

## Weight Loss Email Sequence

**Email 1 - 1. Secret to healthy eating (hint: it's not diets)**

Thanks for registering for our 10 Days to Better Health course.

Over the next 10 emails I'll be revealing how you can gain a healthy weight WITHOUT dieting and *still* eating your favorite foods

My name is Rebecca and I need to tell you that I'm not a doctor, a dietician, nutritionist or health professional of any kind.

I'm your average middle aged mom who let their weight get out of control.

I learned the HARD way why counting calories, rigid diets and hours on the treadmill are a WASTE of time.

Because you see, I struggled for years with yo-yo dieting, food binges and total misery. But what I discovered was a system for losing weight (or gain it, if you want) in a safe way.

A way of dieting without food cravings or feeling like you're punishing yourself.

It doesn't need any weird supplement, berry pill or some other gimmick.

Even better, this way of eating keeps the weight OFF. And you get to eat your favorite foods too.

Sounds too good to be true, right?

I thought the same thing when I first found out about it.

So over the next ten emails I want to guide you on how to use this system to lose weight in a safe, healthy way.

Tomorrow, I'll start by explaining why you may have found it IMPOSSIBLE to lose weight and, in particular, burn belly fat.

The reason is a dark secret the food industry wants to keep quiet. But is something very important and is the key to improving your health.

So check your inbox tomorrow because what I have to share could change the way you eat forever. No joke!

## **Email 2 - 2. How to lose weight safely AND burn belly fat**

Have you ever cried in the shower?

I did after another attempt to stick to a rigid diet had failed. I'd fallen badly, like a trapeze artist after trying to walk a tightrope but failing to make the other side.

My latest binge had been triggered after a row with my boss.

When you spend your days hungry, craving a bagel, having your boss tell you to rewrite a report can be the last straw.

After leaving the office later, I needed a release. And gave into temptation.

A Big Mac, large fries and half a cheesecake later, I was stood in the shower trying to wash away the shame I felt.

Yet again I'd failed to stick to the low carb, low fat, and, well, low in everything diet I'd been trying to follow. But with very little success.

My battle to lose weight was nothing to do with becoming 'Beach Body Ready' or having hard abs.

I simply wanted to *feel* good about myself and not be worrying about what my diet was doing to my health.

Unfortunately, I come from a 'big boned' family.

My brothers have always struggled with dangerous levels of belly fat.

One of them had recently been diagnosed with type 2 diabetes and I fear heart disease may not be far away.



# The Copywriter's Crucible

If you didn't know, belly fat is the most dangerous type of fat and the most urgent to get rid of.

This is because belly fat encases your vital organs, including your liver, stomach and kidneys.

This makes it harder for your body to burn fat. It can also lead to type 2 diabetes, kidney disease and heart disease.

The #1 cause of belly fat?

Sugar.

It's no wonder obesity and diabetes have rocketed to epidemic levels over the last decade. It's because of all the sweeteners, sugars, preservatives and other artificial ingredients. Ingredients added to make food taste good but can make it TOXIC for our bodies.

The level of sugar in today's processed foods is so high your body can't digest it properly.

This leads to it turning into deadly belly fat that can be IMPOSSIBLE to get rid of.

I knew that I had to get rid of my belly fat and lose about 20 lbs if I wanted to avoid joining my brother in the diabetes club.

I also knew getting my weight down would boost my energy, improve my digestion and lift my low self confidence.

But after battling with the misery and shame of dieting, I found the answer.

I discovered that the solution to losing weight in a safe, healthy way is NOT calorie counting. It's not rigid dieting or sweating buckets every day at the gym either.

The secret is eating foods that MATCH your metabolism, body type and weight loss goals.

A diet that gives you the energy and nutrition your body needs without going overboard.



And there's a system that makes knowing what to eat as simple as 1,2, 3.

Before I share it with you, I first want to explain why diets NEVER work.

It's why the diet industry continues to make billions every year peddling systems that are doomed to fail.

If you've struggled with diets in the past, tomorrow I'll reveal why. So make sure you check your inbox to find out.

### **Email 3 - 3. Diets NEVER work**

The diet industry makes billions of dollars every year.

Amazing when you consider that the solution they're offering does not WORK.

The reason diets don't work is because eating celery stalks and broccoli doesn't cure the key problem: HUNGER.

Dieticians are full of suggestions on what NOT to eat. But they're clueless when it comes to stopping the food cravings that gnaw at your stomach and mind.

Another problem with diets is that they feel like a punishment.

