



Summer Sale

WEIGHT LOSS TEMPLATES

THE
*Revenue
Remedy*

Landing Page

PANEL 1

[Have a visually captivating banner image spanning the top of the page or to the left with text to the right.]

The dog days of summer are upon us, and the heat is the last thing you need weighing you down...

You already struggle with feeling sluggish throughout the day, your energy is zapped before the peak temperatures hit, and the reality is, all you want is to feel excited about making memories with your family and soaking up some relaxation without strategizing about how you'll stay covered up in your swimwear.

PANEL 2

What if, instead of that sluggishness, stress and self-doubt, you could feel free?

Free in how you move and make your body feel good.

Free to make food choices that leave you feeling fulfilled and nourished rather than a failure for indulging in your favorite summertime treat.

Free to feel confident in your skin because you know you're taking the steps to fuel and feed your body for your best life.

That freedom can be yours.

PANEL 3

[Insert a banner block that introduces the name of your signature sale, summer program/challenge, promotion, etc.]

[Insert the dates it's running.]

[Insert pricing.]

[Insert Call-to-Action button to sign up, register, or buy now.]

SUMMER SALE - WEIGHT LOSS TEMPLATES

PANEL 4

During/With this *[name of your program, challenge or sale]*, you'll get:

- Bullet item 1
- Bullet item 2
- Bullet item 3
- Bullet item 4
- Bullet item 5

*** Note: for each bulleted item, you're listing out the features of what they get for the promotion, challenge, program you're running and wrapping up each feature presentation with why your potential buyer should care (aka the benefits). For example, "You'll get...a 5-day meal prep plan so you never have to think about makes for a healthy meal when you're in a time crunch."

*** Only include as many bullets as you need.

PANEL 5

[Join us for... name of signature sale, summer program/challenge, promotion, etc.]

[Insert the dates it's running.]

[Insert pricing.]

[Insert Call-to-Action button to sign up, register, or buy now.]

*** This is a bit of a repeat of Panel 3 (but with a slight tweak to the intro line to give your potential buyer another place to opt-in to your offer.

PANEL 6

In this section, include up to three strong client testimonials that exhibit or tell the story of a transformation you hope for your clients with this program to experience.

PANEL 7

**So, is this the summer you'll finally find the freedom
you've been craving?**

[Insert Call-to-Action button to sign up, register, or buy now.]

For more questions or information about *[insert name of your studio]*, get in touch with us at *[insert phone number]* or *[insert email address]*.

Facebook Ads

Ad 1

LONGER VERSION

The dog days of summer are upon us, and the heat is the last thing you need weighing you down...

The mid-day slog is an everyday occurrence, your energy is zapped before the peak temperatures hit, and the reality is, all you want is to feel excited about making family memories and soaking up some relaxation without strategizing about how to stay covered up in your swimwear.

What if, instead of sluggishness, stress, and self-doubt, you could feel free? In your body, movement, and mind.

Join in on [\[insert name or teaser to your offer\]](#) now through [\[insert deadline date\]](#). Learn more and sign up here: [\[insert link to landing page\]](#)

Ad 2

MEDIUM-LENGTH VERSION

Oh, summertime...

When your energy is zapped before the peak temperatures hit, the mid-day slog is an everyday occurrence, and the reality is, all you want is to feel excited about making family memories and soaking up some sun without strategizing how to stay covered up in your swimwear.

Join us for *[insert name or teaser to your offer]* now through *[insert deadline date]* and together we'll capture and regain the freedom you've been craving.
>>> *[insert link to landing page]*

Ad 3

SHORT VERSION

If summer only conjures up stress around how to avoid your favorite frosty treats like the plague or how to strategically stay covered in your swimwear, it's time to redefine the term "sweet summertime" and reclaim those summertime feeling you had as a carefree kid.

Click here to learn more about our limited-time *[insert name or teaser to your offer]* going on now through *[insert deadline date]*: *[insert link to landing page]*

Facebook Ads

Ad 1

LONGER VERSION

Summertime sadness hitting record numbers in <<CITY NAME>>.

