

6 Day Fat Loss Hacks Launch Email Series

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This launch series can give you higher conversions than sending out a single pitch email.

It warms up your list with three pure content emails filled with interesting and helpful information, then follows with three pitch emails after your list is warmed up.

It's perfect for any list, but older lists that have stopped responding to single broadcast emails will really benefit from warming up your readers with this launch series before trying to sell them Fat Loss Hacks.

There are six emails and you should send them out in the order they are listed.

Day 1

SUBJECT LINE: "Pre-Breakfast" An Enhanced Way To Start Your Day

What you consume when you first wake up programs your body to feel a certain way for the rest of the day.

Do you want to be hungry, tired, anxious and unable to focus all day long?

Or would you rather have reduced cravings, a smooth supply of energy, and be calm and focused?

Of course, we all would prefer the second one...

By doing what's called a "pre-breakfast" you can optimize your body for an ultra-productive day.

If you typically start your day off with a big dose of caffeine, greasy meat like sausage or bacon, or worse, fast food you will benefit tremendously from what you're about to read.

Did you know the grease filled abomination that has come to be known as the "All American Breakfast" was devised by Sigmund Freud's nephew, Edward Bernays, also known as the Godfather of Propaganda?

In the 1920's Edward was hired by a pork manufacturer to increase demand for bacon, and the 1,000 calories All American breakfast was born.

Even if you currently treat yourself to a healthy breakfast such as fruit or oatmeal you can enjoy increased vibrancy by partaking in a pre-breakfast.

There are two versions of the pre-breakfast; a simple version that we'll share with you here, and a high-performance version for people with a more demanding lifestyle we'll tell you about in a few days.

Simple Pre-Breakfast Is Only Two Steps

This is easy and will literally take you less than a minute.

You simply start your day with a tall glass of filtered water and two spoons full of coconut oil.

That's it.

It's so basic I'm worried you won't commit to trying it because it seems too simple to do much.

Give it try. You'll be surprised at what a difference it can make!

Let's quickly go over what each of these two things does to our body.

We'll Start With The Benefits Of Filtered Water:

- Helps you focus - Even mild dehydration can cause dizziness, headaches, and impact our ability to focus
- Helps you burn fat - Studies show that hydrated cells help to flush out fat
- Improves digestion - Stomach problems are becoming a serious health issue for the fast food generation. Water is a gentle way to flush your digestive tract and keep it healthy

There's also a psychological benefit to starting your day with a refreshing glass of water. From the book "One Simple Change"...

"The benefits of drinking water in the morning go beyond the physical, though: I find that having a glass of water right after I wake up makes me feel as if I've kicked off the day on the right foot. Since I've done something good for myself first thing, I am more likely to continue to make healthy choices as the day goes on."

Now Let's Talk About Coconut Oil:

Here's a quick rundown of what coconut oil can do for you...

- Energy boost - Your body doesn't typically store the healthy fatty acids in coconut oil as fat. Instead, your body quickly converts them to energy

- Keeps blood sugar in check - The crash you experience after a high-carb meal is caused by out of control blood sugar levels. Coconut oil helps control that
- Boosts your metabolism - One study found that medium-chain fats like coconut oil increased metabolism by 12%
- Reduced appetite - Researchers discovered that the medium-chain triglycerides found in coconut oil caused people to consume 256 fewer calories per day

When you partake in this pre-breakfast you will find the urge to bombard your stomach with ghastly processed food later on in the day is greatly reduced.

It really is amazing. Sugar and junk food cravings just get put on mute.

Not A Replacement For Breakfast

You probably guessed from the name “pre-breakfast” that this is something you do before breakfast, not a replacement for breakfast.

You will have to play around with it to find a way to best work a pre-breakfast into your daily routine. I don't recommend going more than 2 hours between pre-breakfast and regular breakfast.

Here's what works for me:

- Pre-breakfast when I first wake up
- Stretching and a light workout
- Morning hygiene
- Normal breakfast (usually a green smoothie with a scoop of protein powder)

I hope you try this. It seems too simple to have a profound effect on the way you feel, but not everything capable of making a positive change has to be complex.

Simple Pre-Breakfast Summarized

- Glass of filtered water
- 2 tablespoons of coconut oil

Warmest regards,

PS: In a few days I'll be sharing a way to burn hundreds of calories an hour while you sleep or sit at your computer and a special kind of art that seduces you into eating healthy.

Just looking at this art causes you to make healthier food choices (this one is really cool).

I'll also tell you about the high-performance version of the pre-breakfast that will sharpen your focus and gives you an even greater supply of natural energy without the jitters of sugar and caffeine.

