**Day 1 Email**

**Subject:** Welcome to the Family!

**WELCOME TO THE FIT BODY FAMILY!!**

Congratulations -- not just on joining an awesome group of people, but on making an extremely important commitment to yourself.

See, you've just set yourself on a journey of health and wellness that is going to absolutely change your life.

You're going to burn fat, drop sizes, and trim inches from your waistline, all in a short amount of time. And you get to KEEP those results for good! That's probably why you signed up, right?

And yet, there's so much more...

**Before we get to that, though, let's double-check to make sure you have everything you need!**

First, make sure you follow these instructions to download the Fit Body Boot Camp app, in case you haven't already.

Second, make sure you introduce yourself in our private Facebook group and let everyone know you're now a member! If, for some reason, you still haven't gotten the invite, just let me know and I'll make sure we add you.

Third, if you haven't already had your consultation with us or scheduled one, click here to schedule it! [classschedule]

**Now, what else can you expect from your health and fitness journey with us?**

Let me give you just a short list...

* Better sleep, and an easier time falling asleep
* More focus and mental clarity throughout the day
* Healthier, more vibrant skin
* More positive moods throughout the day
* More strength, endurance, and stamina
* Compliments from your friends, family, and coworkers about how good you look
* Less stress, because your body is constantly flooded with happy hormones

I could go on for days, because there are SO many benefits to a healthy lifestyle.

And the best part is, the longer you stick with it the more benefits you discover!

So, here's to a wonderful, happy, healthy, re-energized, totally unstoppable NEW YOU :)

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 3 Email**

**Subject:** Everything starts with WHY!

You HAVE TO figure out your WHY!

The reason establishing your WHY is so incredibly important: because motivation is only temporary...and for many, it's fleeting.

We have all experienced it: everyone who starts a new diet, a new exercise program, a new anything is typically motivated, but that initial motivation can fade, and typically only lasts about 2-4 weeks.

That is exactly why 90% of people stop working out at normal gyms after 90 days!

If your WHY isn't big enough, when the motivation runs out, when the newness is gone, you will go back to your old bad habits.

The WHY gets you to the gym when you're tired and sore.

The WHY gets you to eat another chicken breast instead of the donuts your coworker brought to work.

Your WHY should be so big no matter how bad your day is, no matter how bad you want to sleep instead of getting your workout out in, or no matter how bad you want to just rest instead of preparing and prepping your food, you do push through and do what needs to be done!

You won't give up the second you face resistance; instead, you will be resilient in the face of adversity, and you will grow stronger, not weaker.

Today, take the time to WRITE OUT YOUR WHY and place it somewhere you can see it on a daily basis!

Know that this whole process is about YOU and YOUR WHY...so there's no wrong answers here. Write down what's truly in your heart and return to it whenever you need an extra boost.

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 6 Email**

**Subject:** How to maximize your time with us! (the process)

Hi Sue,

I hate to break it to you...

While we get incredible results for our clients, we don't do magic or create overnight successes either. I know, it's painful to hear that bubble burst ;)

It's a process to not only achieve fitness, but keep it your entire life!

And in the process (which I will go through with you now) there is one defining thing that will make or break you...

**HABITS!**

Your habits will determine your future!

In order to have true success in fitness, or in life, you must first get your mind right.

If you can get your mind right, you can get your body right.

If you can get your mind right, you get your life right.

This is why I plan to keep sending you emails on the topic of mindset. Without the proper mindset, nothing else matters.

And by now, you have established your WHY, and you have it in a place where you can see it on a daily basis as a reminder of why you are doing the things to better your health and life.

Success is all about HABITS; your habits will determine your success or lack of success in life.

I love this quote:

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." - Aristotle

In life, we are all trying to achieve our goals. At the end of the day you have an outcome you aspire to achieve.

In order to achieve your desired outcome, and maintain this desired outcome, you must first go through 6 stages!

Those stages are:

1. Thoughts
2. Actions
3. Temporary Habits
4. Permanent Habits
5. Belief System
6. Outcome

So, my next question for you is: how to you get through the stages of the process to outcome?

In my next email, I will explain...

