

'Plug & Play' Welcome Email Sequence

Email #3: Inception

[Our goal here is to change what they commonly believe about the problem your solution solves. Whether the entire market believes this problem, it doesn't matter because we will be re-framing their thoughts into slightly shifting what they think to be true... with a single twist in persuasive words.]

Subject line: What 94.8% of people get so wrong about [problem]

[Tell your reader how most people view the world, specifically the problem they're dealing with]

Most people think eating "fat" will make you fat.

It makes sense right?

Since the word fat is involved. We don't like fat.

Did you know The American Health Association had a ginormous campaign back in the 60s, against eating fat?

How fat was gonna kill us all.

Of course we believe them. They are a big "Association" so it must be true. They're scientists right?

Now, as a result, we live on carbohydrates.

[Tell them there is a different way/mindset/path. Tell them the real reason they're fat (TRUTH)]

What if they had it wrong all along?

What if that was just a ploy to push us to buy genetically modified products?

Well, it seems after 15 years studying and experimenting in this field... This may be true.

It seems that fat is not the reason we are all overweight.

It's something totally different.

It has to do with being a "Sugar Scorcher".

A Sugar Scorcher is someone who's main source of energy is sugar.

Which comes from the foods we've been shoveling in our mouths since the AHA campaign.

EX: pizza, bread, pasta, rice.

Carbohydrates turn into sugar after they break down.

That sugar turns into fat within our body.

After decades of eating nothing but sugar in the form of carbs... our bodies use that sugar as the main source of energy.

[Explain the different way/mindset/path. Explain this "new truth"]

But what if we changed the narrative?

What if we tricked our body to believe in a different energy source?

What if we turn into fat scorchers instead?

[Tell them why it's better or more effective]

Eating more fat will let your body know there's a new energy source in town.

As a result, you'd burn more fat as energy.

So wouldn't it be smarter to eat more fat, so our bodies use our fat as fuel instead of sugar?

After years of studies, trial and error... the results speak for themselves.

Like flipping a switch.

Because our bodies have more than enough fat after decades of this wonderful american diet.

[Tell them that your full program covers this new process in depth]

This is what I've been focusing my work on for the past 3 years.

if you want to go deeper into this process.

Specifically how you can eat more fat and lose weight...

...I have a few resources to help do just that. So easy a 7 year old can follow and put to use.

[Call to action]

Click here for more information.

And you'll be on your way to becoming a "Fat Scorcher" in no time!

See you on the inside,

YOUR NAME

Check out what our clients are saying:

listminers.com/testes

For questions and collaborations, email:

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