

SAMPLE 1: EMAIL LIFT NOTE

Subject Line: Read This and Discover The Other Secret To A Well Balanced Life

Dear Fellow Health Enthusiast:

Did you know there are 3 vital components to health and well being?

Did you know that most workout programs only contain one or two?

Imagine if you could combine all three elements - you would have an amazing program that almost guarantees you a well balanced life?

Well, you don't have to imagine because I have found the other secret.

Click here now and learn how to begin your journey to a well balanced life today.

Sincerely,

Amanda Hopkins, Publisher

Be Well Magazine

SAMPLE 2: WEBSITE LANDING PAGE/SALES PAGE

DISCOVER THE OTHER SECRET TO A WELL BALANCED LIFE

If you'll give me the next 3-1/2 minutes, in return I'll give you a treat that will open an unbelievable new world of health and fitness pleasure for you (including free gifts valued at over \$200). Fair enough?

Dear Friend:

When was the last time you felt truly powerful? As in I-can-do-anything-and-nothing-can-stop-me powerful? I remember in my 20s I could workout at the gym, and afterward meet my friends for dinner and drinks.

Later still *Dancing most of the night away...* In my 30s I played on the church's local basketball league. At the same time, I enjoyed being a weekend warrior and completing 2-3 half marathons yearly.

Then my 40s hit and life quickly changed...

The active routines that once plunged me into a sea of energetic delight now left me exhausted and achy. Not just a little sore from overdoing it, but devastated as I watched my hours of recovery turn into days...sometimes even weeks.

Working out less, using lighter weights, volunteering with the church basketball league instead of playing...Nothing helped really.

Instead of feeling better I felt more tired, less energetic, and helpless...

When I finally decided to accept My body's lack of resilience and flexibility, that's when I came across the other secret...the answer that transformed my life

What's the other secret?

Well, before I share it let me ask you -- as a fellow basketball fan...

Haven't you wondered about the workout routines used by stellar athletes like WNBA Champion Maya Moore and NBA Champion Steph Curry?

Beautiful strong bodies... poetically flowing as they move. Yet a calm inner peace and solid mental focus that lets you know they got game both on and off the court.

While many of us know the health benefits of Basketball...

HealthFitnessRevolution.com lists several compelling reminders, including:

- Promotes Cardiovascular Health
- Burns Calories
- Builds Bone Strength
- Boosts the Immune System
- Provides Strength Training
- Boosts Mental Development
- Develops Better Coordination and Motor Skills

According to Johns Hopkins Medicine, the top 3 kinds of exercise are 1) Aerobic Exercise; 2) Resistance Training (Strength Work); and 3) Stretching, Flexibility and Balance.

So, while basketball is amazing for most workout routines, it still lacks a major component.

One of the best ways to achieve the missing component – stretching the body while providing flexibility and balance is **yoga**.

In fact, an article in Yoga Journal listed more than 20 additional health benefits related to yoga, including:

- Boosts concentration
- Releases tension
- Enhances flexibility
- Improves balance
- Prevents cartilage and joint breakdown
- Builds muscle strength
- Lowers blood pressure

What if you could find a workout program to include all three kinds of exercise named by John Hopkins Medicine?

Combine the fitness benefits of playing basketball with the physical and mental benefits of yoga?!

Yes, the pair sound like an odd couple.

However, both Maya Moore and Steph Curry so strongly believe in this combination they co-developed a unique program blending heart-pumping basketball moves coupled with powerful yoga poses.

Yes, the secret that transformed my life is their program?

That's right...Basketball Yoga Blast!

Now meet our two amazing yoga instructors...

Rodney Yee, Yoga pioneer who has been in the Wellness world for more than 40 years (and featured on Oprah). His sessions focus on improvement of the body, mind and spirit.

Sage Rountree, internationally recognized authority in yoga for athletes. She is an experienced yoga teacher whose clients include casual athletes, Olympians, and NBA players. Her goal is to help people find the right balance between peak performance in sports and in life.

Together this power packed group developed a unique, proven combination of basketball drills and yoga moves that will give you a lean, flexible, heart-healthy and super-fit body.

By combining both workouts, the moves, stretches and meditations give you a total workout for both mind and body.

So, you don't just workout your body, you also workout your mind and enhance your overall well being!

The unique program makes Basketball Yoga Blast easy to follow, no matter your current workout level.

You can do it at home, it gives you a great workout in less than 30 minutes a day, and most importantly, it's FUN!!!

See what current customers are saying:

As Head Coach of Amateur Basketball Clubs of America, I work with many players who have day jobs and busy lives, but also want to pursue their passion for the game of basketball. I do everything possible to help each club member achieve his or her "personal best." People who stay involved in athletics are usually better disciplined, better focused and healthier overall. I use my training as a coach and mentor to help them apply their athletic skills to achieving their personal weight and fitness goals. I believe that a daily workout routine is the most helpful to staying slim and agile. After trying Basketball Yoga Blast with my teams, the results have been amazing!"