Symptoms include:

Lethargy

Swimsuit-phobia

Anxiety, and stress.

The cure: *[Studio Name]'s [Offer Name]*

[1 sentence pitch]

Learn more about banishing summertime sadness here: *[insert link to landing page]*

Offer valid from *DATE* to *DATE*

P.S.

Side-effects may include:

Confidence, radiance, strength

Uncontrollable joy

Feeling like a boss

Ad 2

MEDIUM-LENGTH VERSION

Summertime sadness hitting record numbers in <<CITY NAME>>.

Banish insecurities, anxiety and summertime sadness with **OFFER NAME**. Learn more here: [\[insert link to landing page\]](#)

Offer valid from **DATE** to **DATE**

P.S.

Side-effects include:

Confidence, radiance, strength

Uncontrollable joy

Feeling like a boss

Ad 3

SHORT VERSION

Banish insecurities, anxiety and summertime sadness with **OFFER NAME**. Learn more here: [\[insert link to landing page\]](#)

Offer valid from **DATE** to **DATE**

P.S.

Side-effects include:

Confidence, radiance, strength

Uncontrollable joy

Feeling like a boss

Email #1

*** Note: Send to email lists of non-members (i.e., warm leads)

SUBJECT LINE: Summertime, the season of freedom (and getting *[insert tease of your offer for example, one month free at XYZ Fitness]*)

Hi, *[insert first name]*,

The dog days of summer are sneaking up on us, and let's face it the heat is the last thing you need weighing you down...

You already struggle with feeling sluggish throughout the day.

Your energy is zapped before the peak temperatures hit.

And the reality is, all you want is to feel excited about making memories with your family and soaking up some relaxation without strategizing about how you'll stay covered up in your swimwear.

That doesn't sound like "sweet summertime" to us, and we're guessing it doesn't for you, either.

What if, instead of that sluggishness, stress and self-doubt, you could feel free?

Free in how you move and make your body feel good.

Free to make food choices that leave you feeling fulfilled and nourished rather than a failure for indulging in your favorite summertime treat.

Free to feel confident in your skin because you know you're taking the steps to fuel and feed your body for your best life.

That freedom can be yours.

From *[start date]* through *[insert end date]* we're *[insert a 1-2 line sentence with concise pitch of what you're offering]* for only *[insert price or indicate your lever]*.

We know summer can feel like the time for slowing down (the heat has a way of doing that), but we know that with support, accountability and our community at *[insert name of your studio]*, this is the summer you can finally find the freedom you've been craving.

What do you say?

You in?

Click here to learn more and sign up before this offer is off the table.

[Insert personal or studio sign off]

Email #2

SUBJECT LINE: Heads up, *[insert first name]*. Something big's coming.

Hi, *[insert first name]*,

Summer can be a trigger word for so many women.

Immediate visions of sweat in all the inconvenient places, tugging swimwear, and using your towel strategically to hide lumps and bumps.

Anxiety, insecurity, self-doubt...

When really, you deserve to be lounging by the pool.

Well, lucky for you we've got just what you need to kiss that *summertime sadness* goodbye. (Sorry Lana!)

And the antidote to summer's double dose of anxiety, insecurity, and self-doubt?

It's a big ole dose of self-love.

Because to look good, you gotta feel good.

You can finally feel:

Strong, and nourished

Relaxed, and looked after

Confident and radiant

And, most, importantly, **proud** instead of self-conscious.

Starting *[start date]* through *[insert end date]* we're *[insert a 1-2 line sentence with concise pitch of what you're offering]* for only *[insert price]*.

We're promising you all the support, the guidance, and a whole host of cheerleaders to make sure you kick your goal's butt this summer.

Head here to make this the summer where you finally banish your insecurities forever, [\[Link to your website\]](#)

[Insert personal or studio sign off]



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Questions?

SUPPORT@LISEKUECKER.COM