

Autoresponder Email #1

Subject Line: Your Complimentary Fat Stripping Strategy Guide (firstname)

Body Copy:

Hi (firstname),

Thank you for your interest in my Fat Stripping Strategy Guide. I really hope you enjoy reading it. I do of course have much more information for you about nutrition, losing fat, gaining muscle and achieving the body shape you really want...

Most diet plans don't work...

Did you know that losing fat is not just about dieting? It's a combination of eating the right foods and doing the right form of exercises. And did you know that many diet plans simply don't work? In fact some of them can cause more harm than good because when the body is starved of food it will start to break down muscle. So to maintain the muscle, which will give your body the shape you want, you must still eat, only you must learn to eat properly.

By that I mean you need to know what to eat so that you are able to lose body fat and then replace it with body toning muscle. You can only do this by adhering to a tailored plan, and because everyone is different your plan will be very likely be different from someone else's. That's just one of the beneficial things I offer in my training courses.

Highly nutritious and delicious food...

You'll be amazed at how quickly you could see results by simply following a healthy diet and exercise plan. It's really not difficult either. The food you will be encouraged to eat is not only highly nutritious it's absolutely delicious. Of course it's also about calorie intake. This is important to a degree but it's not the only aspect of a properly controlled diet. Other factors such as drinking enough water and getting enough rest also play a part.

When people sign up for any of my training courses they always tell me how much they actually learn about diet and exercise, and I'm happy to provide all the information they need. There are many good reasons why the body responds to eating wisely and exercising the way I recommend, as all my students have come to realise. Believe me, diets don't have to be dreary, and when you see what my diet plans can do for you and how good you will feel, then you'll be well on your way to getting the body shape you really want.

Have you checked out my new articles? Click [here](#) to visit my website and get all the latest information about how to achieve the ideal body form. And look out for my next email, where I'll be sharing a complimentary workout video with you.

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #2

Subject Line: Is self-confidence important to you (firstname)?

Body Copy:

Hi (firstname),

It's Matt Knight and here's a link to the [complimentary workout video](#) I promised you. I hope you find it valuable and don't hesitate to ask me any questions if you're not sure about anything. I love to help people who want to help themselves.

Be more confident...

You know, I was quite chubby as a kid and many of my friends would tease me about my weight. I know that's what kids do but it did make me feel uneasy about myself and my appearance. In many cases being overweight can have a psychological effect on a young person, which can also affect them in later life. It can lead to low self-esteem and a real lack in self-confidence.

I often meet adults who could very easily be described as suffering from these conditions. In many cases this type of mind-set is responsible for them becoming even more overweight. It becomes a vicious circle involving over eating and being unhappy about the way they look. Eventually, some will find the courage to do something about it.

Inspiration not perspiration...

That's what I did. When I first saw my hero, Arnold Schwarzenegger, on the TV screen I wanted to be like him. He provided me with the inspiration to change my habits and change my life. I eventually joined a gym and I was determined to keep working to develop a body that no one would make fun of. It wasn't long before the taunts stopped and the admiring, envious glances began, followed by comments of appreciation.

In my work as a personal trainer I provide my clients with all the inspiration they need to achieve their personal goals. I don't ever quit on them and I would never quit on you. If you want to have a body shape like a well-known athlete, actor or celebrity then talk to me and I'll recommend the best route for you to take so that you can get there in the fastest possible time. My online courses are designed especially for this purpose. Take a look at what each course offers [here](#).

Don't miss my next email to you because I have another complimentary workout video I want to share with you.

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #3

Subject Line: Are you making these mistakes in the gym (firstname)?

Body Copy:

Hi (firstname),

As promised in my last email, here is a link to another [complimentary workout video](#). Watch and enjoy and don't forget to ask me any questions if there's anything you're not sure of. I'm always here to offer help and advice.

Do you make these mistakes in the gym?

You know, it's fair to say I spend a quite a bit of my time at the gym and it never ceases to amaze me how many people spend their time doing all the wrong type of exercises. It's no wonder I hear them saying they have been coming to the gym for years and they haven't seen any difference. Now that must be really frustrating. I mean, going to the gym 2 or 3 times week and doing the same old exercise routine and not losing any weight or gaining any muscle. It's enough to put anyone off.

