**Subject: How to lose weight easily (and keep it off FOR GOOD)**

**Hi [first name],**

I wanted to write to you today because a weight loss program that I LOVE is currently on sale for $10 off the usual price tag.

[*It’s called the Smoothie Diet.*](http://smoothiediet.com/program/)

This is hands down the best, healthiest, safest, most satisfying diet I’ve ever found to help you blast through fat and reach your goal weight.

The *Smoothie Die*t was created by Drew Sgoutas, a Board Certified Health Coach and Nutrition Expert.

The plan is simple. For 21 days, you swap out two of your three meals with delicious, hearty, nutrient-dense smoothies. That’s it.

You can still have snacks and one whole food based meal throughout the day, and you won’t have to stress about planning them since the Smoothie Diet guide includes sample meals and snacks (plus vegetarian options).

If you choose, you can use a “flex day” every week where you just eat three healthy, meals (they’re all spelled out inside the Smoothie Diet). This way, it’s very convenient.

***Collectively, Coach Drew has helped his Smoothie Diet community lose more than 40,000 pounds - and KEEP THE WEIGHT OFF.***

Here’s a breakdown of what you get with The Smoothie Diet

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* 36 delicious, filling smoothie recipes to help you blast through fat and lose weight, consistently, without feeling deprived
* Weekly shopping lists to make it simple to stay on track
* A 21-day rapid fat loss plan that tells you which smoothie to have when for maximum results.
* Smoothie making tips and prep guide so you can be prepared (and not reach for sugar when 4 p.m. cravings hit)
* A 60-page guide to tell you everything you need to know to succeed on the program.
* A Quick-start guide to make it easy to begin
* A 3-Day detox plan (this is optional) to help you drop the first few pounds asap

Why is the *Smoothie Diet* so effective?

Weight loss is 80% diet and 20% exercise. This *Smoothie Diet* cuts out all the awful foods that are making you gain weight while boosting your metabolism, cutting your cravings, and reducing your caloric intake (without ever leaving you hungry).

Plus, the *Smoothie Diet* is insanely convenient. Convenience is the single biggest factor that leads to diet success or failure. If something is hard, you’re unlikely to stick with it. If it’s a breeze, then why wouldn’t you follow through?

The best thing about the Smoothie Diet is that it helps you KEEP LOSING WEIGHT even after the 21 days are over. Many of Drew’s clients choose to swap out one meal per day with a smoothie for a few more weeks or months. And since it’s already a habit and you already love the smoothies, it’s easy to keep going until you hit your goal weight.

Whether you want to lose 10 lbs. or 70 lbs., you’ll be able to make it happen with *The Smoothie Diet.*

Want to learn more and claim your $10 off? [You can learn all about it here.](http://smoothiediet.com/program/)

**SIGNOFF**

**Subject: What makes the Smoothie Diet so different?**

Hi [first name]

The other day, I wrote to you about the [*Smoothie Diet*](http://smoothiediet.com/program/), Coach Drew Sgoutas’ 21-day smoothie-based diet program.

I know this is all new to you, so I want to help you decide if this is the right program for you.

Here is just a tiny fragment of ways that *The Smoothie Diet* is different from other weight loss programs.

***It’s No Miracle Diet***

*The Smoothie Diet* is a sustainable, healthy eating plan that allows you to lose weight over 21 days, and gives you the option of either continuing on afterward or returning to all solid meals. This diet is not a fad or a trick. It’s easy to follow and anyone can do it.

***It was MADE for busy people***

If you’re busy, then you’re about to fall in love with a diet (yes, you read that correctly). As long as you can set aside about 20 minutes to make the smoothies in the morning, you’ll have all the time you need to make this diet work for you.

***It’s easier than pie (and also kind of tastes like pie?)***

All the recipes are super easy to follow and made with ingredients you can find in any grocery store. (And yes, they’re decadent and delicious!)

***You don’t have to give up food***

This isn’t JUST a smoothie diet. You drink 2 smoothies every day, but you still eat a whole healthy meal and snacks every day (samples are provided in the Smoothie Diet guide). If you need or want a break, you can add in a flex day every week and just eat regular foods (following the included Smoothie Diet guide). This flexibility makes it easy to manage, even if your schedule is unpredictable.

