

# Campaign: 10. MKT Promo 03. 6 Week Challenge (Internal)



## Sequence: 6 Week Challenge Marketing

**E-mail Name:** 6WTC EM1 (...how's it going?) Branded

**Subject Line:** ... would you like to train for free?

Hey ~Contact.FirstName~,

We'll get to the FREE TRAINING in a second ... but please allow us to exchange pleasantries first ;) ...

We hope you're doing great and that life is treating you well. Things are going great at the studio and we have something really cool planned that we want to share with you.

History shows us that even though people start trying to exercise and eat right with the best of intentions ... within a couple of months life just kinda gets in the way ... most find themselves struggling to stick with it, and many right back where they started.

Then ... before you can snap your fingers another year has rolled by ... and the cycle starts over again!

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**So .... CHECK THIS OUT! ... here's your chance to train for FREE!**

### The 20 Pound 6 Week Transformation Challenge

We don't do this often, but the few times we have ... we've had FANTASTIC results ... it's amazing what happens with the proper incentive ;)

Click the video below ... we'll explain how the challenge works ... **and how you can train for FREE!**

(video inserted here)

**We can only accommodate 10 ... that's all we have room for ... FIRST COME, FIRST SERVE.**

\*\*\*\*Here is our challenge to you: If you do this program, take it serious and lose 20 lbs. or more **we will refund the full cost of the program.** Consider it a gift to you for your dedication and hard work\*\*\*\*

Click here for all the details, including why we're doing this: [6 Week Transformation Challenge](#)

This 6 week program will be very hands on with training, nutrition, and lifestyle coaching to change habits; it's designed to transform your life so you must fit the following criteria to apply:

- Positive attitude
- Looking to drop 20 pounds or more

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- Want to add lean, toned, and firm muscle
- Live in the area
- Can dedicate 45-60 minutes, 3-4 times a week to exercise
- Are willing to listen, apply and change your body (know-it-all's need not apply!)
- Don't mind getting your hands dirty and working hard!
- Can invest ~Contact.\_PromoValue1~ per week in themselves (reimbursed if you lose 20 lbs. or more) + ~Contact.\_PromoField2~ for nutrition materials (cookbooks, planning templates, etc.)
- Serious inquiries only

**APPLY HERE:**

**[6 Week Transformation Challenge](#)**

... or you call ~Owner.FirstName~ directly at ~Owner.Phone1~.

**Either way ... DO NOT WAIT ... there are only 10 spots ... and they ABSOLUTELY WILL GO FAST.**

Looking forward to hearing from you soon ... have a great day!

Your friendly staff at Fitness Together ~Owner.Company~

**P.S. IMPORTANT: If you're not going to commit 100% to the 6 week transformation, which includes training, nutrition, mindset coaching strategies, and accountability; please do not apply for one of the 10 spots.**

**P.P.S. Limited to 10.**

~Owner.HTMLSignature~



## **Sequence:** 6 Week Challenge Marketing

**E-mail Name:** 6WTC EM2 (Hey ~Contact.FirstName~) Personal

**Subject Line:** Hey ~Contact.FirstName~

Hi ~Contact.FirstName~,

Hope you're well! ... just wanted to make sure you saw this.

Check out the offer below (you can scroll down to the video) ... very very very cool. We can only do 10 ... hope you'll jump on it!

Have a great daY!

~Owner.FirstName~

P.S. Here's the link: [6 Week Transformation Challenge](#)

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Hey ~Contact.FirstName~,

We'll get to the FREE TRAINING in a second ... but please allow us to exchange pleasantries first ;) ...

(previous email continued)



## Sequence: 6 Week Challenge Marketing

**E-mail Name:** 6WTC EM3 (...would you like to train for free? (only 6 spots left!)) Branded  
**Subject Line:** ... would you like to train for free? (only 6 spots left!)

Hey ~Contact.FirstName~,

The clock's ticking ... **only 6 spots left!**

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## **Sequence: 6 Week Challenge Marketing**

**E-mail Name:** 6WTC EM4 (...6 Week Challenge (only 5 spots left!)) Branded

**Subject Line:** ... 6 Week Challenge (only 5 spots left!)

Hey ~Contact.FirstName~,

Undoubtedly you've set out on more than one occasion to get more fit and healthy ... and as a result, to feel better and look better.

Life happens ... we get it. It's very difficult to stay consistent without accountability ... and its very difficult to get the best and fastest results without professional guidance.

### **Good Intentions are NOT ENOUGH ... we wish they were**

Our job is to bridge the gap between the best of intentions and the reality of achieving your goals ... and we're really good at it.

The clock's ticking ... **only 6 ... 5 spots left!**

**Here's your chance to train for FREE!** (it doesn't get better than this)

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## Sequence: 6 Week Challenge Marketing

**E-mail Name:** 6WTC EM5 (fwd: Hey ~Contact.FirstName~) Personal

**Subject Line:** Hey ~Contact.FirstName~

Hey ~Contact.FirstName~,

Just wanted to give you a heads up that an e-mail is going to go out tomorrow announcing that we're down to our last couple of spots for the Transformation Challenge ...

I wanted to give you a head start on the rest of the gang ;) ...

The video below explains the whole shabang ... here's the link: [6 Week Transformation Challenge](#)

Have a great day ... hoping to see you soon!

~Owner.FirstName~

~Owner.Phone1~

~Owner.Email~

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Hi ~Contact.FirstName~,

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## 6 Week Transformation Challenge

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## **Sequence: 6 Week Challenge Marketing**

**E-mail Name:** 6WTC EM6 (Transformation Challenge (only 2 spots left!)) Branded Testimonials

**Subject Line:** Transformation Challenge (only 2 spots left!)

Hey ~Contact.FirstName~,

**only 6 ... 5 ... 2 spots left! ... Please Do Not Wait.**

Check out this feedback from participants in the last 6 Week Transformation Challenge ...

**Kelley Grayson - lost 19.0 lbs!**

*"I am so happy that I did the challenge! I really watched what I ate and came in for cardio as much as I could! The trainers gave the confidence to have thee perseverance to keep going!"*

**Tina Brooks - lost 21.5 lbs!**

*"What an awesome time! I honestly never believed that I could do this in my life ... the trainers were there with me the whole time and now I believe in myself for the first time! I can't wait to lose the next 20 pounds!"*

**Tara Mason - lost 20.5 lbs.**

*"I feel so strong and so good compared to before coming. I can actually do sit ups for the first time in my life and now my next goal is a half marathon! It was so hard some days, but I knew I had to keep going! I can't wait to see what I can do next"*

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## **Sequence: 6 Week Challenge Marketing**

**E-mail Name:** 6WTC EM7 (Transformation Challenge...1 spot left!) Personal

**Subject Line:** Transformation Challenge ... 1 spot left!

Hey ~Contact.FirstName~,

### **There's only a 1 spot left in our 6 Week Transformation Challenge**

We've got a lot of great folks in here that have joined the Challenge ... and I'd love for you to grab the last spot.

We're gonna have a blast (make no mistake, we're going to work hard) ... and we're gonna whip the Challengers into shape in no time ...

I noticed that you haven't joined us yet and wanted to take a second to shoot you this one last note.

What do you say?

~Owner.FirstName~

~Owner.Phone1~

~Owner.Email~

P.S. Here's a link to the short video again ... where we go over how the Challenge works ... [6 Week Transformation Challenge](#)

P.P.S. ... and here's the details again (copied from a previous e-mail ... in case you missed it)

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