Well the reasons for their poor results are two-fold. Firstly, they are doing the wrong mix of cardio and strength building, and secondly they are doing it all wrong. Sure it's fine to go to the gym and spend say 10 minutes on the treadmill, 10 minutes on the rowing machine and 10 minutes in an exercise bike. This may well help you maintain a healthy heart and I definitely recommend a certain amount of cardio exercise. However, I then see them wandering around the rest of the equipment as if trying each one out but not really knowing what they're doing.

What exercises should you be doing?

I also see young guys heading straight for the weights without any warming up, only to walk away with sprains and other injuries. Now, the way I see it is your time in the gym should be productive, especially if you are hoping to see changes to your body shape. So I recommend a number of exercises that will really make that happen because with my set routines you will be exercising with purpose. Every single action you take will have a positive reaction on your body and you'll get the shape you want much faster.

Exercising effectively is about knowing exactly what will work for you. That's my job. As a personal trainer I can most often look at someone and instinctively know what exercises they should do, how they should do them and for how long in order to get real positive results. You wouldn't expect anything less I'm sure. That's exactly what I do in my online training courses. Each course is specially designed for maximum results. Results you can see. Check them out [here](#).

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #4

Subject Line: Ask me absolutely anything (firstname)

Body Copy:

Hi (firstname),

It's Matt Knight here...

I don't know about you but I'm always questioning so-called facts and figures when it comes to anything relating to diets and exercise. With so many diet plans out there, and new ones springing up virtually every week, each one completely different, how can they all be right? Just which one is going to work for me... for you? It's the same with exercise routines. I've lost count of how many "body-building experts" I've read about and how they have developed the perfect routine that will have you shedding pounds of fat and piling on pounds of muscle in just a few short weeks.

Fads and fantasies

If I'm confused, then how must you feel about it all? To anyone who is completely new to diets and exercise I'm not surprised why they could be put off by all these conflicting stories. It's just the same with all that exercise equipment you see advertised on TV. You know the ones I mean? The Fat Buster... just wear this belt and fat will just drop off as you go about your day. Absolute nonsense?

However, these little pieces of exercise kit sell like hot cakes because people are always looking for a quick fix. The reality is... there isn't one. Sorry to blow away that myth, but let's get real. The only way you are ever going to lose weight and build muscle is to put in the effort. You will only ever get out what you put in. If more people spent their hard-earned money on professional advice and training instead of these useless gadgets then maybe these get-rich-quick companies will give up making them. If only.

Can you handle the truth?

I want to tell you the truth about weight loss and muscle gain. It doesn't matter what age you are right now and what condition you are in, I will tell you the absolute truth about what you have to do to get the shape that you really, really want. So, if you think it's time to face the truth then email me any questions you might have about your own personal goals, in terms of your ideal body shape. I always read and reply to all my emails, and you can expect complete honesty. Are you struggling to keep weight off? Are you finding it difficult to build solid muscle?

Just ask Matt. Simply reply to this email and I'll get right back to you. You might find some answers already on my website, so why not check it out [here](#).

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #5

Subject Line: Your personalised action plan is here (firstname)

Body Copy:

Hi (firstname),

It's Matt Knight here...

Do you know what the most important thing is about losing weight or getting a tight lean body? Well, it's not what you might think. Okay, so you know if you're overweight and want to lose body fat then you have to stick to a customised diet plan. You will also have to do a certain number of exercises to ensure you don't lose valuable body muscle in the process. Also, if you just want to build a powerful muscular body you'll have to train hard and eat plenty of protein so you can get that muscle fast. These things we know right?

No more excuses...

Well, the most important thing about attaining the body you want is simple. It's about getting started. For some reason and this applies to many people, just getting started is the hardest part. You'll often find yourself making excuses like I haven't really got the time or I don't think I'll be able to stick to the routine. Truth is if you're saying this now then chances are you always will be. If you're life depended on making a start... would you?

That's the point I'm trying to make here. Just how important is it to you to look great and feel great all of the time instead of being frightened to look in the mirror because you can't believe that really is YOU looking back? As each spring arrives, people talk about their plans to look good for the coming summer. Each New Year's Day people will make resolutions to lose weight and get fit. Many fail at the very first hurdle because they lack the motivation. It doesn't have to be this way for you.

Are you ready to take action?

Take action! Every decision you make in your life must be followed up by some sort of action in order to make it happen. Taking action today WILL change the way you look and feel tomorrow. With me as your personal trainer you will always be motivated to keep on going until you reach the goal you set yourself. It's not easy to do this all by yourself and that's why I'm here. I can make most of the decisions for you and all you have to do is follow it up with the actions.

