### **21-Day Blast Fat, Give Back Daily Motivational Emails**

### **Email 1**

Subject: Blast that fat and give back!

Congratulations on the decision you just made! You decided to take your fitness and health into your own hands...

I’m excited to get started, and I’m sure you are too.

I’m a little extra jazzed this time around too. Why?

See, you signed up to change more than just your own life. In fact, you just committed to improving the lives of thousands and thousands of kids around the world!

Fit Body Boot Camp headquarters created the “Blast Fat, Give Back” Challenge with one BIG goal in mind: raise enough money to donate $1,000,000 to Toys for Tots this holiday season (it’s officially called the “Toys for Tots Million Dollar Mission”).

You read that right.

100%—yes, EVERY cent—of the money made from this promo will go ***straight*** to Toys for Tots. Tell me what other program sends all of your money to a worthy cause AND delivers you the fat loss results you’ve been begging for...

Every year, millions of children around the world go without receiving anything for the holidays. Personally, that makes me sick to my stomach…

EVERY child deserves happiness. Knowing that you gave $77 to Toys for Tots inspires me more than ever to get you the body of your dreams.

Which leads me to the weight loss part of the program. Buckle up!

One of the best parts of my job is when I get to see my clients at the end of a program like this. They’ve shredded fat, they’ve gotten lean, they’ve added muscle, and that’s all amazing…

...but what I love to see the most is when a client smiles more than they have in years. When they tell me that they’ve received too many compliments about their body to count. When they thank me for helping them stay in shape to play soccer with their kids in the backyard.

I KNOW you’ll love the way you look and feel by the end of these 3 weeks.

First things first, make sure you’ve set up a time to weigh in and take a photo with me! We’ll chart all of your progress for you—you just need to focus on following the program!

Please don’t be afraid to ask me any questions going forward. I want to help you however I can, so if you need clarification on anything, please don’t hesitate to let me know.

I also want to make sure you know not to stress out about being perfect in the first week.

Honestly, I expect you to mess up. It’s not easy making the transition into a healthy lifestyle, so don’t beat yourself up if you slip up. Recognize your mistake, tell yourself how you’ll learn from it, and move on. It’s that simple!

HOWEVER, this does not mean that you can go halfway with my program. If you only put in half the work, you’re not even going to see half the results.

That being said, let’s have a great three weeks and make some major strides in personal fitness together!

Alright, I’m ready to get started! Please don’t hesitate to contact me with any questions you have about anything I’ve said here!

Looking forward to an AMAZING three weeks!

[SIGN OFF]

**Email 2**

Subject: Water = Magic

Good morning,

Water = Magic

This is one of those things that is just so obvious that people end up forgetting it and taking it for granted.

Water, in the form of oceans, rain, and rivers, has basically hand-carved the entire surface of our planet. Yes, even the dry parts, because water helped create the animals and plants that live there.

Sand is created by waves smashing into rocks. Entire ancient cities would thrive or die out based on whether the clouds decided to give them rain.

Yes, we all need to be drinking more water. It helps us burn fat, it keeps our energy levels high, it kills our junk food cravings, and it rejuvenates our skin.

But way too often, people nag us about drinking water and make it feel like a chore. And, as you probably have noticed, people will do ANYTHING to avoid doing chores.

What if drinking water wasn’t a chore?

What if drinking water meant inviting the legendary magic that created our world to seep into your body and make you super human?

You’d be pretty excited to drink water then, wouldn’t you?

Just a thought ☺

[SIGN OFF]

**Email 3**

Subject: Time to do something FUN!

Good morning,

Happy Hump Day! I always enjoyed that phrase for some reason, it just makes me laugh.

Today I want you to do something that makes YOU smile. Go out and take a hike on your favorite trail, take your dog on a walk to the park (dogs make everything happier), or maybe go to the beach or the lake if you’re near one!

Whatever it is, do something that makes you happy. This isn’t just about nourishing your body, it’s about nourishing your mind too, so take every day as it comes.

True happiness is contagious. It makes you want to share it with everyone.

That’s the whole point of our “Toys for Tots Million Dollar Mission”. How cool is it to know that 100% of the money you paid for “Blast Fat, Give Back” will go towards purchasing toys for underprivileged kids.

Stay happy and help others get there too.

[SIGN OFF]

**Email 4**

Subject: Wanna put muscle soreness in its place?

Good morning,

Feeling the burn yet?

