

Client: Diet Solution Program

Project: To develop a series of 7 Auto Responders for this sales letter

Objective: This is 1 out of 7 Auto Responder series

COPY EXCERPT

Subject: Oh crap, I'm drowning here

Hey James,

It's Charles from Diet.com and I'm completely frustrated right now...

I went to the public library to do some research. I wanted to write an article about a certain topic. I found the section that covered my subject. Well, it was really four rows of books, plus magazines.

I suddenly began to have a feeling of being overwhelmed. I asked myself where to start. I looked at the titles of the books and it seemed that I was in the right spot.

There were so many books, so much information available. I could pick up books on my right or on left or on top or bottom. I felt like being drowned.

Where should I begin my research? What book should I first pick up, start to read and take notes. I really didn't know the answer to those questions and that made me frustrated.

For a moment that frustration gave rise to a sense of powerlessness and being unable to act, to do anything. I just stayed there, doing nothing.

Then it got me thinking. It's just like what you're experiencing in not knowing where to begin in order for you to lose weight.

There is so much information out there on that topic. There are a lot of books, magazines, and videos about losing weight. And the question is where to start? What to do first?

Wouldn't it be great if an expert could actually take you by the hand and show you where to begin? What is the first thing you should do to lose weight?

How would you like if a certified nutritionist could guide you in your diet and exercises, wouldn't that be fantastic?

If there was for you some way you could know exactly what foods you should eat or not, wouldn't that be awesome?

Guess what? There is a way and here it is.

LINK

In the Diet Solution Program you are going to specifically find out what you need to do to lose weight. You will be shown something that really works for the long term.

The method is so easy that you won't have anything to figure out.

You'll know what to do at each step of the way. It will make your program fun with no efforts.

Isn't that what you really want?

LINK

In the Diet Solution Program you will find out that there are foods that will help you burn the fat in your body. You will learn how to combine them in an easy system.

In the proper combination those foods can be used as tools for you to lose weight.

You can get to your ideal weight more effectively and with a lot less effort.

Sounds exactly like what you've been looking for doesn't it?

LINK

When it comes to losing weight, there are two areas to work on. On the one hand, you'll need to watch over what you eat. The diet Solution Program will help you there.


Also you'll have to do some exercises. The author is a certified Exercise Specialist.

She will take you by the hand and show you exactly what to do.

She will coach you on how to do the exercises that actually will work for the long term. It is a step by step instruction. No guess work.

Who wouldn't want that?

LINK



To show you that I mean what I say, that in this program you'll know where to begin in order for you to lose weight.

I am giving you as a gift a whole 7 Day Ecourse. A "Must Have" Starter Kit to Permanent Weight Loss.

You are not going to be lost or overwhelmed like I was at the library.

Marketer Name

P.S. Oh yes, there's one more thing I wanted to tell you.

I unconditionally guaranteed your satisfaction with The Diet Solution Program.

If you are unhappy for any reason ... just let me know within 60 days ... and get a full refund. That way, you risk nothing.

Are you ready to get started?

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