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hope you've been enjoying the workouts, motivation, nutrition, and RESULTS so far :) If you have, please drop by our Facebook Fan Page and leave us a review!

**Day 7 Text**

*Hey [firstname], checking in from FBBC! Make sure you get plenty of water and keep moving :) Keep up the great work and lmk if you need anything!*

**Day 9 Email**

**Subject:** The Outcome!!!

At this point, we know the stages to the outcome; but how do we get through them?

Well, sad to say, but most people starting a fitness program never make it past the temporary habit stage.

Many people will do the things I teach for weeks (sometimes months) and then go sliding back to the thoughts and action stages.

As we know by now, we are what we repeatedly do!

Without thoughts, actions will never occur. Nothing can happen until you take action! You cannot think yourself to a better life.

Actions lead to temporary habits. Eating right and working out for 90% of the population (sadly) is a temporary habit. We are proud to say our average member attends 4x a week.

Once temporary habits become routine, they become permanent; which leads to a lifestyle (belief system).

And once you do this, it's just a matter of time before you achieve your desired outcomes (and maintain them).

GETTING FROM THE TEMPORARY STAGE TO THE PERMANENT STAGE is by far the HARDEST STAGE. People tend to give up well before they hit the permanent stage.

The reason is their mind isn't in the right place. They don't have a strong enough WHY, a strong enough purpose for what they are doing, and as soon as the going gets tough, they stop the habits that lead to their success!

If you are on PURPOSE, you will fight! If you are on PURPOSE, you overcome (and battle through) obstacles and setbacks!

Now that you understand the process of success, I will email you to dive into the specific HABITS you need in your life if you are going to be successful on this fitness journey!

Stay tuned...

From The Club Staff (dummy [defaultsignature] replacement)

**Day 12 Email**

**Subject:** Finally.... THE HABITS!!!

Hi Sue,

It's a process! There are stages! And now you will need to acquire the habits to receive your successful outcome!!

Let's dive in...

* Plan Your Meals -- "Fail to plan, and you are planning to fail". In order to succeed, you must take at least 30-60 minutes per week to create a plan for what you will consume! End of story.
* Shopping List -- a list is ESSENTIAL to your success. "Winging it" will cause you to overspend easily $30+/week which is essentially the cost of your membership. And most likely you will return home with junk food. No bueno!
* Food Prep -- without time invested prepping your food, your shopping list will have been useless. Invest the time to prep yourself for success! Once per week may be boring, but it's super effective. If you can't go once per week, do it twice per week.
* Fresh Dinners Only -- make a bigger dinner, and then heat up the left-overs in appropriate portion sizes for meals the following day.
* WHAT ABOUT THE KIDS!?! Cook a fresh dinner, and prepare an extra dish (or two) for your kids. I promise your kids won't die eating healthy foods :)
* Work out for at least 3 sessions per week to lead a healthy lifestyle, and 4-6 sessions if you really want to dial in your fitness...But if you want to make body composition changes, truthfully, your NUTRITION is more important.
* Consistency: The most important thing is being consistent with your nutrition and workouts. When you are inconsistent with both, you will never make it past the temporary stage of success!
* Track your progress -- If you track it, it will change. Here's what we normally recommend for tracking:
* - Progress pictures -- 1x per month
* - Inches lost -- 1x per week
* - Weight -- 1x per week.
* - Trying on old clothes -- 1x per month

As the saying goes, "Your health is your wealth." Sadly, people don't start worrying about their health until it's gone.

Be a part of the 10% who make it to the permanent stage and eventually reach the outcomes you signed up for!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 15 Email**

**Subject:** I need your help with something

Hi Sue,

You've probably noticed by now that we have a lot of positive, friendly, helpful people here at Fit Body Boot Camp -- both among our team and among members.

There's a reason for that...and it's something I could use your help with.

See, I don't really consider myself a "gun for hire." I train because I love fitness and I love helping people, and I go out of my way to only work with quality people who I am proud to consider part of my fitness Family.

This is important for you too because it means you get to work out with like-minded people who believe in you, want you to succeed, and only bring their best positive energy into our space.

That's why I wanted to know if you have any friends, family, or coworkers who are looking to lose weight and get healthy like you. Like they say, "birds of a feather flock together!"

