**Webinar to Program Sales Funnel for Fat Loss**

**Email Overview**

Sales Email #1

Feeling: Benefit Builder: Excited & hopeful

Subject: Big announcement...

Sent: morning following webinar

Sales Email #2

Feeling: Objection Blaster: What if I fail?

Subject: "failproof" your diet like I did

Sent: 1 day after Sales Email #1

Sales Email #3

Feeling: Social Proof: If she helped her, she can help me

Subject: how Erin lost 40lbs in 14 weeks

Sent: 1 day after Sale Email #2

Sales Email #4

Feeling:Objection Blaster/Social Proof: I’m not meant to be thin...Becky’s Story

Subject: do exactly this to get results

Sent: three days after sales email #3 AM

Sales Email #5

Feeling: Give them the out….this is what I did wrong. It’s ok

Subject: my big fat mistake

Sent: three days after sales email #3 NOON

Sales Email #6

Feeling: Deadline

Subject: last call: registration closes in 3 hours

Sent: three days after sales email #3 6PM

**Email Content**

Sales Email #1

Feeling: Benefit Builder: Excited & hopeful

Subject: Big announcement...

Sent: morning following webinar

Hey [First name]!

Today's the day!!

If you were able to tune in live for the webinar last night, you know that I offered you a HUGE savings on my signature fat loss program ($400 huge).

**Check it out HERE**

**Link to program sales page**

This program has been the difference and the ‘aha moment’ for hundreds of women, helping them FINALLY lose fat and feel better doing it by using the principles of how food actually affects fat loss (spoiler: it’s hormones not calories that call the shots) so that you aren’t blindly restricting food, making yourself miserable AND setting yourself up to fail again,

**I like to call it food freedom**

**Link to program sales page**

I know this works, because when I was 68lbs overweight and so frustrated by food and dieting that I could feel tears welling up in my eyes just trying to read a label grocery shopping, it’s what empowered me.

Learning that different foods affect blood sugar and hormones differently, and THAT was what mattered when it came to fat loss changed everything for me, and I created this program so it could change everything for you too, because I want you to send me a message like this one that I received a few weeks ago:

"So when I stepped on the scale on Saturday it was 10 lbs lower! It's fluctuated a little bit, and I didn't post it because I didn't want to jinx it somehow? Lol. This is the first time in over a year I'm below 190.”

This program is next level sh\*t. It's the whole package. It’s exactly what to eat and when to eat it PLUS everything else you need to lose fat and keep it off for good, while getting to have treats like wine & chocolate and otherwise keeping your sanity.

**Check it out here.**

**Link to sales page.**

Special webinar pricing is on now and ends this coming [insert date of registration closing after webinar. Should be approx. 5-6 days after the sales webinar]

**Add your email signature here**

P.S. I'll be popping into your inbox here and there over the next week, explaining what, exactly, this program is and why it works. If you ever have any questions you can always hit reply and ask them. I'll be standing by :)

Sales Email #2

Feeling: Objection Blaster: What if I fail?

Subject: "failproof" your diet like I did

Sent: 1 day after Sales Email #1

Hey [First Name],

I used to think that eating oatmeal for breakfast, going for a run and then having salad for lunch and dinner was the holy grail of fat loss (if I just had enough willpower to make it past the ice cream in the freezer that is).

Now that I know what I know, It’s no wonder that I spent my entire adult life losing 6 lbs and gaining 9. Of COURSE I gained 68 lbs during pregnancy.

But at the time I was frustrated and confused.

There’s a reason I failed so miserably at dieting, and I can confidently say that reason was NOT my fault.

If you’re going through the mindset sh\*t that I was, beating yourself up for having too many treats this summer (again) and not having enough willpower to stay away from the Sangria….

If you feel like you’re constantly dieting and then failing, I need you to hear this.

It’s NOT your fault.

The system is broken.

**100 calorie snack packs, overnight oats, low cal dinners and endless cardio are all setting you up to fail.**

**Link to sales page**

Fat loss is all about balanced blood sugar and low insulin so your body can actually achieve the hormonal state of fat burning (yup-it’s a state). That’s it.

There’s no failure when your blood sugar is balanced because there’s no willpower. There’s no intense cravings setting you up for failure.

