

# Fitness Ebook Email Campaign Sequence

## Email 1: Welcome & Ebook Delivery (Immediate)

**Subject:** Your Free Guide is Here! [Quick 3-Page Read Inside]

Hi [First Name],

Thanks for downloading the **Foundations of Fitness and Health Metrics** guide!

 **Download Your Free Guide: DOWNLOAD BUTTON**

This 3-page guide is written in plain English - no complicated medical jargon. Just practical steps you can start using today.

### What's Inside:

- The 4 key health numbers that matter most
- Simple tools to track them (most are free)
- How to read your body's daily signals
- Making smart health choices from your data

**Quick Tip:** Start with just ONE metric this week. Pick either daily steps, sleep hours, or morning energy level. Track it for 7 days and notice the patterns.

This guide is part of my **World's Fastest Centenarian** specialization program. I'm building a complete course system around this material.

**Want more?** Reply and tell me which health metric you're most interested in tracking!

Best,

Brand Anthony McDonald

P.S. Share this guide with anyone who could benefit from better health tracking. The more people who optimize their health, the better!

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## Email 2: Your First Week Tracking Tips (Day 3)

**Subject:** How's your tracking going? [Quick wins inside]

Hi [First Name],

It's been a few days since you downloaded the fitness metrics guide. How's your tracking going?

**If you haven't started yet - no worries!** Here's the simplest way to begin:

**Today's Action:** Pick ONE of these:

1. **Steps:** Use your phone's built-in step counter
2. **Sleep:** Note what time you go to bed and wake up
3. **Energy:** Rate your morning energy 1-10 when you wake up

That's it. Just track one number for the next 4 days.

**Why this works:** Small data points create big insights over time. After a week, you'll start seeing patterns you never noticed before.

**Real example:** One student tracked her morning energy for 2 weeks and discovered she felt 30% better on days she went to bed before 10:30 PM. Simple change, big impact.

**Question for you:** What's the biggest challenge you face with staying consistent with healthy habits?

Hit reply and let me know - I read every response personally.

Keep tracking,

Brand Anthony McDonald

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## Email 3: The Full Course is Coming (Day 7)

**Subject:** Ready for the complete program? [Early access details]

Hi [First Name],

You've had the guide for a week now. Whether you've started tracking or are still planning to, I have exciting news.

**The complete video course is almost ready.**

The 3-page guide you downloaded is just the beginning. The full "**Foundations of Fitness and Health Metrics**" course includes:

**5 weeks of detailed video lessons**  **Weekly tracking assignments with feedback**   
**Community support from other students**  **Downloadable tracking templates**  **Q&A sessions with me personally**

**What makes this different:** Everything is explained in clear, everyday language. No medical background needed. No confusing charts or complicated formulas.

**Early Bird Pricing:** Course launches in 3 weeks at \$497, but guide downloaders get early access for \$297.

**[Join the Priority Waitlist]** - you'll get first access when enrollment opens.

**Not ready for a course yet?** No problem. Keep using the free guide and track those metrics!

**Success Story:** "I used just the free guide for 2 months and lost 15 pounds by tracking my daily steps. Now I want the full course!" - Sarah M.

Talk soon,

Brand Anthony McDonald

P.S. The course builds toward my bigger goal: helping people live to 100+ in optimal health. This is just the foundation.

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## Email 4: Social Proof & Community (Day 12)

**Subject:** See what others are discovering [real results]

Hi [First Name],

Amazing things are happening with people using the fitness metrics guide.

**Real results from real people:**

**Mike (age 34):** "Tracked my sleep for 2 weeks. Realized I was getting 6.2 hours average instead of the 7-8 I thought. Now I'm actually sleeping better."

**Jennifer (fitness coach):** "I use this with all my clients now. The simple language helps them understand why tracking matters."

**David (age 58):** "Never thought about resting heart rate before. Mine dropped 8 beats per minute in 6 weeks just by walking more."

**What they all have in common:** They started with the basics in your free guide.

**The Community Effect:** When you join the full course, you get access to our private group where people share their tracking discoveries, ask questions, and celebrate wins together.

**Real question:** What's been your biggest insight from tracking so far? Even if it's small, I'd love to hear about it.

Hit reply and share your experience - I personally read every email.