***You get WAY MORE than just fat loss***

*In case losing 10, 20, 45, or 70lbs of stubborn fat isn’t enough for you, you also get all kinds of other incredible benefits from the Smoothie Diet.* People who complete this program also experience:

* Boosted energy (you won’t even need your coffee anymore - though you can still drink it because coffee is wonderful)
* No more “brain fog” so you can watch your productivity soar!
* Healthy, dewy, glowing skin (Hello Instagram-worthy selfies!)
* A permanent end to annoying belly bloat
* Cozy, amazing deep sleep so you can launch into each new day, alert and happy

***And most importantly, you can lose as much weight as you want!***

I can’t tell you exactly how much weight you’ll lose on the Smoothie Diet, because it will depend on a lot of factors, but one of Drew’s clients (Amanda) used the *Smoothie Diet* after the birth of her second son and lost 70 lbs (she started with the 21-day plan and then kept going for a few months by following Drew’s tips). Another client, Dawn, lost 14 lbs in the 21 days. So, while there is no specific number, you can be sure you’ll lose weight and love the process.

Not bad for a 3-week commitment! [***Get started here.***](http://smoothiediet.com/program/)

To quote one of Coach Drew’s clients, “It's hard for me to put a price on something that changes your health so much for the better.”

And while it’s true that it’s hard to put a price on something so wonderful, this program does have a price, and right now that price is $10 cheaper than usual!

What are you waiting for?

**SIGNOFF**

**Email #3: EXPIRING: $!0 off coupon inside**

Hi [first name],

If you’ve been reading my emails over the last few days and you’re curious about the [*Smoothie Diet,*](http://smoothiediet.com/program/)you should know that this is your LAST CHANCE to get the $10 off sale.

The reason I’m such a big advocate for the *Smoothie Diet* is because of the absolutely phenomenal results that Drew’s clients have had - all with nutritious, easy to make, delicious and affordable smoothies.

I talked to one woman (Abbie) who found *The Smoothie Diet* in a magazine and was extremely skeptical to start.

She’d already spent literally thousands of dollars on other weight loss programs, and while she had lost weight, she had ultimately gained it all back (plus 18 lbs.)

But she was desperate. Her son had just asked her why she never played baseball with him while the other moms practiced with their sons. She couldn’t tell him that she wasn’t as healthy as the other moms. She downloaded The Smoothie Diet immediately afterward.

With each day that passed, Abbie tried (and loved) the smoothies. She started to see real results after the first few days - results like her clothes fitting better, having more energy, sleeping more soundly, and dropping the first couple of pounds.

After the 21 days were over, Abbie had lost 16 lbs!

She loved that it was easy to incorporate into her busy life and allowed her to keep living her life without feeling exhausted or hungry. And after the first week, her sugar and junk food cravings were gone, which made it way easier to avoid the drive-thru after picking her sons up from school.

Abbie isn’t the only one who saw REAL results.

Danielle lost 8 lbs in her FIRST WEEK on the *Smoothie Diet.*

Sarah called it “The perfect "Mommy Makeover," and said it was an excellent complement to her busy, chaotic life.

Jade kicked her love handles to the curb and finally lost the last 12 lbs she’d been holding onto for years!

Angela said she was finally able to keep up with her grown children and is planning a trip to go hiking with them in the Redwoods next spring.

*These are real stories from normal people - people with jobs and families and budgets.*

If you’re serious about your health (and I know you are) this is a no-brainer.

*The Smoothie Diet* is convenient, effective, affordable, science-backed, safe, sustainable, and delicious.

Plus, it’s on sale and comes with a 60-day no-questions-asked money back guarantee.

It’s foolproof.

[Take me to the Smoothie Diet now](http://smoothiediet.com/program/).

And unlike other diets that basically leave you high and dry after losing the weight, The Smoothie Diet teaches you a step-by-step process to ease off the diet and keep losing weight when it’s over (as well as how to keep it off for life).

Imagine, being able to slip into that pair of jeans that’s been hanging at the back of your closet since you came home with your first child.

Imagine walking into a store and being able to choose something off the rack, rather than waiting to order online.

Imagine how much that new sense of confidence will impact your relationships and your sex life!

No more being out of breath walking up one flight of stairs.

No more diet pills, excruciating exercise plans, or crazy fad diets (I’m looking at you, celery).

No more disappointment over weight loss plans that promise big results and leave you regretting spending the money.

Just easy weight loss with a convenient plan and smoothies you’ll actually crave.

And a roadmap to keep the weight off FOR LIFE.

[Here’s the link again to learn more and claim the $10 off coupon.](http://smoothiediet.com/program/) Good luck!

**SIGNOFF**