— J. Cunningham

"I have a demanding career life. I'm not complaining. I love it. Sadly, I've seen many up-and-comers burn out before they made it even halfway up the corporate ladder. Though I seem to thrive on the constant excitement, most people can't take the pace. For those with families, I think it's the long hours that create the most stress. I'm not going to let stress and long hours take its toll on me and my family. Therefore, every evening when I get home, I fire up your program. I enjoy 30 minutes of a fun workout that involves one of my favorite past times — basketball. My husband can't believe I found a yoga-basketball workout! He's even joining me in my Basketball Yoga Blast workouts, so we both have a new appreciation for both pursuits. Even better, doing these workouts together has energized us for ... um... other pursuits. Thanks for creating a basketball fan's fantastic workout that helps us perform better on all levels."

— H. Walters

Are you ready to crush it both on and off the court?!

If so, get started on your journey to a Well Balanced Life today...

Basketball Yoga Blast is sold as a video DVD/exercise program kit that includes:

- 6 DVDs with different workouts, from beginner to advanced
- Instruction Guide on how to use the DVDs
- The Mind Body Spirit Journal
- NBA-quality basketball
- High-quality yoga mat
- Handy carrying case

Normally Basketball Yoga Blast sells for \$199, and later this year the program will sell for \$299.

However, to make it affordable and get you started on the journey to a Well Balanced Life today, I'm letting you have it for only \$179 – a savings of \$120 off the cover price!

For more information ... or to order on a risk-free 90-day trial basis ... just **click here now**.

Sincerely,

Julie Yee, President

FitR, Inc.

P.S. But, I urge you to hurry. This special \$120 discount is for a **limited time only**. And once it expires, it may never be repeated again.

P.P.S. Don't forget, when you order today you will receive over \$200 in free gifts.

SAMPLE 3: RESTAURANT LETTER

When is the last time you experienced

LOVE ON A PLATE?

Dear Rebecca,

My cousin Hazel was such an interesting person. Her presence at family dinners on Sunday made the time seem like a fun family picnic. Hazel always said or did something profound or hilarious. By far she was my favorite cousin.

One day, I remember, as we walked in the front door of our grandmother's house (everyone called our grandmother "Granny"); Hazel turned to me and said, "Eating at Granny's house tastes like eating love on a plate!"

The fried chicken, collard greens, and banana pudding aromas dancing in your nose. They awakened your taste buds and appetite while giving your mind and soul a *giant Granny hug*.

Calling you to take a seat and be fed... No, to take a seat, be well fed, and be at home. That day I had to agree with Hazel. More than just eating a delicious meal, you also enjoyed fellowship and comfort. How I really missed those times... **Until...**

Several weeks ago, when I had the pleasure of dining at South City Kitchen in Midtown Atlanta, Georgia. It is a nationally recognized restaurant considered a forerunner in the area of sophisticated Southern cuisine.

The New York Times said of the menu, "If this is the direction Southern cooking is taking, it's headed in the right direction."

Also voted "Best All-Around Restaurant in Atlanta" and enjoyed for over two decades, this restaurant specializes in Southern classics with a sophisticated spin enhanced by the amazing skills of Executive Chef John Spotkill.

The restaurant is set in a 1920s bungalow with a fireplace. It also has a back patio section that reminds me of Granny's porch. The place where we'd enjoy our dessert and many hours of family fellowship.

I had the Springer Mountain Farms Fried Chicken, collard greens with red bliss potatoes, and Bruléed Banana Pudding for dessert.

While enjoying my dessert, I imagined my cousin Hazel dancing around the porch as those southern flavors swirled in her mouth and embraced her tummy.

In my humble opinion, the New York Times review made an understatement. The food was southern cooking at its best! It reminded me of the spirit behind Sunday dinners with my Granny... both yummy food and relaxing atmosphere...

Would you like to enjoy some chic southern cooking? How about a yummy dance in your tummy? Let's have dinner tomorrow night and make that happen.

I will pick you up at 6:30 pm. Email or text me sometime today and confirm you can make it.

By the way, in case you're not a fan of fried foods, they have other delights from salmon to pork stew, burgers to barbeque, and also a gluten free menu.

Looking forward to spending time with you.

Sincerely,

Kymbä

P.S. Just a reminder that dinner is my treat tomorrow, and I will pick you up at 6:30 p.m.

P.P.S. As an added bonus during our meal, we will have a private meet and greet with Executive Chef John Spotkill. He only does this a few times a year so we are really in for a rare treat!!!