Day 2

SUBJECT LINE: 30 - 40 - 2000 Easy Weight Loss System

Losing a lot of weight quickly isn't hard. All you need is a system and the gumption to stick with that system.

Your weight loss system should be as easy to follow as possible.

Keeping track of macronutrients might help you lose weight but you've got a life to live and don't have time to turn every meal into a science experiment.

The following weight loss system only requires the following three things:

- Keep your daily carb intake under 30 grams
- Be active for 40 minutes
- Keep your daily calorie intake under 2000

It's called the 30 - 40 - 2000 Easy Weight Loss System and if you follow it you can enjoy watching pounds of fat melt off your body.

We're also going to cover:

- Why eating healthy won't always help you lose weight
- Why you should avoid joining a gym
- What to add to every meal that's proven to help you feel full

We'll start with the one thing everyone hates cutting back on - carbs.

Keep Your Daily Carb Intake Under 30 Grams

I wish there was a way to eat all the sweet starchy carbs you want and still lose weight. Unfortunately, if you want to lose weight fast you need to cut back on carbs. Even eating "healthy" won't cut it if your goal is to lose a couple pounds a week.

Keep your eyes on your inbox because in the next few days I'm going to show you a revolutionary new cooking technique that slashes the calories in pasta,

rice, and potatoes in half AND transforms them from bad fast digesting carbs into good slow digesting carbs.

With this cooking technique, you can now enjoy a reasonable amount of your favorite carb-filled foods and still lose weight!

If you can keep it under 30 grams of carbs per day and follow the rest of the advice here you can experience weight loss at a rate some experts say is impossible.

The next number to focus on is 40...

40 Minutes Of Activity A Day

I'm calling this "activity" instead of exercise because you don't have to punish yourself with grueling workouts day after day to lose weight.

If you're carrying extra body weight simply walking can be a rather intense workout.

If you're not in peak physical condition hard workouts can also be dangerous.

I gasp every time someone who has been relatively inactive for much of their adult life is prodded into joining Crossfit or something similar.

If your body isn't allowed time to adapt to hard workouts you run the risk of blowing out your back or knees - if you can't move because of an injury losing weight will be almost impossible.

That's why you should focus on keeping active.

Focus on getting your heart rate up and breaking a little bit of a sweat, but don't push yourself beyond the limits of your body.

Avoid Joining A Gym Unless You Enjoy It

Going to the gym is inconvenient. It also conditions you to only think about working out when you're at the gym.

Have you ever gone to the gym and found that it was closed?

Did you find another way to get your workout in? For most people, the answer is no.

Train yourself to be active wherever you are.

Body weight exercises like sit ups, push-ups and squats can be done anywhere. If you have a few minutes at home or at work bang out a few push-ups.

You don't need 40 minutes of activity all at once. You can break it up.

Most of us have dozens of 2-5 minute blocks of time that we can fill with some quick activity.

Whenever you find yourself with a few minutes to spare do a few squats, sit-ups, push-ups, toe touches, jog in place, whatever...

These small bursts of activity will keep your metabolism running in high gear. It's also a great stress reducer which will calm you down, re-energize you and keep you focused.

Next, let's talk about calories...

Keep Your Daily Calorie Intake Under 2000

Tell me if this sounds familiar. You're dieting, maybe you've been at it for a while or perhaps you just started.

Things are going great and you're sticking to the diet when in a fleeting moment of weakness you decide to gorge yourself.

Then to soothe the bad feeling that comes with falling off the diet wagon you tell yourself you'll make up for it by eating a light dinner or working out before bed.

Dinner comes, but you figure since you already broke your diet earlier you might as well feast at dinner too and just call it a "cheat day".

Most of the time this marks the beginning of the end to your diet.

Here's how to avoid doing that:

Start your day strong. How you start your day sets the tone for the entire day.

To do this I suggest doing what I call a pre-breakfast. (*I emailed you about how to do a pre-breakfast earlier if you want to go back and see how it's done*).

You'll be pleasantly surprised at how easy it is to avoid all the dieting pitfalls when you start your day on the right track.

Next, make sure you're eating enough of this at every meal...

Eat This At Every Meal To Feel Full All Day Long

The good people at the British Journal of Nutrition published a study telling us how to feel full and sustained by eating more protein.

Here's a quote from the study:

“The study included overweight or obese men who ate a reduced calorie diet. The diet consisted of two variations of protein intakes, both which were within federal nutrition recommendations: normal protein intake (11-14 percent of calories) or increased protein (18-25 percent of calories). The researchers tested the effect of consuming the additional protein at specific meals - breakfast, lunch or dinner - or spaced evenly throughout the day.