All you need to do is go into your Fit Body Boot Camp app and select up to three people you want to gift with a free 3 day pass.

Once you pick 'em, the app will send over the invite and we'll take care of the rest! That simple!

Thank you SO MUCH for helping with this :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 18 Email**

**Subject:** All about carbs!

[locationphonenumber]

Hi Sue,

The great carb debate!

One of the greatest debates when it comes to nutrition is carbohydrate intake.

Some say no carbs; some say carbs will kill you. The truth is, when it comes to carbs, we are all individuals with different tolerances.

Some things to consider are our own unique body types, and how active we are. The more active we are the more carbs we can tolerate in our diet and still lose weight.

If you live a sedentary lifestyle, then you typically need less carbohydrates in your diet.

There are no one size fits all when it comes to nutrition.

What we have found with working with 1,000s of clients is that we do need to control our carbohydrate intake; giving us enough carbs for energy, but keeping the total low enough to allow maximum fat loss.

Typically, a moderate carbohydrate diet works well for most people; however, some individuals (who are very carb intolerant) will need to eat even less carbs to see results.

Hope you are having a great day!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 21 Email**

**Subject:** Can you drink and still lose weight?

Hi Sue,

This is a question I get a lot...and the truth is that there's no one-size-fits-all answer.

Because here's the thing: if you're chasing REALLY aggressive weight loss goals, and you want to get there fast, skip the alcohol.

Same goes if you're looking for athletic performance, muscle definition, etc.

Here's why:

* Alcohol dehydrates your body, and when your body gets dehydrated it KILLS your fitness results
* Your body basically processes alcohol the same way it processes liquid sugar. So even a "lite" or "healthy" drink is going to be as fattening as a chocolate milkshake from the local burger joint
* Alcohol decreases your impulse control, making it easier for you to scoop up even more fattening foods and drinks (including more alcohol).

So, like I said, if you have aggressive fitness goals, you'll want to "put the plug in the jug."

And honestly, even if you have moderate weight loss goals, alcohol is the perfect "low-hanging fruit" to start cleaning up your diet and get rid of empty calories, since alcohol itself is basically just empty calories with zero nutritional benefit.

"But I read an article that said X drink is good for you!"

Okay, here's the thing...there are plenty of drinks that contain beneficial ingredients. For example: wine.

You know what has all the same benefits of wine without the drawbacks of alcohol? Grapes. So, if you're about to pour a glass "for your health" you can go grab some grapes instead.

**Of course, I've never said you need to be 100% perfect in your nutrition to achieve results...**

I'm just giving you the facts so you can make your own informed decision.

If you want to drink, save it for your scheduled cheat meal and don't try to justify it as healthy. Acknowledge that you're having it for fun and enjoy yourself (in moderation, of course!)

See you soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 24 Email**

**Subject:** How to make weight loss even easier!

Hi Sue,

Have you ever struggled to stay on track with your fitness goals because the people around you are inactive or have a habit of unhealthy eating?

If so, I want you to do a little exercise right now...

First, write down the top 20 people you spend the most time with day-to-day. This can include family, friends, coworkers, etc.

Now when you look at that list, I'm sure you can spot a few people who are...let's just say "problem children."

These are the people who make fun of others for trying to get in shape, or insist on piling up everyone's plate with unhealthy foods (even if they have good intentions), or do anything else to derail your fitness progress.

Cross those people off the list. We're not going to worry about them (for now).

Now, from the remaining names, think about who has been the most supportive so far in your fitness journey.

These are the people who have cheered on your progress, asked what you're doing differently, and maybe even told you they want to get in shape like you...

Out of those people, circle the top 3 you MOST like to spend time with.

Now...

Open up your Fit Body Boot Camp app on your phone, go to the referrals page, and select those 3 people to send them a 3 free workouts pass.

Here's why this will help YOU have even easier weight loss...

When you do this, you are planting the seeds for other people in your social circle to believe in a healthy lifestyle...which means you'll get more support from them on your fitness journey.

And with enough time, that positive peer pressure might even convert those "problem children" into friends, allies, and supporters!

