



## Email Series for The Health Success Plan

### Email 1

**Subject Line:** (Client name), are you worried it won't work for you?

**Email Copy:**

(Client name),

Whenever we start something new, everyone has the same fear...

**“Will this work for me?”**

After helping thousands of people lose weight and become healthier, I can tell you one thing with certainty:

**If you follow the plan, it WILL work for you.**

My clients have different lifestyles, ages, and unique health and weight loss goals. And yet, they are making this process work for them.

One of my favorite student stories is Maria's.

Maria wasn't sure if my plan would work for her when she joined **The Health Success Plan**. She didn't even know how to eat healthily when she started and was distressed by tipping the scales at 275 pounds.

But she stuck with it, followed the plan, and now weighs a healthy 160 pounds, just by making small, but significant lifestyle changes. In her best month, she lost 20 pounds, all without starving herself, or going mad exercising.

But before she started, Maria was a total sceptic (I get it, I'm one too!).

"I've heard Dr. Jo say, 'I want people to succeed. I want people to feel healthy and happy and full of love for life.' And I thought, 'Yeah okay, you're just trying to sell me the plan.'"

But it worked. I bought the plan. I started the supplements... and **OH MY GOSH!** Now, I'm at the point where I want to tell everyone.

I'm only 9 months in and had a really slow start because of lots of stress with my job and family. But I want to help other people see how great it is because I'm succeeding!

And I had no idea what I was doing when I started. I'd never had any success losing weight on my own. I even had to look up some names of vegetables because I didn't know what they were. We've never eaten healthily as a family. Now, here I am. A healthy size 12.

I want to let everyone know because last year I'd have never believed I'd be able to run 5 km, wear the clothes I want, and feel like I have endless energy. Other people need to know that they can do this too!" - Maria

Click [HERE](#) or the image below to hear more of Maria's Story.



You aren't taking a leap of faith in me when you sign up for **The Health Success Plan**... **you're taking a leap of faith in yourself.**

I'm just here to support you along the way.  
You've already got what it takes.

[JOIN NOW](#)

Forever in your corner,  
Dr. Jo

P.S. You'll hear from me again soon. This is the start of something great.

## Email 2

**Subject Line:** My proven by science weight loss tactics

**Email Copy:**

(Client name),

Hey, it's Dr. Jo here! As you know I'm both a doctor and natural health expert who helps people like you lose weight and feel great.

Today, I'll be sharing with you 3 reasons why you should shape up and achieve essential health goals. More importantly, I'll be helping you make a solid decision to join **The Health Success Plan**, unless of course you're completely happy with your life and body as is.

The thing is, **The Health Success Plan** is **NOT** right for everyone. That's the truth.

I know SO many people who want to lose weight as quickly as possible, without committing to a complete lifestyle overhaul.

They didn't get anywhere on their journey because they didn't dig deep enough to understand the reasons why weight loss and health is so important.

After talking to dozens of my most successful clients, I've distilled the 3 main reasons why people want to lose weight and be healthier.

Are they what you imagine, (client name)?

- Endless energy
- Feeling joy when they look in the mirror
- Being proud of the person they are

What about you? Do any of these reasons resonate with you?

I want you to be REALLY clear on your reason(s) for wanting to lose weight. Not the superficial reasons. I want you to dig deep to figure out why you truly want to achieve your health goals.

You may realize at the end of the day that **The Health Success Plan** isn't for you, and that's okay. But if you think it's something you are interested in, I'm here to walk this journey with you!

So, let me know... what's your personal WHY? **Why do you want to change?** Why are YOU interested in **The Health Success Plan**? Why would YOU like to lose weight?

I don't think it's a coincidence that you're here. Hit reply and talk to me. I want to know about your journey.

Forever in your corner,  
Dr. Jo

## Email 3

**Subject Line:** (Client name), can you afford to ignore your future?

### **Email Copy:**

Do you ever think about the cost of not doing something, (client name)?

I've been receiving a ton of requests to open my plan. Tons of people desperately need to lose weight and change their lives, and they don't know where to start. But I was terrified of seeming like an opportunist.

I don't keep **The Health Success Plan** open throughout the year because it takes considerable work for me and my team to get a new batch of clients up and running. We make sure you feel supported when you join **The Health Success Plan**.

So, due to the number of requests, I'm quietly opening **The Health Success Plan** until the foreseeable future.

I need to ask you (client name), are you interested in getting started on your journey to health and happiness NOW? Since so many others have emailed me, I wondered if you too wanted a brand-new lifestyle.

If you're wondering, "Is the plan worth it?" I hear you! No, it's not the cheapest...

But it is the best because **I have a team that supports you.**

We work extra hours to make sure you have everything you need.

Unlike many other plans that dump the information in your lap and leave, we're a group of expert health professionals, working behind the scenes to cheer you on. We have your success in mind.

We work hard to provide you with necessary resources and support - and right now, we're ramping this up.

I want to encourage you to focus on your mental health, your mindset, and how you can help yourself to achieve your goals, no matter what they are.

**I'm here to guide and help you.**

Let me know if you have any questions at all.  
Dr. Jo

## Email 4

**Subject Line:** (Client name), are you a victim of self-sabotage?

### **Email Copy:**

Warning (client name)!

I've seen self-sabotage stumble my subscribers again and again. I'm emailing you to ensure you don't end up being an unwitting victim of your own actions!

Here are 3 signs you could be a victim of self-sabotage.

**First**, you put your healthy lifestyle on hold.

If you find yourself...

Planning to start your new healthy lifestyle on a Monday because it's a new week. Or perhaps you need to wait until after a friend's birthday, or your vacations...

**Second**, you don't believe in making an investment.

Do you...

Prefer to struggle on with your own methods because there's no point in spending money on weight loss. You should save money, not spend it...

**Third**, believe you don't need help and support.

You don't need help to lead a healthy lifestyle, you just need more willpower, right?

Are you a victim of self-sabotage?

If you are, don't worry. It's not too late! You can still turn things around.

All you need do is let me help you.

Of course, it's easier said than done, but it CAN be done.

I want to see you succeed. Are you a victim of self-sabotage? If not, congratulations and good for you! But if you are...

**It's over to you.**

Reply to this email and let me know your thoughts about self-sabotage. I'm more than happy to listen and help!

I can't wait to hear from you, (client name)!

Your friend,  
Dr Jo