I know you’ve been working hard, so let me recommend a good method for dealing with muscle soreness: massage.

If you’d like, indulge in a session at a full-on massage studio, or you can opt for a “Chinese foot massage” which is easier on the budget but still an effective method for recuperation and recovery.

Either way, the key thing to remember with muscles soreness is that you want to keep moving those sore muscles. Even just going for a walk can kick in the healing effect without causing too much extra pain.

What you should NOT do is disengage those muscles completely. That just gives them more time to hurt.

Keep up the great work! You can do this!

[SIGN OFF]

**Email 5**

Subject: Let’s make it official

Hey there! You’re almost to the end of the first week of your fitness journey! How crazy is that?

Just wanted to ask if we’re Facebook friends yet? If not, here’s a link to my page: (link)

I make sure to post motivational quotes, videos, and pictures every day to remind you of what you’re working towards!

Need a pick-me-up? Is a lack of accountability the only thing preventing you from losing weight? That’s why you need to join this group!

This is also where I’ll update you on the big “Toys for Tots Million Dollar Mission” that FBBC is running. I want to show you exactly how you’re bringing joy to thousands of underprivileged children this holiday season!

The fact that you’ve done so much for others with just $77 makes me feel all warm inside. Hope you feel the same. :-)

Can’t wait to speak to you on Facebook!

[SIGN OFF]

**Email 6**

Subject: Go the extra mile

Good morning,

Wow, so many of you guys stepped up to the plate to help out Toys for Tots. Fit Body wants to donate $1,000,000 to them this December, so they need all of us on board to make that happen!

If you’re as inspired as I am, you probably want to know how you can do more to help out this amazing cause.

Well, the FBBC HQ has made that pretty easy to do. Just go the this link [INSERT LINK] to donate directly to our “Toys for Tots Million Dollar Mission”!

So many people have shown incredible passion for the Mission we’re on. We wanted to give them (and everyone else) another way to donate to this massive effort.

And don’t worry...every cent of your money goes DIRECTLY to Toys for Tots. How awesome is that?!?

Every. Dollar. Counts.

[SIGN OFF]

**Email 7**

Subject: CUTEST. VIDEO. EVER.

Good morning,

OH MY GOODNESS, THIS VIDEO IS WAY TOO CUTE:

https://www.youtube.com/watch?v=kRMHNlL0StI

It’s a little boy who thinks a Marine on duty is actually Santa Claus!

I love this. The kid tries to talk to the Marine, who doesn’t even flinch. Then, right as he pulls out his Christmas list…

Well, you’ll have to watch to see what happens next. :-)

Did you know that Toys for Tots is actually run by the Marine Corps? Now those are some people that knows what it means to serve others.

The credo of the Marines is “The Few, the Proud, the Marines”. They train and train and train to get ready for battle on the seas. Their work ethic endows them with a sense of pride; they know that all the hours they put into training pay off when our country is under siege.

My aim is to leave you with a sense of pride after this program ends…

Pride when you look at your new figure in the mirror…

Pride when you slip into those stylish jeans you haven’t worn in years…

Pride when that extra fat melts off your hips like ice cream in the desert…

And of course, pride that your $77 for this program will make the holidays brighter for children around the world…

These are your “Whys”. Let them fuel your fitness journey.

[SIGN OFF]

**Email 8**

Subject: Bring on Week 2!

Good morning,

The second week of “Blast Fat, Give Back” is here!

This week is about rediscovering the strong and beautiful woman you are while sharing the journey with other women just like you. You will notice that many of our workouts are partnered to build on the togetherness theme.

So this week, I challenge you to exchange phone numbers (and even add a Facebook friend) with 2 others from this program that you DO NOT already know. Who knows, you might discover a new BFF! :)

Plus, studies have shown that spending time with good friends can increase your life expectancy! So get those friendships brewing!

This whole workout thing is SO MUCH EASIER with others by your side. There really is something special about feeling supported and loved…

That’s the same feeling we want every child to feel this holiday season. Thanks to your commitment to this program, we have the chance to put a smile on thousands of kids’ faces this December!

Spread the love!

[SIGN OFF]

**Email 9**

Subject: Get some girl power!

Good morning,

Did you know that the term “Girl Power” didn’t really show up in media until the 1990’s? It’s true! But look at how often we see the phrase now, and it’s because YOU as a woman are POWERFUL and capable of so many PHENOMENAL accomplishments.