**My program solves that for you.**

**Link to sales page**

You know what feels unbelievable?

Eating more than you ever have...and losing fat.

NOT craving chips or cookies at 9pm like clockwork...and losing fat.

NOT going to bed hungry in the name of a diet that never really works...but still losing fat.

NOT having to carry food in your purse in case you get hangry at work..and you guessed it...still losing fat.

I know it sounds crazy, but when you balance your food to achieve hormonal fat loss THAT is what happens. I know because that’s what happened to me. And it’s what happens for my clients.

**It’s what I want for you. It’s what you can achieve if you have the system.**

**Link to sales page**

That’s all it is: it’s a system that actually uses the science of how food works to burn fat easily and fast.

No gimmicks, no shakes, no ‘diet food’. Nada.

Inside the program I teach you exactly how to eat to see fat loss results.

Want to lose fat without setting yourself up to fail? Webinar pricing is on! **CLICK HERE (link to sales page)** to save $400 and start losing fat right away.

**Add your email signature here**

Sales Email #3

Feeling: Social Proof: If she helped her, she can help me

Subject: how Erin lost 40lbs in 14 weeks (replace with your own client testimonial from using this program 1:1 with a client)

Sent: 1 day after Sale Email #2

In case you missed it, I’ve got some pretty exciting news: my signature fat loss program is open for registration. It's a straightforward, simple to follow program that gets serious results.

If you’re anything like me, you’re probably thinking, “I’m sure it does work, but it won’t for me. I’ve tried everything, and it always works for a bit and then stops. There’s something wrong with me.”

That’s why I'm going to tell you about one of my clients who has been following this program for \_\_ months now.

[name] came to me because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

She wore sweatpants literally daily because she felt like garbage. She also had no energy to keep up with her 2 year old, let alone the other kids. She was desperate, but didn't believe anything could help her (rework this to fit your testimonial)

She told me she had gained weight on the last diet she tried, but that at this point she was willing to do anything I said if it would work. (rework this to fit your testimonial)

**So she followed my program. And she started to see some pretty amazing results.**

**Link to sales page**

Check out some of her posts during her journey (she was so excited that she posted A LOT on social media…)

TESTIMONIAL INSERTED

I want so badly for you to have this too.

I want to see your posts saying that you didn't believe it was possible.

I want to see you post more and pictures of yourself because you're proud of the way you look.

I want to cheer you on from inside the private Facebook group. Celebrate your wins and help you work through setbacks.

**That's what this is about.**

**Link to sales page**

If you want that too,

**Check it out HERE**

**Link to sales page**

**Add your email signature here**

Sales Email #4

Feeling:Objection Blaster/Social Proof: I’m not meant to be thin...Becky’s Story

Subject: do exactly this this to get results

Sent: morning on the day registration closes

I get it. You’re stuck in it.

You’ve tried (and failed) so many times to lose the fat that you’ve already finished telling the story in your head. You’re not the person who gets to be thin. You can’t stick to a diet. Your body just doesn’t work that way. Your metabolism is slow now and there’s no way to change that.

I know what that story looks like, because I thought that way too. I knew, without a doubt, that I wasn’t a ‘naturally thin’ person. I knew that dieting didn’t work because I didn’t have the willpower. Obviously you know that changed for me. That I stopped telling that story and starting writing a new one in my head.

So did [name of testimonial].

This is how [name’s] story changed with this program, in her own words:

Insert testimonial here

I wanted you to read this story because it’s real. She didn’t lose 20lbs in a week. She lost \_\_lbs over the course of \_ months. That’s real, lasting fat loss. She also did it as a mom of 3 kids under the age of 5 who works full time. In short-if [name] can do it then there’s no WAY you can’t.

Here’s the problem up until now: just like me and [name], you weren’t taught how your body ACTUALLY processes food and stores and burns fat. That’s why nothing has worked. That’s the ONLY reason for the failures up until this point.

My heart hurts for you because a) I’ve been there and b) these crushing failures feel personal and they really aren’t your fault.

**This program works because it actually follows the science of fat loss.**

**Link to sales page**

I will teach you how to eat so you have very steady and stable blood sugar and low insulin levels. There are a few things at play here, but basically when your insulin levels are low, energy is not converted to fat and stored, it’s used by your body as fuel (so you’re not storing MORE fat).

