**HFLC Webinar for Fat Loss Push To Show Emails**

Webinar Registration Immediate Response

Subject: Yay! Here are the webinar details [name]

Sent: Immediately upon webinar registration

Yay!!!!!!!!!

I’m so excited that you registered for my upcoming Webinar: How To Lose Fat Without Giving Up Wine & Chocolate [insert title of your webinar].

Trying everything to lose weight. Feeling like a failure everytime it doesn't work. Bursting into tears trying to pick an outfit just to run to the grocery store. Those are all things that hit me in the gut when clients describe going through them. Because that was my story. That's where I was five years ago.

**My goal is to give you the clarity, direction and how-to steps you’ve been searching for so you can finally figure out how to eat for real fat loss without taking magic ‘pills’, drinking your meals, or relying on willpower all of the time (newsflash: that doesn’t work).**

Want to hear the best news ever? You're going to walk away from this webinar with the exact tools you need to start losing fat right now because I'm going to explain how food works when it comes to fat loss. The secret isn't eating less and exercising more (but you've probably already figured that out since it hasn't worked yet).

Before we keep going, make sure to drag my emails into your primary folder, so you don't miss out on all the amazing stuff coming your way!

Now that we've gotten that out of the way, you can start getting ready for the webinar!

Remember to show up a bit early, because it’s going to be a full house and I don’t want you to miss a thing (and there may be a surprise that you DON’T want to miss...but that’s only for those who show up live!

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

‘See’ you soon!

**Add your email signature here**

P.S. I host a community on Facebook full of women just like you who want to learn my simple way of eating that doesn't involve giving up wine and chocolate and actually works. Join us-it's free.  **CLICK HERE to join.**

Push-to-Show Email #1

Subject: This was my biggest fat loss failure

Sent: 1 day after the immediate response

\*\*NOTE: in this email, you will have to create all the content using your own story

Hey [First Name]

Tell me if this story sounds familiar:

It was the spring of 2006. I had just graduated from Carleton University, and I moved home with an extra 30 lbs that had accumulated over the previous four years.

I was so self-conscious and felt ashamed that I had gotten fat. I made a promise to myself that I was going to lose weight now that school was done. I joined a gym (somehow managing to get the student membership even though my student card was clearly expired). I also went grocery shopping and stocked up on rice cakes, crispy minis, Special K, fat-free yogurt, 100 calorie snack packs, lettuce and everything else that I knew would help me lose weight. My goal was to eat as little as possible and to exercise as much as possible.

I became RELIGIOUS about my new routine! I went to the gym every single day, hopped on that elliptical and gave it my all. I had fat free yogurt for breakfast with Special K, green salad for lunch and usually just some chicken breast and salad for dinner. I was so proud of myself.

It lasted for four days (actually three and a half).

By the evening of day three, I was tired, and I was hungry. I had stayed away from everything that I loved, stopped eating at meals even though I was still hungry and snacked on rice cakes that tasted like cardboard. I decided I was just going to have a little bowl of potato chips. Dill pickle (I still remember). That little bowl turned into the bag. Plus ½ a chocolate bar and two or three beers (Yup. Back then I drank beer). In all fairness, it was a Grey's Anatomy night, and I was with the girls. It sucks being on a ‘diet' when fun things are happening!

Anyway. I woke up the next morning and weighed myself (because I did that every morning), and I was a pound up from where I had started.

I was mad and disgusted and ashamed and felt like a total failure. I couldn't even manage to stick to a diet for three days while my friends were able to stay thin with what seemed like no problem. It sucked.

I wish so badly that back then someone had said this to me: “It’s not your fault. It’s not your fault because your body doesn’t work that way. Your diet set you up to fail, because eating less and exercising more doesn’t actually work. Willpower can never win over blood sugar and hormones.”

I want so badly to be that person for you. Because it’s NOT your fault. You aren’t a failure. Diets don’t work. Studies tell us this over and over. Long term, there is, like, a 5% success rate in people who lose weight by dieting. 5%.

What does work? Balancing your blood sugar, reducing insulin spikes, shifting your metabolic pathway to fat burning instead of fat storing.

This is what you’re going to learn on the Webinar Tuesday night [insert date of your webinar]. Because there is a system. There are steps. That’s what you need. Not another diet.

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

Hit reply and tell me what you’re most excited to learn Tuesday night.

**Add your email signature here**

Push-to-Show Email #2

Subject: Nope, peanut butter is NOT a protein…

Sent: day before the webinar

Hey [First Name],

There is so much wrong information floating around The Google about fat loss and dieting and all of the things that go along with fat loss and dieting.

