

Hey [name]!

Hope you're well. I just wanted to reach out and extend a special holiday offer from my business to you. As you may know, I've become a Coach for Team Beachbody (the makers of P90X, Insanity, Hip Hop Abs, TurboFire, Turbo Jam, Body Gospel, Slim In 6, and dozens of other top fitness programs). Well, I actually have the ability to get my friends and family these in-home workouts at the lowest price possible AND my customers usually get an additional workout FREE, plus my help and accountability.

I realize that most of us are focused on Christmas and then on New Years, but January 1 will come quickly and millions of people will decide to get "back in shape." So if you're planning to do something about your health and fitness after the New Year, I have an alternative that is much less expensive, more convenient, and WAY more enjoyable than a gym membership!

If you're interested, I'm already placing an order for several friends early next week (December 21st is the last day I can place orders to ensure you get it by January 1). I can easily add you to the list.

So if you want me to order something for you or want to at least see what programs I can get for you, please reply to this e-mail and I'll make it simple.

Look forward to hearing from you!
[insert Coach name]