You've probably often heard the saying, "talk the talk and walk the walk". Well, I really do talk the talk that will keep you right on track. And I walk the walk because I've been where you are and I know how difficult it can be to get started and keep motivated. I've helped hundreds of people achieve what they thought was impossible but I can't help you unless you take action and make a start on your journey to a new

life. And a new life it will be. Most of my clients will tell you that taking action and setting out on a determined plan to make their bodies beautiful really has changed their lives.

Are you ready to take action? Visit my [website](#) today and choose a plan. I'll help you every step of the way.

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #6

Subject Line: How to plan for success (firstname)

Body Copy:

Hi (firstname),

It's Matt Knight here again...

I know that sometimes making big decisions that could ultimately affect your life can be difficult. However, it doesn't have to be an on the spot decision. For example, if you're planning on getting married then there are many things that have to be taken into consideration before the big day. It's the same with going on holiday. You have to plan when to take time off, book the flight tickets, reserve your hotel accommodation and when you should get your bags packed. It's all about planning. Every little action takes you a little closer to getting everything ready for the actual day, the event or the occasion.

Plan to be the person you really want to be...

Well, reaching a goal to get the body you want is really no different. You simply decide how you want to look and then work towards getting there. It sounds really simple because that's exactly how it works. You simply make a plan and then execute that plan until you get to your destination. Now here's where I come in... Think of me as your guide. I'll be the one who makes sure you really enjoy the occasion and get the most out of it. I want you to enjoy the experience so much you won't want to stop.

How does that sound? I know that you might be unsure about exactly what could be in store for you and I also know that for some people exercise means pain. Well, that's just not true. Exercise just means effort. If you saw the last bus for the airport leaving the station and you had a flight to catch you'd surely make the effort to catch it. That's all the effort it takes. It's just a determination to want to look good and feel good, then making an effort to see it through. One of the best ways to start planning is to look in a mirror.

Try this test...

That's right! Look in a mirror with and without your clothes on. Is that really how you want to look? How do you feel about your body? Would you like to look slimmer, firmer, and tighter? Would you prefer to have more muscle on your arms, your legs and maybe a six-pack? If you're a man would you like to have bigger shoulders or bigger biceps? And if you're a lady would you prefer to have a flatter stomach or a more defined waistline? Whatever you want you can have... and I'll help you. That's what I do.

Take a look at the [testimonials](#) on my website and see for yourself how I have helped others achieve their dream bodies. That's what I can do for you too.

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com

Autoresponder Email #7

Subject Line: How would you feel if I did this (firstname)?

Body Copy:

Hi (firstname),

It's Matt Knight here and by now you've probably realised that I'm serious about what I do. My personal training programmes are serious too but there's no reason why they can't also be fun. The videos in my programmes can be conveniently watched at any time, in any place and on any device. You can simply watch them over until you know what you should be doing in the gym or what you can easily do at home. You're never under any pressure so that's why it's much more fun to learn at your own pace. The problem with having a personal trainer at the gym is he is charging you by the hour and you're expected to do exactly what he says, even if you don't really feel like it.

No embarrassing moments...

My specially designed training courses are just that... designed for you, at whatever level you're at right now. All you have to do is find the time to watch the videos and then carry out the training as I suggest. No embarrassing moments in the gym and a well prepared exercise routine ensures you will really enjoy this form of personal tuition. I'm also always available for support. You only have to email me and I'll get back to you with any information you need and all the answers to any questions you might have. In that sense, you won't ever be working on your programme alone.

If you're just starting out on an exercise and diet regime, please contact me for professional advice before signing up to my Beginners Package. I'll be happy to answer any questions for you so that you'll know you're on the right training course for you. If you're looking to develop a stunning body to die for then don't be afraid to tell me exactly what you want to achieve. Many athletes, models and celebrities have benefitted from my expertise... so why not you?

No other personal trainer would offer you this...

Not sure if you're currently doing all the wrong exercises or what you really should be eating? Okay, here's what I'll do for you...

Contact me and I'll arrange a personal consultation with you. I usually charge a fee for this (£75) but I'll wave the fee if you contact me within the next 7 days. I'll analyse your current situation and tell you exactly what you should be doing and what you should be eating. That's right! I'll do this for you (firstname) but only if you email me within the next 7 days. You'll find quite a lot of valuable information on my [website](#) already but there's nothing quite like getting it first-hand. I'm waiting...

Take care,

Matt Knight

Professional Personal Trainer

www.mattknightofficial.com