Trust me -- we see it happen all the time :)

From The Club Staff (dummy [defaultsignature] replacement)

**Day 27 Email**

**Subject:** Debunking the protein myth!

Let's talk about protein!

There are a lot of myths and misconceptions when it comes to protein in our diets. Some say it causes cancer; some say it's going to ruin your kidneys. I have heard/read it all.

My job is to educate you!

When it comes to fat loss and being healthy, having adequate protein in our diets is vital. There is no arguing this.

There's been a ton of research on the effect of protein on your kidneys, but the key takeaways are as follows:

* You should aim to get 1 serving of protein every time you eat.
* The average person doesn't need to worry about consuming too much protein.

A serving of protein for most women is a palm size and for men it is 2 palm sizes. If consuming shakes, women should have 1 scoop of high quality undenatured whey or vegan protein powder (roughly 25g of protein) and men should have 2 scoops (roughly 50g of protein).

Now, in case you ever get confused again because someone brings up one of those protein myths again, just ask yourself these questions:

* Is this person a nutritionist, doctor, or other qualified professional?
* Is this person a good role model for healthy living?
* Is this person genuinely concerned for me, or just repeating an opinion they heard somewhere else?

If they answer to any of these questions is "no" then you can safely ignore that person's opinion :)

Talk soon!

- [StaffMemberAssigned]

**Day 30 Text**

*Hey [firstname], just want to let you know I’m so grateful to have you as a member and have the opportunity to help you improve your health and fitness :)*

**Day 30 Email**

**Subject:** Whose advice do you trust?

Hi Sue,

I touched on this a little bit last week, but this is such an important topic that I wanted to dive deeper into it this week: **the right way to take advice from others.**

See, most people go through life accepting other people's advice pretty much at random. They take their family's advice without questioning it, they accept a stranger's advice just because that person is loud and assertive, etc.

We're almost all guilty of this, and it's not entirely a bad thing. It just shows that we have an instinct to trust people, which is good.

The problem is that taking bad advice can lead us away from our goals, and there's way more bad advice out there than good advice.

So how do you make sure you're following only the good advice?

The solution is to ask yourself 3 questions:

1. Has this person achieved what I want to achieve, or helped others achieve the same?
2. Are this person's goals aligned with my goals?
3. What measurable result can you track to make sure this advice works for you?

Those first two are important because almost everyone has opinions on things outside their area of expertise, and they tend to express those opinions as advice, mostly just to satisfy their own egos.

People who are experts, or people who have achieved what you want to achieve, can tell you what actually works, not just their opinion.

The last one is important because almost nothing in life comes with a "one size fits all" solution, so you must be the ultimate judge of what works for you and what does not.

The key here is to judge advice based on measurable results and not temporary feelings. Our feelings are influenced by many different factors and often lead us astray, but when you track the right numbers you can never go wrong.

And, of course, my team and I are always here to help you track the right numbers :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 33 Email**

**Subject:** How to drink more water

Hi Sue,

By now, we all know how much water we need to drink...but many of us still struggle to hit that number every day consistently.

Trust me, I've been there!

So, to help you out, here are my top tips to help you drink more water!

**#1 - Infuse your water with herbs, fruits, or veggies.**

If you consider plain water boring, shake things up by dropping in herbs, fruits, or veggies to add flavor!

Basil, mint, lavender, raspberries, lemon, grapefruit, celery, and ginger are all great options here :)

**#2 - Get a smart water bottle to help you keep track.**

There are these really cool water bottles out there now that can connect to an app on your phone and track your daily intake for you!

On the less expensive side, there are also big, all-day water jugs that are marked by time of day to show you where you should be.

Shop around and try them out!

**#3 - Have a glass after each trip to the bathroom.**

This is especially useful because it ties in drinking water with a common daily ritual, which makes it easier to form a positive habit.

Plus, more water means more trips to the bathroom, which means more reminders to drink water ;)

Those are my top tips, but feel free to reach out if you need more ideas!

Stay hydrated,

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hey, wouldn't it be great to get your friends, family, and coworkers on board with your new heathy lifestyle? We can help :) Just open your FBBC app and select up to 3 people to send a 3 free workouts pass!

