**[Email Series for Crossfit Circle – 6 Week   
Home Fitness Course]**

**Subject Line Suggestions:**

* Welcome… You’re in 😊
* [name], let’s get to know each other…
* two people talking to you
* name, help us out?

**Copy:**

Guess who showed up…

Hey… It’s Fab and Anna!

(Before we say hello and introduce ourselves – we need to tell you something…)

After Anna and I fought over who gets to write these emails – she’s stubborn and hard to convince – at least for me…

…We’ve deiceded that we will be co-authoring these emails so that you get the best of us.

Now, to the fun part!

We wanted to take a second and welcome you to the club – It’s going to be funnnn!!

Signing up to become a part of this list is one of the best decisions you’ve made pertaining to becoming ripped, or at least fit…

And we promise we would enlighten you with all the relevant information that you need to live the best lifestyle and start your journey towards a fitter, leaner body…

*But before we start bombarding you with calories, workouts and KNOWLEDGE…*

Let us introduce ourselves:

We’re CrossFit coaches who have built their lives around it.

…Anna is the second fittest woman in Ireland in her age category (based on the CrossFit Open competition 40-45y), a trainer, nutrition advisor and CrossFit gym co-owner…

And Fab is an athlete, a trainer and a CrossFit coach who is mad serious about what he does!

That’s great…

“*But what do I get as a subscriber?”*

Good question!

Being a subscriber…

✔ You’d get the latest updates on our guest speakers who will be guiding you on different things  
✔ Insightful information on the right nutrition and workouts  
✔ Since you’ve shown trust in us, you’d be among the first ones to get the information directly to your inbox about any programs we create

Excited to get started?

Well. You need to wait a bit…

Till then…

Take care.

**P.S.** If you want all the healthy tips straight to your inbox, you need to \****prioritize\**** all the emails…

**P.P.S.** Take two seconds and join the **[Enter company name or Website URL Here]** Facebook page, as this will be our primary method of communication outside of email updates and again you won’t want to miss on important deals:

Facebook: **[Link to Company Facebook Page]**

Twitter: **[Link to Company Twitter Page]**

**[Email # 2]**

**Subject line:**

* eat this…
* When will it stop?

**Body Copy:**

Understandably, this pandemic has been “the *real pain in the a\*\*”* for a while now…

…Because of the damage it has been causing… *Physically, mentally and emotionally.*

Everyone is worrisome and getting fat while sitting on their couches…

Wow! One more thing to worry about…

But, you know what?

You can start your journey towards better tomorrow by eating right…

We know it’s tough to control yourself from eating that last slice of pizza but, you’ve got to pull it together…

So, to help you get through this, we’ve bought on an amazing nutrition coach – Michelle Glancy— onboard.

She’ll leverage her extensive experiences (she’s watched and worked on nutrition closely in many countries)…

And here’s what she will talk about:

1. Foundations of nutrition: micronutrients and fibre
2. Hydration
3. Relationship with food and restrictive dieting
4. Habit based nutrition
5. Pre and post workout nutrition
6. The role, importance and source of protein, fats, and carbs

That’s why it’s a golden opportunity for those who want to start eating right!

Let’s do it together,

**P.S.** She’s also a CrossFit coach which makes her advice GOLD!

**P. P.S.** You know what? Being sound of body is important…but that’s not the only thing. The fact is that...............

***To know the fact, w*atch out for the next email… It will blow your mind.**

**[Email # 3]**

**Subject line:**

* Is physical well-being everything? (Do you think so?)
* Mind or body? This will help…

**Body copy:**

Working out and eating the right diet matters a lot…

But that has most of its impact on the surface.

What you also need to care about is what’s happening on the inside…

Luckily, as trainers, we acknowledge the importance of both mental and physical well-being…

….and that’s why, we are going to introduce you to our next guest speaker.

Jennifer from the Well Being Warrior is a life coach who looks at things from a Neuroscience perspective…

She offers help by being mindful about your body language, your tone of voice, your choice of language and energy you bring to the space.

Today, she will be talking about the importance of mental well-being and how everything ties together.

How will her session help?

You see transitioning from a sedentary lifestyle to an active one can be tough…

This is where Jennifer steps to offer insights about her techniques that allow you to make that transition smoother.

you’ve got it in you to grow if you want, to create new habits and grow your life into a beautiful garden.

So, don’t miss out on this event and join us on [TIME AND DATE/LINK]

Above and beyond,

**[Email 4]**

**Subject line:**

* The big ‘ol failure… Did you do this?
* You’d waste time… If…

**Body copy:**

Don’t…

*Don’t…*

*Don’t!!!*

***Don’t*** make these mistakes that would cripple you, waste your time, and maybe prove detrimental to your health...

We know, we have seen a LOT of…

…people lamenting over the poor decisions they have made, which is now robbing them from their physical goals and life – as we speak...

So, protect yourself from facing such circumstances…

…Here are the top 3 mistakes that could steal your smile and make you go in circles with the way your body is shaped…

**[Fill the below spaces with what you think are the biggest mistakes people should avoid at all cost—based on your experience]**

1. Never workout without being guided. This is what most people get wrong. They head towards a gym and start lifting weights – thinking they are doing themselves a favor. Where instead, they are damaging their body and getting nowhere.

2. Don’t choose the shortcuts. No magic pill will melt your fat away and make you look ripped. You need to control that with exercise and diet.

3. You don’t have to lift weights in order to become ripped. Instead, all you need is the right training that guides you on your path to fitness.

