

Subject: **You are on your way to bringing your weight down!**

Hi **[insert recipient's name]**!

Thanks a lot for signing up to my exciting and effective weight loss program, **[insert program name]**. Embarrassed of your fat tummy and shapeless stature? This program is exclusively designed to make you feel healthy and energetic. We'll virtually work together to shed those extra pounds.

Who am I?

I'm Michael Young, the guide you can trust to lose weight quickly. Just like you, I was overweight and flabby. And then I took charge and decided to change my situation. Not only did I work hard, but also implemented the right weight loss techniques. And to my surprise, my weight loss routine worked and helped me attain a healthy, strong, and lean physique. This is why I believe my weight loss program can help solve your weight problem as well.

Can you differentiate between effective and ineffective weight loss advice? Let me show you some common threads I've observed in many individuals' weight loss journey:

1. What, When, and How Much???

The effectiveness of any weight loss program depends not on when you eat, but on what and how much you eat. If you think you binge at night, then you might not have taken enough calories during the day.

2. Sleeping is Losing

People that have less than 7-8 hours of sleep find it hard to lose weight. With good and proper sleep, you'll have a special sense of fullness. This will help you lose weight quickly.

I know what works and what doesn't in any weight loss program. Check out my weight loss offerings at **[confidential].com**. Do hurry. Avail the offer today to observe a decrease in your weight and an increase in your energy.

Stay tuned for more email messages where I'll share my knowledge about smart (not hard) weight loss techniques.

Keep smiling and shedding extra pounds!

Sincerely,

[confidential]