There's nothing fun about having to cut out breads, pastas and all sweet treats from mealtimes.

What's worse, you feel like you're being punished. And when that happens, you REBEL.

I can't tell you how many times I went through the cycle of rigid dieting followed by food binges. Binges that left me feeling like my stomach would burst and disgusted with myself for FAILING.

So let me say it loud and clear: DIETS DO NOT WORK!!!

Now we've got that out of the way, allow me to share with you what DOES work.

And that is...

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To eat a mixed and balanced diet that gives your body the energy it needs. Even better, it enables you to STILL eat your favorite foods.

This is the only way you can eat in a safe, healthy way that doesn't feel like punishment to rebel against.

But this opens a whole new can of worms because you're probably wondering:

"Jeez Rebecca. What the heck. How am I supposed to know WHAT to eat in this balanced diet?"

How can I lose weight and improve my health while still eating pasta, pizza, bagels and even juicy burgers?"

I know the idea of dieting AND eating your favorite foods sounds too good to be true.

But it is, indeed, possible.

Check your inbox tomorrow to find out how.

#### **Email 4 - 4. Eat your favorite foods AND lose weight**

Yesterday I explained why traditional diets fail.

The reason is because they're too RIGID.

They're like walking a tightrope with a strict list of what foods you CAN eat and which you CAN'T.

Lets face it, none of us are perfect. Inevitably, we're going to take a misstep, order a takeout pizza and tumble into an eating binge.

So if RIGID eating is doomed to failure the answer is simple: You need to be FLEXIBLE in what foods you eat.

In other words, you need to eat a diet that's healthy while lets you enjoy your favorites from time to time. Whether it's bagels, pasta or a juicy steak.

The key to success is MODERATION.

Everyone has different metabolisms.

We all need to eat different types and quantities of food to suit our body type and goals.

This is why there is no 'one size fits all' way of eating.

It's not as simple as giving you a shopping list for the week and wishing you the best.

Instead, you need to eat foods that give you all the energy and nutrition YOUR body needs to be fit and healthy. But without going overboard and eating foods that make you fat.

So how do you know WHICH foods to eat and in WHAT amounts?

There's a simple way of calculating it based on your weight, height, activity level and body goals.

It's called the 'If it Fits Your Macros' way of eating.

If you'd like to know more about it then feel free to jump on Google. Or check your inbox tomorrow and I'll bring you up to speed.

## **Email 5 - 5. The Macro Way of Eating**

Yesterday I told you about the Macro way of eating.

There are four macros: fat, carbs, protein and alcohol.

These are where ALL calories come from.

This is why counting calories as a way of dieting is pure NONSENSE.

It doesn't matter how many calories you do or don't eat. It's WHERE those calories come from that matters.

And your body *needs* fat, carbs and protein to be fit and healthy. You just shouldn't eat more than your body needs.

The Macro diet guides you on how to eat the correct amount of each one for your body type and lifestyle.

Even better, you can gain more energy, preserve your muscle (instead of losing it, like in most diets) and burn fat.

To calculate the amount of each Macro your body needs, there's a simple tool called the IIFYM calculator.

Pop in your personal details and it will tell you how much protein, fat and carbs to eat for your health and body goals:

<http://www.iifym.com/iifym-calculator/>

The next stage is tracking your meals and check you're eating foods that match your macros.

First download the 'Simple Macro' app for your smartphone. Then enter the numbers you got from the IIFYM calculator.

Then enter the foods you eat each day and how much protein, carbs and fat they contain.

To get these numbers simply go onto Google and enter: [food] nutrition.

By matching your daily diet with your Macro numbers you can ensure you are giving your body the nutrition it needs to be healthy.

You can also eat the correct amounts that enable you to lose or put on weight for optimum health.

Forget diets and calorie counting. Macros is the future of healthy eating.

Tomorrow I'd like to share with you another key change I've made to my diet. And that is to replace coffee with fruit juice.

But no ordinary fruit juice.

This is a juice that contains 11 nutrients in every cup and only takes less than one minute to prepare.

## **Email 6 - 6. Step off the Caffeine Rollercoaster**

If you're a coffee lover you may not agree with what I'm about to say, but...

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# The Copywriter's Crucible

Drinking coffee can sap your energy, ruin your focus and drag down your productivity.

Hope that tough love wasn't too painful, but it's true.

For years I took daily trips on the 'caffeine roller coaster'. Bursts of energy followed by crashes into lethargy and brain fog by the afternoon.

