

Here are our top 5 performing swipes. Based on our testing, we recommend sending email 1a first, and then sending email 1b with alternative subject lines 2 or 3 to no opens a few days later.

You should then send again after 1 week using either email 2 or 3. Email 2 works more the intrigue/curiosity angle, while email 3 is content-rich and reads like an article (great on overmarketed lists or non weight loss lists).

You should send email 4 on lists with low click-through rates or as a follow up to the previous email.

Email 5 is a naughty one (NSFW!), so it will not be appropriate on all lists. It does amazing on dating/romance lists but surprisingly we had very good results even on conservative or predominantly male lists. Turns out, everyone is curious about the topic!

P.S. Make sure you change the SIGN OFF name at the bottom!

P.P.S. Check out our New Coronavirus swipe at the end!

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## Email #1a – Top Performer

### Subject line:

I spied on skinny people (hidden camera experiment)...

### Preview text:

what I found out is SHOCKING...

### Body:

Well actually my friend Jessica did. But I helped her set the whole experiment up...

We put hidden cameras in kitchens, living rooms, and even in BEDROOMS...

Why?

We wanted to find out **what the 'naturally skinny' do differently from the rest of us that enables them to eat whatever they want and still stay slim.**

What we found out was **SHOCKING**.

==> [Check out this crazy experiment here \(PICS included!\)](#)

Check it out,

**SIGN OFF**

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**Email #1b – Variant of above but without personal involvement ('I' is not used; does not convert as well as email above)**

Subject lines:

1. she spied on “naturally skinny people.” Here’s what she saw...
2. Hidden cameras reveal: The secret to being “naturally skinny”... with Netflix!
3. Burn the right candles to lose belly fat. (Incredible new research)

Preview Text:

- Naturally skinny people are NOT born with faster metabolisms...

Body:

Hey **FIRSTNAME**! Do you know anyone who’s just “naturally skinny”?

Someone who eats chips and salsa, lies on the couch, and still looks amazing?

My friend Jessica always had trouble losing weight, and one day, she decided to get to the bottom of the age-old question...

***Why are some people just naturally skinny, no matter WHAT they eat?***

So she did something a little crazy.

[She set up hidden cameras in the homes of “naturally skinny” women...](#)  
and the results were shocking.

- They did NOT workout more.
- They did NOT eat boring foods.
- And they definitely were NOT born with a faster metabolism!

In fact... they were some of the laziest people ever.

But they had about 109 “lazy habits” that made them burn off belly fat faster than they could put it on.

Want to find out the REAL difference between those naturally skinny sex goddesses and the rest of us?

>>>> [Click here to see the secrets they found when they used hidden cameras to spy on “naturally skinny people.”](#) <<<<

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Email #2:

Subject lines:

- Imagine lying on the couch and getting a hot body at the same time.
- You need to be MORE LAZY if you want to lose weight.
- She knew her husband still loved her... but she was suspicious...

Preview text:

- Gaining weight can destroy your self-confidence. You deserve to be HAPPY.

Body:

When my friend Jessica started gaining weight, she almost didn't notice.

After all, she had two kids. OF COURSE her body was going to change!

But she slowly started to feel like her husband just wasn't attracted to her...

And he was making it a little too obvious when there was **a cute young waitress** taking care of them in a restaurant.

Luckily... with a few **hidden cameras**... [she found the PERFECT way to destroy belly fat](#) - and she did it the LAZY way.

Think about that.

Imagine if you could finally:

- Lose weight like a "naturally skinny person," without working too hard.
- Spending LESS time working out and still looking amazing.
- Eating delicious, flavorful foods... *with the metabolism of a "naturally sexy" person.*

I'm so grateful that Jess put all her tricks in this guide.

>>> [Click here to check out her hidden camera secrets for a "naturally skinny body."](#) <<<<

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### Email #3: (article-like)

Subject Lines:

- 3 ways to burn more belly fat while you SLEEP
- Burn belly fat while you sleep. More zzz's = less fat.
- ZzZzZz - lose fat while you sleep.

Preview Text:

Sleeping the wrong way makes you fatter. Fix it now.