**Day 36 Email**

**Subject:** The 3 most important hours of your week for fitness success!

Success can be broken down to just 3 hours of your week!

If you are "too busy" to invest your time and energy into these vital 3 hours, I am not going to be as bold to say you won't be successful, but it will be far less likely.

Those 3 hours break down as follows:

* 30-60 minutes -- Plan Your Food
* 60-120 minutes -- Prep Your Food
* 30 Minutes -- Never Miss a Monday!

At boot camp, you will hear a common phrase is NEVER MISS A MONDAY!

See, when you show up on Monday, it makes it WAY more likely that you will see significant progress towards your goals for the rest of the week.

The reason: Monday (for most) signifies the beginning of your week!

If you start your week doing the things you need to do to be successful, this increases the likelihood that you will follow through for the rest of the week. You will hit your workout goals of 3-4 workouts per week and eat your planned, healthy meals.

Now, the opposite holds true: clients who miss a Monday are far more likely to not get their 3-4 workouts.

And that carries over to your nutrition! I've heard clients say things like, "I missed my workout today; what's the point of eating healthy?" When people say that, I tell them, "if you blew one tire, does that mean you are going to go and slash the other three?" No, that doesn't make sense, but we sure can rationalize it.

It appears irrational as you read this, but many of you are probably shaking your head (maybe even smiling).

You may miss a Monday on occasion, but make it a permanent habit of making it to your workouts on Monday as it dramatically increases the likelihood of success on our program!

**Commit today to the NEVER MISS A MONDAY MENTALITY!**

From The Club Staff (dummy [defaultsignature] replacement)

**Day 39 Email**

**Subject:** You “should” fail, but you “MUST” succeed!

Hi Sue,

Okay...I'm not really saying you should fail...but what I am saying is "should" almost always fails as a way to motivate yourself.

Think about it: how many times do you hear someone say they "should" do something, and then they never do it?

Heck, how many "shoulds" do you run through on a daily basis?

**Here's the problem with "should": it’s just a set-up for an excuse, and all those excuses let you off the hook from having to change because changing is uncomfortable.**

And it's not just you: it's literally hardwired into our DNA as humans to AVOID change, find routines, and stick to them.

So, let me ask you this...

Why is it that some people plateau in their health, their weight loss, their personal development, (or even their careers, relationships, and finances) while others soar on to new heights of success?

Researchers have run many studies on this question...and the answer they found will surprise you.

See, high-achieving people don't see their goals as "shoulds" but instead see them as "MUSTS"!

Think about it: when you MUST do something, you just do it, right? It doesn't matter how uncomfortable it is in the moment, you just do it.

Or, here's another way to think about it: it doesn't take more willpower or strength to hit a new fitness goal. Those are just the byproducts of how you change your thinking.

And here's how you need to change your thinking: make the new goal a MUST...and make your old milestone a MUST NOT.

For example, you could say, "I MUST lose another 10 pounds, which means I MUST go to boot camp 4 times per week and I MUST NOT settle for 3 times per week anymore."

That way, your mind and body will adapt to a new, higher standard instead of looking for excuses to stay comfortable.

See you in boot camp!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 42 Email**

**Subject:** How to smash through plateaus

Hi Sue,

I say this from a place of love and honesty...but at some point in your fitness journey, you will hit a plateau.

You will have a number that you want to hit, and the number on the scale will be seemingly locked in place.

So, what do you do?

Lucky for you, I have a simple, three-step process whenever I personally hit a plateau or one of my members does.

**Step 1 - Return to your WHY!**

Go back to your WHY that you wrote down at the start of this journey. Read it carefully and really put yourself back in that moment when you first wrote it.

While you're at it, feel free to update or expand on your WHY with everything you've discovered since then!

**Step 2 - Ask yourself, "What is it time to let go of?"**

Often when we hit a plateau, it's because we've been holding on to negative beliefs, thoughts, or habits that are only now becoming visible.

See, most people's early fitness results come from the "low-hanging fruit" -- things like cutting out sugar, going from inactive to active, etc.

But when you've been at it for a while, the little things like putting sugar and cream in your coffee or skipping the occasional workout add up.