What's worse, drinking four cappuccinos a day was driving bouts of anxiety, bad moods and insomnia.

So, while getting my diet under control, I decided to try and give up caffeine too.

The answer I discovered was to switch to fruit juice.

But no ordinary fruit juice.

A type of of fruit juice packed with nutrients and antioxidants that are doing wonders for my health. And with none of the dips in energy of caffeine.

The most interesting part is that this juice doesn't come from a single fruit.

It comes from a whole bunch of them. This includes Ashwagandha, Chlorella, Spirulina and Moringa. These are ingredients you read about in health blogs for their brain and energy enhancing qualities.

When I add all these ingredients to a cup it provides me with all sorts of benefits, including:

- A smooth, sustained boost in mental focus
- A reduction in stress
- Better immunity
- Better sleep
- More peace and calmness

Even better is that I don't have to spend hours chopping vegetables or sprinkling 11 different nutrients into every cup.

In fact, it takes less than 30 seconds to prepare because...

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I get ALL of them in ONE SINGLE FORMULA.

It's called Organifi and it is non-powdery, contains ZERO sugar and blends easily in water.

I pour it in a cup, add water, give it a quick stir and BINGO! I'm done.

I've been drinking Organifi for a few months now. I've been loving the steady flow of energy and sustained focus compared to caffeine. I think my digestion has improved too.

So why not join me in giving up caffeine, and drinking Organifi as your morning pick me up instead.

[>>>Find out more about Organifi](#)

## **Email 7 - 7. Be a cleaner thinker**

Do you ever struggle to remember people's names? Important dates? Birthdays?

This happened to Rachel, a journalist at the Telegraph newspaper. She couldn't remember a teacher's name when collecting her kids from school.

Embarrassing. But it happens.

However, after having already suffered from two breakdowns in here thirties (and even being hospitalized), Rachel was taking no chances.

She feared her mental health was deteriorating. And wanted to avoid sleeping pills and antidepressants at all costs. Rachel then embarked on a five year journey to halt her memory loss in its tracks.

Her experience sounds extreme. But all of us need to take care of our minds as we get older.

A 10 year study of 2000 women by the University of California found that, on average, women's brains start to slow between their 50s and 60s.

Then verbal memory, cognitive processing and reactions all drop every few years.

Now, that's the bad news.

The good news is that it's possible to hold back the mental decline. You may even be able to reverse it.

Can you guess how?

I can tell you that it's not some weird new brain pill, spending a week chanting mantras in a Buddhist temple or a \$1,000 a night detoxification retreat.

The answer is something much more simple and affordable.

The answer is FOOD!

The fact is that our brains consume 300 calories a day and the same at night. So good, clean eating is essential.

This was exactly what Rachel discovered after hiring a nutritional therapist. The changes she made helped her to give her brain the nutrition it needed to stay fit, alert and quick witted for the years to come.

You can find out what foods Rachel cut from her diet and which she started eating by reading the full article here:

[>>>How to become a cleaner thinker through food](#)

## **Email 8 - 8. Do you have Leaky Gut?**

Did you know that many "Health Foods" may be preventing you from losing weight?

And it gets worse...

They may also be damaging your joints, messing with your hormones, aging your skin, ruining your concentration and even making you fat.

This is according to an article I read by a nutritionist called Mike Geary.

He blames it on what he calls ['Leaky Gut'](#).

Something he also blames for obesity, type 2 diabetes, low energy, digestion problems and gas.

Why is Leaky Gut happening?

Because toxins and food particles are now getting into people's bloodstream.

This forces your liver work twice as hard to keep your blood clean and healthy.

This makes your liver more sluggish.

You then find it harder to burn fat and put on more weight as a result.

In [Mike's article](#), he also reveals:

- 3 Reasons why you should NEVER eat wheat
- Why you should NEVER use vegetable oils
- #1 reason why you can't just 'burn off' sugar
- A list of 'health foods' you should throw away IMMEDIATELY (you likely have many of these in your fridge right now)
- How to REPAIR your damaged digestive system and melt away embarrassing belly fat

If you've been struggling to lose weight, suffering from health problems or want to know how to protect yourself from Leaky Gut, I recommend reading Mike's article for the answers.

[>>>Find out more about 'leaky gut' and what steps to take to prevent it.](#)

Rebecca

P.S. I want to be completely straight with you - at the bottom of the article Mike has a product to sell called the Fat Burning Kitchen. This is a series of recipe books that address all the problems of Leaky Gut. If you choose to buy the Fat Burning Kitchen then Daily Health Posts will earn commission. However, you can get your money refunded within the first 60 days. So there is no risk in giving it a try to

see of the Fat Burning Kitchen helps you fix your leaky gut and get your weight and health under control.