When insulin levels are low, you are also able to turn onto the one way street of fat burning and actually break into that stored body fat that you’re so desperately trying to get rid of. Finally, you don’t experience metabolic compensation (where your metabolism actually goes DOWN burning less calories in a day than you were before) because you’re eating enough food.

This method is based on the research into caloric deficits, fat loss, carbohydrates, fat and protein and so much more. Each step is science backed, but it’s never come together to work like this before!!!!!

Have more questions? Read all about my FAQ’s and their answers **HERE (link to sales page)**

Want in? Webinar discount ends TONIGHT. That means the $400 savings winds down in just a few hours.

**Start rewriting the story in your head right now.**

**Link to sales page**

**Add your email signature here**

Sales Email #5

Feeling: Give them the out….this is what I did wrong. It’s ok

Subject: my big fat mistake

Sent: noon on the day registration closes

Hey there [First Name],

If you’re stuck feeling fat & ashamed of failing this note is for you.

When I had 68lbs to lose after giving birth to my daughter, all I could focus on was the stupid amount of food I ate while pregnant. I lived in this sea of regret-how did I let it get this bad? How did I let myself gain this ridiculous amount of weight? I beat myself up for it every single day. I was disgusted to look in the mirror...so I avoided them at all costs. (insert your own story here)

You know what that mindset did for me? It completely held me back. I couldn’t take a single step forward because I could only focus on the negative. Of course nothing would work, because nothing HAD worked and it was my own damn fault for letting it get this bad. This shame spiral kept me stuck and I don’t want that for you.

Stop beating yourself up over where you’re at. It will paralyze you from actually creating the changes you want.

I used to do this ALL THE TIME even before my massive pregnancy weight gain. I’d have a particular crazy weekend where I went off the rails of whatever diet I was on (not that it mattered-they never worked anyway), and when it was over I would be so frustrated and ashamed of how I looked & felt that I would be too paralyzed to change things. It just felt like I was doing everything wrong, like I had no willpower and would DEFINITELY fail so what was the point in trying? (tie in your own story here)

How did I overcome this and actually change things? First of all, everyone starts somewhere. Recognizing that is HUGE.

**When I stopped beating myself up over how bad things had gotten, I created an environment where change was possible.**

**Link to sales page**

It’s the self doubt, the fear of failing AGAIN and the shame that accompanies it that’s keeping you stuck, NOT the fact that you can’t adapt to a better way of eating. A way of eating that makes actual sense of fat loss and at the same time increases your energy, decreases cravings and helps to reduce inflammation.

I can say with absolute certainty that you can completely change your health, your mindset and your body if you just accept where you are right now, accept that things need to change and stop feeling like a failure for not already being there. This is your journey, and you are exactly where you need to be.

If I wasn’t stuck, feeling fat and ashamed 5 years ago, I wouldn’t be doing the work that lights me up every single day. Now when I look back it’s so clear that the negative mindset and the self doubt was what held me back.

**If you’re ready to get over the shame and negativity then check out my signature program here.**

**Link to sales page**

You can literally start tomorrow and see real results in just a few weeks.

Here’s what’s included:

* The Fat Loss Program
* The 12 Week Step By Step Path To Success
* Meal plans, recipes, food lists, videos, audios & worksheets
* Specific strategies to overcome potential roadblocks
* Lifetime access to my client only facebook group to ask questions

That means this past summer was the last summer you felt uncomfortable at or said no to the pool and the beach. This past summer was the very last time you wore pants, insisting you weren’t hot and sweating like a trucker (this was always me).

**This year can be different in the best way possible, you just have to step outside the fear and show up. I’ll take care of the rest.**

**Link to sales page**

**Add your email signature here**

Sales Email #6

Feeling: Deadline

Subject: last call: registration closes in 3 hours

Sent: three hours before the close of your registration

Hey [First Name],

Do you still want to lose fat for good without going insane?

Your webinar discount ends in 3 hours.

**CLICK HERE to sign up now, start losing fat & gaining confidence literally today (for $400 off).**

**Link to sales page**

**Add your email signature here**

P.S. I’ve included a FULL guarantee with this program. That’s how confident I am that when you follow the program you’ll get awesome results.