

Welcome Emails - Weight Loss Coach & Program

Email 1 - Offer something for free and introduce 1:1

Hi [subscriber name]!

Weight loss gimmicks are everywhere these days, right? You might even have fallen for one or two of them. They can sound super convincing and I got sucked into a few myself back in the day. Before I knew what I know now!

But I still really struggled with losing those extra pounds. It's never as easy as they claim, right?

Then I trained as a dietitian, I learned the real secret of weight loss - nourishing your body. This is what lets you lose weight and keep it off, without being sucked in by those "quick fix" weight loss gimmicks or telling yourself you'll NEVER eat your fave foods again because you'll put on 5 pounds if you even look at them.

I'm going to share my secrets with you. I'll teach you to lose weight naturally and not pile it all back on again. I've helped women just like you to stop dieting and make that weight loss stick and I'm so excited to do the same for you.

Keep an eye on your inbox over the next few days. I'll be back with more details that you don't want to miss!

Don't forget to join our Facebook group here. There's lots of support and some juicy tips to help your weight loss journey. See you there!

Email 2 - Client story

Hi [subscriber name]!

Let me introduce you to Carly - an incredible client of mine. She gained 20 pounds after having her baby and it *completely* zapped her confidence. Instead of enjoying this new beautiful new chapter in her life, she was miserable and hated her body.

But after working through my program, things are very different. Carly has lost an amazing 21 pounds and now she's back in the clothes she'd hidden at the back of the wardrobe. She feels fantastic - just like she did before. And it's stayed off too.

Carly's story isn't a one-off. My program is full of women who have healed their relationship with food and their bodies. I want you to do the same!

I'm going to be in your corner, supporting you to make changes that keep the weight off for food.

My program is the game-changer that will transform how you feel about your body.

Book your spot today - your new mindset is ready and waiting!

See you soon!

Email 3 - Ramp up the sell

Hey [subscriber name]!

How is your weight loss journey going?

If you're finding it harder than you thought, my new program could be just what you need. It's starting in 5 days and it's already filling up fast with women who want to fix their relationship with food and their bodies.

I created the program after a client told me about her weight loss struggles. She couldn't understand why she wasn't making progress. After all, she was exercising regularly, eating a ton of protein, and

keeping her portion sizes healthy at mealtimes. Yet she was still tired, bloated and craving sugar all the time.

She was doing everything “right” - or so she thought. But here’s the thing. She was also loading up on processed foods. It’s why she was never satisfied, no matter how much she ate. It’s why she was eating more than she realised. And a lot of that protein was from processed snacks that also contained lots of sugar.

Just like you, Carly is a busy mum. She needed a program that could easily fit into her hectic schedule. One that doesn’t involve diets or restriction. And one that features real food that nourishes the body.

She LOVED the program and the results. She’s lost the 20 pounds she gained after having her baby and never put it back on.

Are you ready to say goodbye to those stubborn pounds that you’ve never been able to shift?

Say a massive YES to your new body here.

I can’t wait to help you get healthier and fitter. Come and join me!

Email 4 - Sell & Early Bird Offer

Hi [subscriber name]!

When was the last time you went on a diet? Maybe you wanted to drop a few pounds before you went on holiday or to lose the weight you put on over Christmas and New Year?

How did it work for you? I’m guessing you didn’t get the results you were after or you just couldn’t stick to it for very long, right?

You’ll definitely be interested in my new program! There are no diet plans in sight. You don’t need to restrict any foods. If anything, you’ll be eating more food than you did before and you’ll STILL be losing weight!

It's why the women in my Facebook group are desperate to sign up. They're jumping on the early bird discounts so they can be sure to grab their spot.

Join us by midnight on Sunday and you'll get the discount too.

Sick of constant cravings? Bored of bingeing at night because you hardly ate anything all day? Tired of boring meals that are totally uninspiring?

With this program, you'll be eating delicious, nutritious food that keeps you feeling full and never leaves you feeling deprived. My client, Carly, has even dug her skinny jeans out of the wardrobe - the ones she *never* thought she'd fit into again!

This can be your reality too. I'll give you all of the tools you need to make it happen. And I'll be offering support in the Facebook group and by email.

Grab your spot by midnight on Sunday to get the early bird price and let's get you on your way to a healthy, fitter you!

Email 5 - Hard Sell With Time Bonus

Hey [subscriber name]!

The early bird bonus for the program runs out on midnight at Sunday.

[Name], I really want you to join us. This is the perfect time to put your health first and quit the dieting-bingeing cycle.

I want you to feel happy when you look at yourself in the mirror.

My amazing client, Carly, transformed her life with this program. She feels healthier, fitter and happier - all because she changed her relationship with food and stopped dieting.

Ready to results like this AND secure your early bird discount?

Grab your spot to join the incredible women who have already signed up to do the same!

Here's what you'll get:

- How to ditch the habits that are keeping you stuck and reduce inflammation in the gut. Both of these are super important for making weight loss easier.
- Delicious, simple recipes that supercharge your weight loss. No more agonizing over what to eat for breakfast, lunch, dinner and snacks.
- Templates for a food journal so you can spot the patterns between your food and your mood/wellbeing.
- Facebook and email support - You're never alone on your weight loss journey. I'll check in with you regularly to keep you motivated and address any issues you may be having. And you can email anytime with your questions - I'm always ready to step up and help.

Get in on it today and join the amazing women who have already taken the first step to becoming healthier and happier. It's going to be awesome!