## **Email 9 - 9. Fat Burning Kitchen**

Yesterday I told you about 'Leaky Gut'.

It explains why so many people have obesity, diabetes and heart disease these days.

Far, far more than 10 years ago.

It's because our livers are struggling to cope with all the sugars and sweeteners in processed food.

Our health is suffering as a result.

After all, our bodies were never designed to eat this amount of sugar.

Thankfully, there's a program for healing and reversing Leaky Gut.

It's called the [Fat Burning Kitchen](#).

It is a type of diet that can provide a wide range of health benefits.

Along with burning fat, it can help:

- Lower high blood pressure
- Balance your hormones
- Naturally detox your body
- Reverse the aging of your skin
- Help to reduce joint pain.

It is the exact same diet its author, Mike Geary, used to go from 10.2% body fat to 6.9% in only 23 days.

So it's a diet that doesn't just BURN fat but RETAINS lean muscle.

In the Fat Burning Kitchen, you get meal plans, timing schedules, nutrient ratios, secret spices, foods and teas that can do wonders for your health.

It also reveals:

- A principle that eliminates food cravings and makes calorie counting obsolete
- How to get control of your appetite PERMANENTLY
- Which protein bars you should NEVER eat
- The truth about polyunsaturated fats the food industry is trying to keep quiet
- Why your diet should CONTAIN saturated fat and cholesterol (bet your doctor never told you that)
- Like burgers? Then you'll love the healthy fat-burning burger recipe
- A type of saturated fat that STIMULATES your metabolism

So you get a ton of content that could provide the answers you need to achieve your weight goals in a safe, healthy way.

Why not take a look and see if the Fat Burning Kitchen is the weight management and healthy eating program you've been looking for:

[>>>Find out more about the Fat Burning Kitchen](#)

Rebecca

P.S. If you choose to join the program, Daily Health Post will earn commission. However, the Fat Burning Kitchen is supplied with a 60 day money back guarantee. So why not try it for 6 weeks and if it doesn't help you to improve your health, simply get your money back.

## **Email 10 - 10. Time for an intervention**

Can eating proper foods improve your health and happiness?

Based on my experiences of guiding people on the Macro diet, I'd say ABSOLUTELY.

To give you an example, a few weeks ago I bumped into an old friend I'm going to call Janet, to protect her anonymity, at Costco (or rather collided with her shopping cart at the end of the aisle).

She looked down and depressed and had put on a lot of weight since the last time I saw her. She said she was getting

stressed out by her teenage kids and problems at work, the normal stuff.

While we were talking, I couldn't help but take a sideways peek into her trolley. And I have to say, it was a car crash of a shopping basket.

It was filled with pizzas, oven fries, microwave dinners, jars of sauces and all the other junk foods I'd stopped eating over a year ago.

While talking to Janet I felt like I was talking to a version of myself from the past. I got this awful flashback of battling with yo-yo dieting, food binges and misery from food cravings.

I knew it was time for an intervention.

I invited Janet over for dinner later that week so we could talk properly.

Before she arrived, I cooked a beetroot risotto. I knew this would be the perfect conversation starter on the Macro way of eating.

Long story short, I persuaded Janet to abandon all the high fat processed foods she was eating and to switch to the Macros way of eating instead.

I think what convinced was knowing that it wasn't like other 'diets'. She could still eat her favorite foods and not feel like she was punishing herself.

Within a matter of weeks Janet had lost 17 lbs.

Even better, she said she'd gained more energy and felt her Macro diet had improved her mood too, with fewer arguments at home and more peace at work.

Janet has also taken my advice of replacing her morning coffee with [Organifi](#).

With less caffeine in her system, she's less anxious and sleeps better at night too. And from gaining nine different nutrients in every cup, she gains a steady release of energy that improves her focus and productivity all day long.



I'd love for the same thing to happen to you.

If you haven't yet calculated your Macros, why not do it now:

[>>>Click here to calculate your Macros](#)

Then download the Simple Macro app for your smartphone and start tracking your meals.

The Macro diet is the best way of giving your body the food it needs to reach your ideal weight, have more energy and improve your all round health.

Wave goodbye to counting calories, crazy workout routines and the emotional drain of normal diets.

Embrace the safer, healthier way of eating: The Macro diet!