

# EMAIL #1 - DO I KNOW YOU?

**Subject Line:** [FIRST NAME]... Do I Know You...?

Hi there, [FIRST NAME]...

Seriously, I think I know you.

I don't mean literally.

More figuratively, like... how you might feel about your physical condition, your weight and your overall health.

You see, being a certified health professional for more than [?] years -- and working with [hundreds or thousands, etc] of people -- just like you... I may have a pretty good idea.

The first thing I can assure you is this: You are **NOT** alone!

Millions of women are in the same boat... with many of the same **challenges, obstacles** and even the same ***thoughts!***

## What the hell happened..?

The **#1 complaint** most women share with me is that their bodies simply don't **respond** like they used to. Can you relate to this?

I don't mean to be disrespectful, but, my response is the exact same 100% of the time: ... ***"What were you expecting?"***

[FIRST NAME]...let me guess:

Perhaps you've been working a stressful job... or raising a family (maybe both?)... or doing whatever -- for the last **20 years**.

Yet, in the back of your mind, you thought that whenever you finally decided to engage in some form of “**exercise**” your body would quickly respond the same way it did when you were **18-years old..!!!**

**Surprise!!!** Your body chemistry has completely changed!

## **Perhaps You Can Relate**

Just think about it. If you've raised kids (how many..?) and/or worked a 9-5 job... then, you're nothing like that “free-wheeling” 18-year old from days gone by.

Plus, now if you're over 40, let's throw in a slower metabolism as well as some hormonal insanity -- and, is it any wonder that sometimes, life is just one big hot mess!

Am I close..?

Listen... YOU are not alone!

Let me share with you the story of Jennifer Atkinson, a woman from Michigan. I hope her amazing journey will inspire you...

## **Jennifer's Journey...**

“I first became aware of my weight when I was in elementary school. It was shocking when I discovered I was the only kid in my class who weighed over 120 pounds. This was NOT good!

By the time I entered junior high school, my weight had spun out of control and it was beginning to have a serious effect on me.

## **From the Light to a Dark Place...**

I went from being a cheerful, happy-go-lucky kid to an introverted teenager with an alarming lack of confidence. My weight had begun to **define** me.

As a result, I pushed people away to avoid any potential ridicule.

Eventually, I dug myself into a deep dark hole where I felt completely and utterly ALONE. I can't even begin to describe the emotional pain.

## **The Job That Changed Everything**

It's funny how life works. During my high school sophomore year I negotiated a "deal" with my gym teacher. If he would allow me to skip PhysEd Class, (it was too embarrassing to dress out) I would clean up the weight room after school.

He agreed to it since he figured it would be a "workout" just to clean up the room and re-rack all the weights!

One day, when I entered the weight room to begin cleaning, a football player named Tommy Welch was still bench pressing. He saw me watching him and then said something that literally changed my life forever: ***"Ya wanna give it a try?"***

Of course, I responded with **"No!"** But he was persistent. He unloaded the weights from the bar and challenged me to lift it just once.

**"O.K."** ---> *(important!)*

I positioned myself on the bench lying on my back and slowly raised the bar off the rack, lowered it to my chest -- pushed it back up and then carefully placed the bar back in place.

Tommy told me I had excellent technique! And, then encouraged me to do it again. Only this time he challenged me to lift it three times.

## **Gym Rat Gone Pro...**

In a nutshell, I started working out with the boys in the weight room -- every day. I became a "jock."

And, thus began a twenty-year journey that led to numerous professional bodybuilding and figure competition events and awards.

My entire life changed all because in a single moment I said, "O.K."

## **Do I Know You..?**

So, [FIRST NAME]... what an amazing journey... right?

I hope some of this resonates with you. Just the fact that you're here... reading this... means you're at least interested.

Which brings me back to **YOU**.

You may, or may not, be ready to commit to anything just yet. But, I hope you'll come back and take advantage of all the free information I offer on my website [<https://youwebsite.com>].

And, if you're interested in setting up a quick call, feel free to schedule a time. I would love the opportunity to get to know you -- even better! [ADD LINK TO ONLINE APPT. CALENDAR]

Yours in health,

[YOUR NAME]

[Certifications]

[Email / Phone]

[Website]