These are just the Top 3 mistakes of many mistakes you couldn’t afford to commit while heading out on your fitness journey…

***The Real question is how do you avoid these and other mistakes?***

By working with professionals like us…

We’ve helped my clients get in shape, cut back on fat, become fitter than many 20-year-olds, and a lot of crucial aspects.

In short, we’ll help you avoid all mistakes that otherwise could cost you an arm and a leg and send you in a dark place—where getting back is the toughest.

So, if you want me to help you make a best decision, then you owe it to yourself to wait for our next email…

Thank you,

**[EMAIL 5]**

**Subject line:**

* The ‘oh, got no time’ dilemma
* Did the excuses bug bite you?

**Body copy:**

Excuses…excuses…and excuses…

Yes! They are for real…That’s why you tell yourself and keep ignoring your physical well-being.

The biggest lie that’s stopping you from getting up from that sofa and becoming a better version of yourself is this:

*“I have a lot on my plate and taking care of myself by going to the gym isn’t something I can do…”*

Sound familiar? If you’ve been thinking about anyone of the above, then you’re tricking yourself by telling yourself that as we speak…

What if we told you that we have a system that would help you overcome all of these predicaments and get you in shape without you:

* Ever having to leave your home
* Ever having to step into a gym
* Every having to buy expensive equipment
* Ever messing up your routine and sleep
* Ever having to miss out of the good old family time

And the best part?

For this to work…the biggest weight you would have to lift would be taking yourself from the couch to an open space at your home!!

So, in the CrossFit Circle, you’re going to get past all of that while feeling good like never before…

PS. Wait for our next email…it has everything included for you!

**Email 6:**

**Subject line:**

* Step up with us…
* Big news inside…
* This could be your answer, {name}

**Body copy:**

*Big news for you!*

We’re going all out on the promises we’ve been making to you…

From offering tips to imparting you with the right knowledge about mental health and nutrition, we’ve been on our toes with things…

And guess what?

We’ve decided to step even further than this and offer you a program that would mean all the difference…

We call it the CrossFit Circle and it’s going to change you from the inside out…

And the best part? You would never have to buy any experience equipment, go to the gym, or sacrifice on your personal time.

Here’s how the CrossFit Circle will help:

* It will give you a regime that you can follow and fit into your lifestyle
* This program will teach you simple exercises that you can practice anytime of the day
* Help you work on your core and build explosive strength that makes you feel stronger than ever
* It will help you cut back on the extra weight and allow you to become slimmer than ever
* Will help you track your progress and see the results for yourself

And a lot more…

…So, follow this link if you want to know more about what we have to offer…

Isn't it exciting?

Thank you,

**P.S.** *You need to hasten and get back to us before we shut down the registrations…*

**[Email # 7]**

**Subject line:**

* Are we the real deal?
* Are you feeling this? {name} 🔥

**Body copy:**

You owe it to yourself to check out whether we’ve actually helped people transform and turn a new leaf using the CrossFit circle…

We understand your concern…it’s fair and pragmatic!

Because picking the right program is as important as thinking about improving oneself, in the first place…

It’s an important decision that could either waste your time or hook you up with a community that you absolutely dig.

*So, getting to know the credibility of who you listen to is a \*****MUST****\*.*

This Is where we step in.

Over the past [number] years – we’ve have helped 100s *(if not more)* of motivated individuals transform into better versions of themselves…

Don’t take our word for it…

Read what our clients say about us, **[If you have a video testimonial, you can place a link to them]**

[INSERT TESTIMONIAL-1]

[INSERT TESTIMONIAL-2]

[INSERT TESTIMONIAL-3]

So yes! We know you must have found the excitement exhibited from their tone…

These are just a few testimonials out of many testimonials we have from our satisfied clients.

Like we did for our clients, we can also help you change yourself for the better and get back in shape within no time…

So, what are you waiting for?

*If you’ve any concerns or anything that is bugging you… You can reach out to us via email…*

We’ll try my best to answer your concerns…

Thank you,

**P.S.**  If you’re sending us an email, please resend us in case we don’t get back to you in 24 hours.

**[Email # 8]**

**Subject line:**

* Want to see what’s inside?
* Psstt…let us in you on it…

**Body copy:**

So, you’ve been checking out the CrossFit circle but haven’t pulled the trigger yet!

Don’t worry…

We can show it to you…

Once you become a member of this program, you get the following:

✔ 6 weeks of home workouts  
✔3 x 30 min workout videos per week   
✔Progress tracker

Oh, and that’s not it…

We go beyond that and offer bonuses to you…

**Bonuses include:**

✔Private Facebook community group (Value: €1200)  
✔1 x live per week with a health expert (nutrition, physio, yoga etc) (Value: €977)  
✔Full support from Anna & Fab (Priceless)

Now that you’ve seen the barebones of this program, consider giving it a shot…

Here, follow the link to learn more…

**[Email # 9]**

**Subject line:**

* We are surprised…
* Seriously?

**Body copy:**

We’re surprised that you haven’t taken us up on our offer…

This 6-week training program could be the one that drastically turns your life around and helps you become a better version of yourself…

***Get inside CrossFit Circle***

Remember, not only will it help you lose weight, but it will also get you the much fitness that you need – all of that without leaving your home…

**Do it now, before the seats are filled…**

Hope to see you inside!

P.S. ***Let us disclose the pricing of training…***

We thought to charge around €7,97 for this circle, as we will dispense our years of wisdom and knowledge… And help you become more fitter than ever.

But the goal is big, we wanted to help as many people as we can. That’s why, we’ve reduced the rates to the bare minimum…

Providing that, you need to invest $297 to get inside my CrossFit Circle where I will share with you the short 30-minute workouts that will transform your life…