**Step 3 - Reach out to me or the team for help!**

There are many different causes for our plateaus -- many of them have to do with mindset, but there are some that have physical causes.

Either way, we can help you identify the real cause and find the right solution. After all, we've helped thousands of others like you smash through their plateaus too!

See you soon,

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Hope you've been enjoying the workouts, motivation, nutrition, and RESULTS so far :) If you have, make sure you use our app to send 3 free workouts to up to 3 friends!

**Day 45 Email**

**Subject:** You got this!

Hi Sue,

That's it :) just wanted to remind you!

**YOU GOT THIS!!**

From The Club Staff (dummy [defaultsignature] replacement)

**Day 48 Email**

**Subject:** WEIRD benefits of exercise!

Hi Sue,

As you probably know, most people come to me for weight loss, and I'm happy to deliver that.

But...

There's a whole weird and wonderful world of extra benefits that come from exercise, and today I thought it would be fun to share those with you!

Let's get to it...

**#1 - Exercise helps reduce cravings**

Which cravings?

Well...pretty much all of them! Research shows that regular exercise can minimize cravings for anything from junk food to cigarettes to alcohol.

Here's why: whenever you indulge a craving, it sets off a short-term "happy hormone" in the brain called dopamine.

When you work out, you get that dopamine hit too, but you ALSO get serotonin. Serotonin is the long-term "happy hormone" in that it's not quite as intense up front as dopamine, but its effects last WAY longer.

That means that exercise fulfills that immediate desire from the craving AND gives you a defense against the craving for hours afterward!

**#2 - Exercise provides pain relief**

Yup, that same activity that makes you sore and sweaty actually DECREASES the intensity of pain from other sources.

Again, it has to do with the hormones your body releases during exercise. A lot of those hormones are natural painkillers, and they stick around for hours after you work out doing their thing wherever else the body has pain.

**#3 - Exercise improves memory**

You may have heard that working out improves general brain function, but a lot of studies have shown that memory specifically improves with exercise.

Keep that in mind next time your friend loses their keys and wastes 20 minutes looking for them ;)

See you soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 51 Email**

**Subject:** How to make kids eat healthy

Hi Sue,

I have a friend who LOVES vegetables. I mean she loves them so much she gets excited just thinking about them.

So, I did a little digging with her and I discovered that she has loved vegetables ever since she was a kid...

Turns out, her mom was a nurse while she was growing up, and SHE knew the value of healthy eating and she wanted to make sure her daughter developed good habits.

What did she do?

She did something that's possibly evil, probably genius, and 100% hilarious.

She told her little girl (now my grown-up friend) that "dessert" was whatever food she ate after dinner.

That meant that "dessert" could be things like broccoli, squash, yams, etc...

And since my friend (as a little girl) knew that dessert was an exciting thing...she learned to get excited about vegetables!

Like I said, possibly evil, definitely hilarious!

But there's a real, important lesson in this: **framing is everything!**

So, if you approach your kids (or even yourself) and present healthy food like a chore, they're never going to get excited about healthy eating. In fact, they might develop a resentment towards it.

On the other hand, if you frame healthy eating as fun, energizing, and tasty, you kids will develop a positive attitude towards it!

Pretty neat, huh?

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Is there anyone else in your family, aside from the kids, who is looking to lose weight, get fit, and have more energy? Make sure you send them the 3 free workout pass through the Fit Body Boot Camp app!

**Day 54 Email**

**Subject:** Do you want to live a long life?

Hi Sue,

Every once in a while, I like to ask people this question:

"Do you want to live a long life?"

I usually get one of two answers:

1. "Duh, of course I want to live a long life!"
2. "I don't know...if I live a long life, that means I have to spend more time as an old person."

When I get that second answer, I always follow up with another question:

"Why do you have to become an old person?"

At that point, the other person usually blinks in confusion for a second before saying something about how it's "natural" for people to become frail, weak, and dependent as they age.

Except, that's a lie.

There's nothing in nature that demands that people lose their spark as they age. In fact, the real culprit is our culture of sedentary living and processed food. It's the damage of man-made forces that builds up over time and causes people to fall apart as they age.

Most people already know that healthy living can give you a long life...but they don't understand that it can give you a GREAT life for the long haul!