Here is a quote from Eleanor Roosevelt that I really like:

“A woman is like a tea bag - you can’t tell how strong she is until you put her in hot water.”

I witness your girl power come out every time we end boot camp. I know you’re tired and every muscle inside your body is telling you to give up, but you still find it in you to push through because YOU ARE POWERFUL.

Unleash the inner warrior inside you. You are stronger than you even know.

Make sure you keep that in mind this week ☺

[SIGN OFF]

PS: Remember that direct donation link I talked about a couple of days ago? You can find it here [INSERT LINK] to give straight to our “Toys for Tots Million Dollar Mission” and help us get THAT much closer to our goal of $1,000,000! :-)

**Email 10**

Subject: Stay positive all the time by...

Good morning,

Do you ever struggle to keep your thoughts positive?

I know we’ve been talking about the importance of a positive mindset, but I know personally I still struggle sometimes to keep my thoughts positive. I can wander off into thoughts that are self-defeating.

Can you relate?

If so, you should know that this isn’t our fault. In fact, a lot of it has to with our upbringing and our early education.

And the good news is, you can correct a self-limiting mindset at any point in your life if you use the right tools.

Carol Dweck, an extremely smart woman, gave a great TED talk about this. Check it out here:

<https://www.youtube.com/watch?v=_X0mgOOSpLU>

I hope that video reminds you that you ALWAYS have the power to choose your own thoughts and create the destiny you want in life – even if you aren’t always perfect. So how does that relate to your fitness journey?

Losing weight can be an uphill battle. Someone could easily start shedding lbs, only to be haunted by the voices in their head they’ve heard time and time again…

“You’re too fat…”

“You can’t do this…”

“You’re wasting your time…”

That’s not productive; it’s ***destructive***.

Listen: I want you to do something for me right now.

Pull out a pen and paper. Write down all of the self-limiting thoughts and beliefs that you have about yourself.

I want you to write a positive thought that counters each negative one. So instead of:

“You’re too fat…”

You can say:

“You’re totally worth it!”

Once you do that, scratch out all of those negative thoughts. They have no power over you. Those positive, TRUE thoughts—those are the ones that matter.

Let’s do this!

[SIGN OFF]

**Email 11**

Subject: Hellen Keller wants a word with you...

Good morning,

I have a quote from an incredible woman to share with you today.

“When we do the best we can, we never know what miracle is wrought in our life, or in the life of another.” – Helen Keller

Here is a woman that was strong and brave, she never let the curveballs life threw at her stop her, and look how familiar we all are with her name now. You may be making a change in your own life, but you’re also making a change in the lives of so many around you.

This reminds me so much of our “Million Dollar Mission” for Toys for Tots. There are sure to be curveballs thrown at us as we try to hit that $1,000,000 donation mark…

...but if we just zone in on helping others, on improving the lives of children one toy at a time, it’s funny how all of those obstacles sort of fade into the background.

The same thing happens with fitness. If you keep your mind on the goals you want to reach and the body you want to rock, what is there left to stop you from getting there?

That’s how you make those miracles come to life in your life and in others’ lives.

[SIGN OFF]

PS: Donate DIRECTLY to our “Toys for Tots Million Dollar Mission” cause RIGHT HERE! [INSERT LINK] Help us make the holidays happy for kids everywhere.

**Email 12**

Subject: A special message for you...

Good morning,

Today I just wanted to take a moment to say something you probably don’t hear enough:

I care about you.

That’s it. A lot of other people need to hear that too. Pass it on! It feels good when you say it. ☺

Talk soon!

[SIGN OFF]

**Email 13**

Subject: Beat “the dip”

Good morning,

Have you ever heard of “the dip”?

It’s something that happens to anyone who pursues a real, serious, meaningful goal in life, just like you are right now.

Starting things is easy, especially if you start with a group and have the guidance of an expert (again, just like you right now).

You start out motivated by pure, unbridled hope. You enjoy the changes you are making to your life because of the novelty, because it’s fun.

But then something happens: your results plateau or even slow down. What used to be new and exciting is becoming a routine…maybe even a grind. You start to think about quitting.

That right there is “the dip,” and it’s where most people give up…and because of that they miss out.

Some of you may have hit the dip already, or maybe you’re just now reaching it.

Either way, I want to share with you the secret to getting past the dip.

See, the reason why it’s called “the dip” is because your results and feelings swing back up on the other side of it. But they don’t just swing back up a little bit, they swing WAY, WAY UP.