**Course enrollment opens in 9 days.** Priority waitlist members get 48 hours early access plus the \$200 discount.

### [Secure Your Spot on the Waitlist]

Keep tracking those metrics,

Brand Anthony McDonald

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## Email 5: Final Course Launch (Day 21)

**Subject:** 🚀 Course is LIVE (48 hours early access for you)

Hi [First Name],

### It's here!

The complete "**Foundations of Fitness and Health Metrics**" course is now open for enrollment.

**Your 48-hour early access window starts now.**

### What You Get:

- 5 weeks of step-by-step video training
- Personal tracking templates and tools
- Weekly group Q&A sessions with me
- Private community of health optimizers
- Lifetime access to all materials
- 30-day money-back guarantee

**Special Pricing:** \$297 (regular price \$497) - available only during this early access period.

### [ENROLL NOW - EARLY ACCESS PRICING]

### Why join now?

1. **Limited spots:** Only 50 students this round for personalized attention
2. **Price increases:** Goes to \$497 when early access ends
3. **Community:** Be part of the founding group

**Still not sure?** Here's what one beta student said:

*"I wish I had this course 5 years ago. The clear explanations and practical approach made everything click. I'm now helping my whole family track their health better." - Rachel T.*

**This isn't just about tracking numbers.** It's about building the foundation for living to 100+ in optimal health.

Ready to join the World's Fastest Centenarian journey?

**[CLAIM YOUR SPOT NOW]**

See you in the course,

Brand Anthony McDonald

P.S. Early access ends in 48 hours. After that, the price goes up and you'll wait until the next cohort in 3 months.

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## Email 6: Last Chance (Day 23)

**Subject:** ⏳ Early access ends tonight [final call]

Hi [First Name],

This is it - your early access window closes tonight at midnight.

### Current situation:

- ✅ 31 students enrolled
- ✅ 19 spots remaining
- ⏳ \$200 discount expires in 8 hours

### After tonight:

- Price increases to \$497
- Next enrollment: 3 months away
- No early access bonuses

**The choice:** Join the founding group now, or wait until next quarter at full price.

### What you get today:

- \$297 (save \$200)
- Lifetime access to all materials
- Personal attention in small group
- Be part of the founding community

**[ENROLL NOW - FINAL HOURS]**

**Quick question:** If not now, when will you prioritize understanding your health data?

The tools and knowledge in this course become more valuable every day as health tracking becomes mainstream.

**Be an early adopter, not a late follower.**

### [SECURE YOUR SPOT]

Final call,

Brand Anthony McDonald

P.S. If you're not ready now, that's okay. Keep using the free guide. But remember - the best time to start was yesterday. The second best time is today.

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## Bonus Email 7: Welcome to Course Students (Day 24)

**Subject:** Welcome to the course! Here's what happens next

Hi [First Name],

### Welcome to the Foundations of Fitness and Health Metrics course!

You made a smart investment in your health education.

**Course Access:** Check your email for login details to the course platform.

**Week 1 starts Monday:** Introduction to Personal Health Metrics

#### What to expect:

- 2-3 video lessons per week (10-15 minutes each)
- Weekly tracking assignments
- Group Q&A every Thursday at 7 PM EST
- Community forum access starting tomorrow

**Your first assignment:** Complete the baseline metrics assessment (takes 5 minutes).

**Pro tip:** Download the course app for offline access to all videos and templates.

**Need help?** Reply to this email or post in the community forum.

**Excited to guide you on this journey to optimal health tracking!**

Welcome aboard,  
Brand Anthony McDonald

## [ACCESS COURSE NOW]

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## Campaign Settings & Notes

### Email Service Setup:

- Trigger: When someone downloads the ebook
- Sequence: 7 emails over 23 days
- Open tracking enabled
- Click tracking enabled

### Personalization Tags:

- [First Name] - required field
- [Download Date] - auto-populated
- [Course Status] - purchased/not purchased

### A/B Testing Opportunities:

- Subject lines (test emoji vs no emoji)
- CTA button colors
- Send times
- Course pricing presentation

### Segmentation:

- Course purchasers exit sequence after Email 5
- Non-purchasers continue through Email 6
- All ebook downloaders get Email 7 if they purchase

### Analytics to Track:

- Open rates by email
- Click-through rates
- Ebook download completion
- Course conversion rate

- Revenue per email subscriber