Because when you practice healthy living like we teach here at Fit Body Boot Camp, it's only natural for you to stay energetic, alert, mentally sharp, and independent even as you get into your 70s, 80s, or even 90s.

I say all this just to remind you that you have given yourself an incredible gift by starting this fitness journey -- and that you will enjoy profound rewards for the rest of your life if you stick with it :)

YOU ROCK!!!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 57 Email**

**Subject:** Why most people regain weight

Hi Sue,

You've met this person before: the one who loses a ton of weight one year just to gain it all back the next.

This is, sadly, very common outside our special fitness family. I've talked about some of the causes before: yoyo dieting, crash diets, lack of motivation, etc.

But really, those are all surface-level causes. Today I want to talk about the deep REASON why so many people lose their weight loss results, and what we are doing right now here at Fit Body to make sure this doesn't happen to you.

First, I should point out that everything I'm about to talk about is based on an incredible book called *Psycho Cybernetics* by Dr. Maxwell Maltz.

He was a plastic surgeon who discovered the secret power of self-image after making his patients physically perfect and still seeing some of them come back to demand more surgery.

See, the problem that causes people to regain weight is that their self-image hasn't caught up with their new body.

Even though all the external evidence (the mirror, the scale, compliments from others, etc.) points to their success, they still see themselves as overweight, ugly, and unwanted.

*That's when they subconsciously take actions that confirm this belief!* And that can include overeating, skipping workouts, buying bigger clothes, etc.

**So, the key to creating lasting fitness results is to work on your physical body AND your self-image at the same time!**

That's why we spend so much time focusing on your mindset, your habits, your social circle, and all those things that aren't traditionally part of a workout routine. All of those help improve your self-image.

It's our mission to make sure your new, improved body goes hand-in-hand with a new, improved self-image :)

See you soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 60 Email**

**Subject:** Can working out make you more money?

A while back I read an article that said people who get regular exercise also tend to make more money than people who don't...

Naturally, I was curious. I did a little research, and this is what I found out:

**The traits of people who get regular exercise are almost the exact same traits as people in high-income positions.**

So, it's not that you work out a lot and magically get a higher-paying job...although I've had some members describe it that way.

Let's break this down a little more...

To successfully follow a fitness program like ours, you need:

* time management skills
* personal discipline
* a high desire for results
* mental toughness to overcome setbacks
* a willingness to accept honest feedback
* a "team player" attitude
* a willingness to ask for help when you're stuck

And, yes, it turns out all those traits are what's required to earn a high-income position in almost any field.

AND here's the best part: even if you don't feel like you had all those traits when you first joined Fit Body Boot Camp, the fact that you have come this far means you've certainly developed or strengthened some of them!

So maybe it's time to take another look at your career plan and dream a little bigger...;)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

P.S. Speaking of being a team player, do you have any friends, family, or coworkers who would like to experience awesome results like you've enjoyed here? Make sure you open your Fit Body app right now and send them our 3-free day pass on the referrals page!

**Day 60 Text**

*Hey [firstname], wanted to see if you have any friends or fam who would like 3 free workouts here -- open your FBBC app and invite up to 3 contacts :)*

**Day 67 Email**

**Subject:** Is soreness a good thing?

Hi Sue,

You've been training with us long enough that you've probably noticed that some workouts create more soreness than others.

In fact, you may have even heard people bragging about how sore they are to show how good their workout was!

So, you might be wondering...if you work out and you're *not* sore afterwards, is that a bad thing? Should you *try* to be sore after a workout?

Well, let's have a quick review of where muscle soreness comes from:

When you work out, you're putting stress on your muscles to create microscopic tears in your muscle tissue. Those little tears create soreness the same way that a bruise or a cut creates soreness.

BUT...

The good news is that your muscles are designed to fill in those little tears with **stronger, tougher, more powerful muscle tissue.**

So, when you finish a workout that leaves you feeling extra sore, that's a good thing! That means your muscles are going to come back stronger, leaner, and tougher as they recover, and they'll even be able to burn more fat than before.

Now, what about those workouts where you DON'T feel sore after?

Well...that's also a good sign!

Think back to when you first started boot camp: pretty much all the workouts made you feel sore, right?