Body:

Hi there!

Everyone loves sleep. But did you know that **sleeping the right way can help you lose weight?**

It's another one of the real life-saving tips I learned in Jessica's guide, [Secrets of the Skinny](#).

Look, you have to sleep every night anyway. Why not turn it into **your secret weapon** in the battle to blast away fat?

Here's how to sleep the RIGHT way:

- **Avoid Blue Light.** The light from your phone, TV, and computer is blue. And if you have to wake up early enough, you'll notice that the sunrise light is also blue. This artificial blue light triggers your brain's natural "wake-up sequence." You can use a blue-light filter on your electronic devices... or simply avoid them for **at least 2 hours before bed.**
- **Have a protein-rich meal before bed.** Ideally, you should have a **protein shake** with a low amount of carbs and sugars. Protein improves your sleep quality and helps you stay asleep throughout the night.
- **STOP drinking alcohol.** Even a light beer has more empty calories than you need, and alcohol ruins your sleep quality. You might fall asleep sooner, but your brain is likely to stay active all night long. Alcohol doesn't just add calories: it makes it harder for you burn calories the next day.

Try those out... see how much better your sleep (and body) become...

And then, [check out all 109 "lazy secrets" from \*\*Secrets of the Skinny!\*\*](#)

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## Email #4: (before and afters)

Subject lines:

- Just look at these incredible body transformations.
- These women went from STRUGGLING... to “naturally sexy” goddesses.
- From struggling... to “naturally skinny”... in just a few weeks.

Preview Text:

- You won't believe your eyes when you see these women...

Body:

Okay, let's be honest here...

You would love to have better sleep, more self-confidence, and better sex...

But seeing real weight loss results is just icing on the cake!

[These “naturally skinny” secrets are incredibly easy and LAZY, but they work](#)

- and here's the proof.





Even women who struggled with losing weight for YEARS are suddenly turning into sexy, "naturally skinny" women...

Just by stealing the secrets Jessica discovered with her **hidden cameras**.

[>> You can get all 109 lazy secrets right here.](#)

[SIGN OFF]

P.S.

Jessica might be taking this website down soon. (After all, running a website isn't free!)

So if you're even a little bit curious about the incredible body transformation you could experience...

>>> [Click here to check out the Secrets of the Skinny today.](#) <<<

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## **Email #5: (NSFW)**

Subject lines:

- NSFW: How many calories does f\*\*\*\*\* burn?
- NSFW: How to have sex the right way - to burn more belly fat.
- ADULTS ONLY: How to get a better body while having amazing sex.

Preview:

- New research proves: sex can totally replace your workout!

Body:

Hey again!

I was just reading [Secrets of the Skinny](#) from my friend Jessica, and I got to a pretty interesting part... *the chapter about sex*.

It turns out that sex can be one of the BEST workouts you'll ever do (and not just because it's fun).

Some people burn up to 300 calories during sex. (That's enough to eat a big slice of cake and burn it off in bed.)

But it's important to note that the **POSITION** you have sex in will drastically change how many calories you burn.

It makes sense... but most people would never think of using SEX as their workout.

But why not?!

- It's fun.
- It's effective.
- And it feels amazing.

And this is just 1 of the 109 different ways that "naturally sexy" people burn more calories than the rest of us... while being pretty darn **lazy**.

[Click here to learn more about the \*\*hidden camera experiment\*\* that finally exposed why some people can stay skinny...](#) even while they eat chips and watch Netflix.

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**\*\*NEW CORONAVIRUS SWIPE\*\***

**From Name:**

Lockdown fat

*Alternative from name:* hidden cameras

**Subject:**

how to slim down FAST during lockdown 😊

*Alternative subject line:* coronavirus making weight loss EASIER?? 😊

**Preview text:**

everything revealed through hidden cameras

**Body:**

Hi **FIRST NAME**,

I just stumbled upon this shocking research...

Apparently some people stuck at home who gave up dieting and exercise actually lost weight **FASTER** (!)

How?

[Check out this crazy hidden camera experiment and see for yourself \[pics included - click here\]](#)

Keep well,

**SIGN OFF**