While I’m prepping everything for the webinar tomorrow, I thought it would be fun to gather up some of that wrong information, so you can see why none of the past failures have been your fault. I mean, this stuff is repeated over and over again as truth even in some Dr.’s offices and schools (I have a story here, but I’ll leave that for another time…).

It's important to remember that you don't know what you don't know. It's also important to let go of the beliefs that are no longer serving you. What you're doing isn't working. That's not your fault because these diets you've been failing at don't work.

But now you're at a really important crossroads. You see, now you KNOW that these diets don't work. You'll know WHY after the webinar. You'll also know exactly what you DO need to do to succeed. If you STILL continue to follow the old advice (that doesn't work) and diet, then failure IS your fault.

Don’t do that. Read through these myths. Take them in. Then do me a favour and hit reply to tell me which you believed as fact.

**MYTH #1: Peanut butter or greek yogurt are healthy protein options for breakfast.**So while there may be a little bit of protein in peanut butter and some in your fave strawberry greek yogurt, they are very far from ideal sources. Nut butter is mainly fat and fruit flavoured yogurt is mainly carbs. You need real protein at breakfast to get your metabolism fired up and to keep fat burning at it's highest potential all day long.

**MYTH # 2: Eating fat will make you fat.**

That’s like saying eating broccoli will make you turn green. Pretty ridiculous right? Fat actually keeps you thin (if you use it the way I’ll teach you in the webinar).

**MYTH # 3: Fruit is always a healthy option.**  
About that… not all fruits are created equal. Fruit breaks down into fructose = sugar. Yes, there are some great nutrients contained in fruit as well, but it’s still a fairly quick digesting sugar. Fat won’t make you fat but sugar sure will (I’ll explain why in the webinar, don’t worry).

**MYTH # 4: Eat less and exercise more is the answer to weight loss.**Except most of my fat loss clients come to me not eating ENOUGH. Starvation mode is a real thing, and it means that years of dieting and deprivation will completely downregulate your metabolism (meaning you burn fewer calories doing the same things). Also, if you exercise too much and don't eat enough, you'll increase your cortisol (that's a stress hormone that causes weight gain around your belly) which makes you more likely to GAIN weight, not lose it.

If you're ready to move on from these diet myths and learn the simple steps to lasting fat loss, make sure you show up LIVE to my webinar where I'll teach you everything you need to know to get started!

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

**Add your email signature here**

P.S. In the meantime hop on over to my free Facebook community and join loads of other women who are waiting with open arms to support you! **JOIN HERE**

Pust-to-Show Email #3

Subject: I've got a free gift for you [First Name]

Sent: the morning of the webinar

Hey [First Name]

I'm so excited to teach you the system that took me from stuck, afraid of food and feeling like a complete failure to FINALLY feeling confident in my body and enjoying real food again (not 100 calorie snack packs, fat-free yogurt or the dreaded cardboard rice cake).

I want so badly to teach you what I wish I had been taught way before all my epic diet failures. What it took me years to figure out and put together. To do that, I need you to show up LIVE and ready to ask all of the questions you need, so you understand the steps. Because that's all, they are. Steps.

So for those of you who show up LIVE to the webinar, I’m offering a surprise bonus which you’ll get access to at the end of the webinar. Trust me: this one is GOOD.

Do what you can to clear your schedule, prioritize yourself for once and do what you have to do to show up live and take the first step to finally figuring out the whole food and fat loss thing.

**PUT A REMINDER OF THE TIME THE WEBINAR STARTS HERE**

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

Remember: this webinar is designed to teach you everything you need to know to start eating for fat loss. If you have questions, it's important to ask them so everything is clear by the time our hour is up.

**Add your email signature here**

P.S. The bonus freebie is the perfect way to get started tomorrow!!!!!

Push-To-Show Email #4

Subject: We’re Live in an hour!

Sent: one hour before webinar starts

Hey [First Name],

We get started in one hour!!! I'm so excited to teach you this system because it was a complete GAMECHANGER for me.

Think of this as step one to finally feeling confident in your body. To actually enjoying food again, without the guilt or shame.

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

‘See’ you soon!

**Add your email signature here**

P.S. remember, if you show up live and hang out for the hour, I’ve got a bonus freebie for you (no strings attached, honest).

Push-to-Show Email #5

Subject: We’re live now! You coming?

Sent: 5 minutes before webinar time

We’re LIVE right now talking all the steps to fat loss. I don’t want you to miss this, so join us now!

**INSERT DETAILS ON HOW TO JOIN WEBINAR HERE**

**Add your email signature here**