So now, when you finish a workout and you're not sore, that's just a sign that your muscles are stronger than before...and it's important to keep them under that same level of stress, because when it comes to muscles, "if you don't use it, you lose it!"

Next time you finish a workout, pat yourself on the back! Soreness or no soreness, you're making progress :)

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

**Day 74 Email**

**Subject:** How to update your wardrobe for weight loss!

Hey Sue,

By now, you've probably noticed that some of your old clothes look baggy on you now that you've dropped weight and added more lean muscle.

What a great problem to have, right?

That's why I'm going to share my top tips for updating your wardrobe to keep up with your fitness journey!

**#1 - Plan to donate everything that no longer fits.**

At this stage, a lot of people are tempted to hold onto their bigger clothes "just in case" they ever go back to their old size.

Don't do that. Instead, pull out EVERYTHING that no longer fits you and mark it so that you'll remember to donate it as soon as you find replacements.

That way, you'll have one less excuse to fall back into old habits. And if you ever do feel the pinch in your new clothes, you'll know it's time to revisit your fitness plan and reach out to your Fit Body Family for help!

**#2 - Give yourself some wiggle room.**

There's still room for you to lose even more weight, so make sure to get some stretchy or flexible items that look good on you now and will still look good on you when you're even more lean and toned.

Knits, drapes, and ruching are all good options for more flattering new clothes that will still give you room to shrink!

**#3 - Try on new styles!**

Now is the time to pick out something you thought you could never pull off and give it another try.

Remember, your body isn't just a smaller version of what it was before. You have a completely different shape now, which means you might be surprised and delighted to see how those styles work for you now!

Talk soon,

From The Club Staff (dummy [defaultsignature] replacement)

**Day 81 Email**

**Subject:** When people change (how you can help)

Hey Sue,

You've been with us a while now, and I often have members at your stage come up to me and say, "I'm so grateful that you've helped me start living this healthy lifestyle, but now everywhere I look I see people who are unhealthy and in pain. How can I help?"

The short answer is get them into boot camp!

But, as you've probably noticed, it's not always that simple...

**See, the vast majority of people will only make a major improvement in life under ONLY ONE CONDITION:**

**They have a "fix it or forget it" moment.**

This is the moment when your current problem becomes so painful the pain cuts through all the usual excuses and defense mechanisms the mind uses to avoid harsh realities.

This is when the mother of two hears her kids call her "fat mommy," or when someone finds out they're pre-diabetic, or the dad is so overweight he can't keep up with his kids at the park.

In these moments, we finally have a choice.

Option A) Accept our current suffering as a fact of life, AKA "forget it."

Or...

Option B) FIX IT!

Now the truth is, life is a series of "fix it or forget it" moments. If you have a growth mindset, you learn to recognize them and welcome them as opportunities for growth.

This also means that if someone close to you isn't having a "fix it or forget it" moment right now, you can probably uncover one by asking gentle, open-ended questions.

So, if you have people close to you that have had their "fix it and forget it" moment, the best way to get them started is to open your FBBC app and send them a pass for our 3 free workouts.

It's completely low-pressure, and it's a great way to start the conversation with someone in a loving, friendly way.

Talk soon!

From The Club Staff (dummy [defaultsignature] replacement)

 **Day 90 Text**

*Hey [firstname], we love having you here! We’re looking for more members like you, so open your FBBC app and send up to 3 friends or fam a 3 day pass :)*

 **Day 88 Email**

**Subject:** This is just the beginning!

When you started with us, I am sure you were hesitant or maybe weren't sure what this boot camp thing was all about.

Hopefully, like most of our members, you have found a new workout home; a place where you feel comfortable, safe, supported, and have been given the tools to be successful.

We pride ourselves on giving our members the tools and resources to be successful! Those tools and resources don't ever end because we are here for you on your life's fitness journey!!

Anytime you are struggling, reach out to us!

We are here to serve you and whether you are with us for a few months, or 5+ years (like many Fit Body Boot Camp members); we will always be here for you!

Thank you for trusting us over the last few months and we look forward to the journey ahead!

From The Club Staff (dummy [defaultsignature] replacement)