In fact, all the happiest and most successful people in life can tell you that the best things they ever had – their best body, greatest joy, biggest achievements – came AFTER the dip.

**When you get through the dip, you’re not just going to be in “good” shape – you’re going to be in EXCEPTIONAL shape! And you’re going to FEEL so much stronger, sexier, and more capable than you ever have before!**

Just in time for the holidays too. You’ll look amazing, and your family and friends won’t believe how fast you’ve slimmed down.

When everyone else will think twice about indulging in those scrumptious holiday meals, you won’t sweat it because you’re putting in the work RIGHT NOW.

AND I have the formula for keeping that fat off, even after this program is done. Normally, I don’t share that until the last week of boot camp, but if you REALLY can’t wait then contact me right away—I’ve got something great in store for you.

Doesn’t that sound like something you want to experience? Are you ready to get through the dip?

Then here’s the secret to it…

When you run into the dip, you just keep pushing harder. You adopt a relentless attitude and keep chasing your goal. You remind yourself EVERY SINGLE MINUTE of why you started this and what a wonderful life you’ll have from here on out.

We’re going to strengthen our minds, our bodies, and our community so we can all beat the dip and enjoy that great life on the other side.

LET’S DO THIS!

Healthy New Year!

[SIGN OFF]

**Email 14**

Subject: 14 days down!

Good morning,

It’s official! It’s been 14 days since you began this endeavor, which means you have now formed some great lifetime habits. It’s always been my goal not just to give people a temporary solution, but to change their lives forever.

I don’t want you to walk out of here and fall back into bad habits. I want you to take what you are learning from this experience and feel like you can conquer the world because of how strong and spectacular you are!

Your healthy lifestyle is like a muscle: it gets stronger the more you use it, and even when you don’t it never truly disappears.

By the way, I wanted to update you on our “Toys for Tots Millions Dollar Mission”. Estimates have the total donation amount at [INSERT CURRENT DONATION AMOUNT] right now!

The more you push in boot camp, the stronger you’ll become. The more we push our Mission forward, the greater the impact we can have on children in need.

Have a great day!

[SIGN OFF]

### **Email 15**

Subject: Lay it all out there!

This is it: the third and final week of “Blast Fat, Give Back” is here. Can you believe that we’re almost done now? I am so inspired by how far you’ve all come since the start. This has all gone by so quickly!

How amazing is it knowing that you’re crunching calories at lightning speed AND made a BIG contribution to our record breaking “Toys for Tots Million Dollar Mission”?

You really did Blast Fat and Give Back! I’m pretty sure that makes you an official superhero now.

Now that we’re coming up on the end, it’s time to push yourself as hard as you can.

Put in some extra workout time when you can. Pay extra attention to what you’re eating and how much water you drink. Don’t forget that we will be meeting to talk about how much you’ve accomplished at the end of this week!

And while you’re there, we can discuss your long-term goals in health and fitness.

Remember how much work you’ve put in up to this point. Don’t start backtracking now. When you get close to the finish line do you slow down? No! You push as hard as possible to finish strong.

If we haven’t had the chance to speak about your personal fitness plan yet, just reply to this email and I will tell you about an amazing offer I have for you!

If you’re thinking to yourself “I’ll take care of it tomorrow” just remember, there is no tomorrow! Focus on today and get it done!<https://www.youtube.com/watch?v=xOexsrrcYOI>

Talk soon,

[SIGN OFF]

**Email 16**

Subject: You deserve...

Good morning,

**You are strong.**

**You are beautiful.**

**You deserve to succeed.**

That’s it, just wanted to remind you. ☺

Have a great day!

[SIGN OFF]

**Email 17**

Subject: The power of your wardrobe

Good morning,

I just have to say you all look so great—and it’s only been less than 3 weeks! This is just the beginning of your new fit and fierce lifestyle, and already you are toned and sexy!

Which makes me think that now’s the perfect time to start updating your wardrobe. Hey, the holidays are coming around...you wanna look good, right?? :-)

Check to see if anyone in your favorite shopping center is doing a trunk show or big sale this week!

I’m not a materialistic person at all, but it’s funny how much of a boost in confidence you can get if you just slip on the right dress, the right pants, or even the right shoes.

Those articles of clothing don’t rig your hormones; they just make you feel like a boss, like a woman who knows what she’s doing.

