to live the life you deserve?

The choice is yours.

This program is closing tonight. [Join Trim and Thrive now.](#)

-Chris

P.S. Trim and Thrive comes with a 90-day **money-back guarantee**.

If you're not seeing the results you expected, we've got you covered. Simply contact our support team for a full refund.

Your journey to a healthier, more energetic you is our top priority.

[Sign up now.](#)