Purdue researchers found that the feeling of fullness was greatest and most sustained throughout the day when the additional protein, from eggs and lean Canadian bacon, was eaten at breakfast - versus lunch or dinner”

I've done this myself and have been thrilled with the results.

Try This: As an experiment to prove to yourself how effective protein is at eliminating hunger commit to eating almost nothing but protein for one day.

Most people get through breakfast just fine and maybe even lunch. By dinner, they're looking at some boiled eggs or a burger patty and cravings just go away - you'll take a few bites and tell yourself "that's enough". Protein works like magic at stopping hunger.

It's so simple, yet so powerful. By eating a more protein you can stop cravings which makes keeping your daily calorie count under 2000 easy.

That's it.

Keep your carbs under 30 grams a day. Squeeze in 40 minutes of activity. Eat less than 2000 calories a day.

You learned tips that should make all these doable without the usual suffering that comes with dieting. Getting enough protein is the secret to making it work without using willpower to curb cravings.

Try it out and see if it works for you.

Tomorrow we'll reveal a strange food that forces your body to produce fat burning hormones. This is one of the cheapest foods you can buy at the grocery store but there's something very special you have to look for when picking it out.

In the coming days I'm also going to share...

- A simple trick discovered by researchers from Cornell University that suppresses the urge to buy junk food when you shop for groceries

- A 3-week study found that adding this food item to your diet helped people lose an extra 1.1 pounds per week. This one insight alone could help you shed 57.2 pounds a year *almost* effortlessly

- How placing a specific item in the room you eat in makes chocolate cake unappetizing (this works for all junk food)

Stay tuned...

Day 3

SUBJECT LINE: The Secret Behind A Strange Japanese Diet

So far we've talked about how Pre-Breakfast is an enhanced way to start your day and I shared the 30 - 40 - 2000 Easy Weight Loss System. If you missed either of those check your emails from the past few days...

Today I want to share something kind of weird called the "Green Banana Diet".

The "Green Banana Diet" has become popular in Japan. *The Japanese always come up with cool stuff, don't they?*

At first this banana diet seems like a joke - like those weird Amazon berry diets that pop up every couple years.

But the science appears to check out. Eating green (unripe) bananas can help you lose weight.

First, let's talk about the how the Japanese discovered this diet, then we'll get into the science.

Sumiko, a 31-year-old pharmacist, studied preventive medicine and came up with the Green Banana Diet for her then-boyfriend Hitoshi Watanabe.

From ABC News...

"I just wanted something that would not torture me," said Watanabe. "[Green] Bananas are rich in vitamins and minerals, but low in calories. They also contain properties which

fight the build-up of acids. They are readily available and reasonably priced. And you do not need any utensils to eat them. It is just so easy and I thought I could give it a try."

Watanabe lost four pounds in the first month and kept losing similar amounts each month until he lost a total of 38 pounds in less than one year.

"I did not know losing weight could be this easy," Watanabe said. "So, I just wanted to share this with other people."

That was when he put the banana diet information on Mixi, the largest social networking service in Japan, where registered users can access information both from computers and cell phones. "I did not know so many people would show an interest. The response was just overwhelming."

Watanabe certainly did not mean to create a banana shortage all over Japan, but that is exactly what the nation experienced.

Akihiro Takenaka, a produce manager of a Tokyo supermarket, Ozeki, said the demands for bananas are still high and the supply simply cannot catch up.

More people are starting to realize that digestive health and "gut bacteria" can help you lose weight. This could be the reason people are losing weight by eating green bananas."

Green Bananas Stimulate The Release Of A fat Burning Hormone

Rodney Bilton, a Biochemistry Professor at Liverpool John Moores University advises dieters to eat unripe bananas because they're high in resistant starch.

The resistant starch found in green bananas helps you lose weight because it stimulates the release of a hormone called glucagon, which encourages your body to burn fat at a higher rate.

If snacking is your vice, swapping out whatever you normally snack on with a green banana could be your ticket to almost effortless weight loss.

Tomorrow Is A Big Day

Tomorrow I'm going to share with you something that could be life changing if you've been struggling to lose weight.

Every obstacle. Every challenge. Every setback you've ever faced while trying to get in shape will be removed when you read tomorrow's email.

Here's a sample of what will be revealed...