So imagine how the toys we’re donating with YOUR sign-up money will make the children that receive them feel…

These toys make them feel loved, appreciated, excited, imaginative, you name it. You really can’t put a price tag on that.

Enjoy the simple things. It really will change your life.

Talk soon,

[SIGN OFF]

PS: Want to go above and beyond? Feel called to help us reach even more children this holiday season? Click here [INSERT LINK] to donate to our “Toys for Tots Million Dollar Mission”—100% of your donation goes to Toys for Tots!

**Email 18**

Subject: Strong is SEXY!

Good morning,

You know, having physical strength as a woman doesn’t have to just be about looks.

Don’t get me wrong: I LOVE how I look and feel with a toned body, and we are definitely making that a reality for you too.

Still, raw physical strength is such a beautiful thing on its own, and I don’t think women get enough credit for their raw physical strength.

This video is an example of what I mean:

https://www.youtube.com/watch?v=fpLSTaVl5sI

Just look at the artistry of that young woman’s moves! Look at the pride on her face every time she finishes one of these exercises! And most importantly, look at the calm, focused energy on her face and in her body.

Even though she’s exerting her body…you can see that her inner spirit is totally at peace and content in the moment.

Sometimes I’ll notice women in the group experience a similar effect during our workouts, and it’s one of my favorite parts of being a coach!

If you haven’t experienced this yet, trust me, you will. It can take time to build up to it, but you’re bound to start having these magic moments yourself.

Talk soon,

[SIGN OFF]

PS: Children across the country will soon have the toys you donated in their hands! Just wanted to remind you how awesome you are for spreading that holiday joy. You should be proud of yourself. :-)

**Email 19**

Subject: Command YOUR presence

Good morning,

Think back to the most glamorous woman you’ve ever seen. It could be someone you met in real life, or saw on TV, or saw on stage—anyone who totally awed you.

I’m guessing part of it was her dazzling outfit. And it probably helped that she was at a big fancy event surrounded by important people (or screaming fans).

She probably looked physically healthy and beautiful too.

But there must have been something else there…

…because a lot of people out there can fit that exact description and still be oddly dull.

So what is that magic extra ingredient that makes a woman truly glamorous?

I think I just might know the answer…

…It’s something called “presence.”

What is “presence”?

This video will explain it better than I can:

<https://www.youtube.com/watch?v=OAsTZGwc3Kw>

I figured you might find that useful since you’re in this challenge to improve your health and beauty (which really is equal parts mental and physical).

Have a great day!

[SIGN OFF]

PS: We’re nearing the end of our “Toys for Tots Million Dollar Mission”, and we want to end this thing strong. Donate directly here [INSERT LINK] and help FBBC pass that $1,000,000 mark!

**Email 20**

Subject: Every moment counts

Good morning,

Wow, we have come so far! Personally, it’s been so fun and inspiring to watch you make this change, I can’t wait to see what you accomplish next!

Hopefully you’ve got a fun weekend planned. Or, maybe you’re planning on a low-key, relaxing weekend. (We could all use more of those, right?)

If this program has taught me one thing, it’s to never take life for granted...even the small moments…

Every day is a day to bring change to the world. You did that for yourself by getting in slim and sexy shape, and you did that for others by donating dollars to Toys for Tots!

Life is full of quiet, uneventful moments. Turn those moments into opportunities to be happier and to give back. What better time to start than during this holiday season? :-)

Have fun this weekend! And remember: you’re gorgeous!

Talk soon,

[SIGN OFF]

**Email 21**

Subject: You did it!! :-)

This is it: the end of your “Blast Fat, Give Back” journey!

How does it feel, knowing how much you’ve accomplished and how far you’ve now come?

How does it feel to know that we’ve raised a whopping [INSERT CURRENT DONATION AMOUNT] at [LOCATION NAME] for Toys for Tots thanks to you (and there are no signs of slowing down…).

You probably feel more energized, stronger, and more full of life and optimism. These are all aspects of a healthy lifestyle, which is what you’ve experienced during our time together. I bet you feel fantastic about yourself and the future laid out for you.

If you love feeling this way, then now is NOT the time to stop.

We may be at the end of our program, but this isn’t the end of your fitness journey! I have an amazing offer for you because I truly believe that with the progress you’ve made, quitting would be tragic.

Keep moving forward and see how much further you can go!

**Email me back or call me at [PHONE NUMBER] to see what I have in store for you next.**

I’m ready. Are you?

[SIGN OFF]