- Multiple studies have shown this technique can burn up to 200 calories an hour without exercise. That's 4800 calories a day you could be burning while you sit around the house doing absolutely nothing. (a pound of fat is about 3500 calories)
- The Mayo Clinic's research into overeating helped develop a simple way to stop eating to fulfill emotional needs
- A technique that cuts the calories of rice, potatoes, and pasta in half - it also turns them from bad fast digesting carbs into good slow digesting carbs
- A special kind of art that makes you eat healthy - just looking at this art causes you to make healthier food choices
- A \$75 procedure that experts say burns up to 800 calories in just 3 minutes
- How to add layers of tight, lean muscle to your body using a scientific weight training method that only requires two 20 minute workouts per week - People

have added 18 pounds of muscle in 14 days using this method

- A High-Performance “Pre-Breakfast” that helps you start your day with a smooth supply of natural energy, sharpens your focus, and puts food cravings on mute
- A simple way some experts say let's you “spot reduce” fat on specific parts of your body at home. If you have a stubborn pouch on your belly, flabby arms, or you're a guy with chest fat that won't go away, you'll want to know how this works
- A 3-week study found that adding this food item to your diet helped people lose an extra 1.1 pounds per week. This one insight alone could help you shed 57.2 pounds a year *almost* effortlessly

Day 4

SUBJECT LINE: Fat Loss Hacks: The Secret To Almost Effortless Weight Loss

The wait is over. Fat Loss Hacks I've been telling you about for the past few days are available to download at this website: <http://12345.xhtml.hop.clickbank.net/?pid=flh>

What are Fat Loss Hacks?

Exciting research into the science of fat loss has uncovered simple hacks that reduce or eliminate most of the challenges you face if you're struggling with your weight.

Many Fat Loss Hacks are small adjustments that are almost effortless. For example...

- Something you can eat that studies have proven can help you shed 57.2 pounds a year automatically
- A cooking hack that cuts the calories & glycemic impact of rice, pasta, and potatoes in half, making them weight loss friendly
- Researchers discovered that doing this before a meal makes you eat 22% less than you normally would

A few hacks take a little bit of effort but reward you with greatly enhanced results over the old ways of getting in shape that disappoint most people. A few of these are...

- A way to add layers of tight, lean muscle to your body using a scientific weight training method that only requires two 20 minute workouts per week - People have added 18 pounds of muscle in 14 days using this method
- A \$75 procedure that experts say burns up to 800 calories in just 3 minutes
- A technique that early evidence suggests lets you reduce fat from specific parts of your body - if you have flabby arms, a pouch on your belly, or you're a man suffering from gyno you might be able to get rid of it at home using this

That's just a tiny sample of the fat loss hacks you'll discover when you go to the website <http://12345.xhtml.hop.clickbank.net/?pid=flh>

There's more, including some really interesting ones like a type of art that makes you eat less just by looking at it (this one is really cool).

We Now Have A Better Way To Lose Weight

You don't have to be the hardest worker or the most dedicated person to make Fat Loss Hacks work for you.

All you have to do is try.

You don't have to know science or biology to make Fat Loss Hacks work for you.

The most brilliant minds in the world have done the research for you.

All you have to do is follow the simple steps outlined in Fat Loss Hacks and enjoy the feeling of large amounts of weight melting off your body.

Are you interested?

Every exciting detail about Fat Loss Hacks will be revealed when you click the link below.

<http://12345.xhtml.hop.clickbank.net/?pid=flh>

Warmest Regards

PS: When you go to that site you'll also get an Easy Weight Loss System that shows you how to lose weight without doing much work.

And for those of you who want to shed body fat as quickly as possible, there's a more intense Advanced Weight Loss System to help you burn fat at a very high rate.

Day 5

SUBJECT LINE: How To Burn Up To 200 Calories An Hour In Your Sleep

Today I want to share something really exciting...

Scientists have discovered a fat loss hack that automatically turns up your metabolism and helps you burn up to 200 calories an hour.

Best of all your body burns these extra calories while you sit and do nothing and even while you sleep.

How much weight can this help you lose?

Multiple studies have shown this technique can burn up to 200 calories an hour. That's 4800 calories a day you could be burning while you sit around the house doing absolutely nothing. (a pound of fat is about 3500 calories)

We've been promised "easy" weight loss for years with disappointing results. Finally, scientists have made the breakthrough that lets us lose weight while we sleep.

This is close to a weight loss miracle.

To see how it works take a second to visit this page >

<http://12345.xhtml.hop.clickbank.net/?pid=flh>

When you go to that page you'll also discover:

- How to automatically reduce the tastiness of chocolate cake - A study found that placing a specific item in the room you eat in made chocolate cake unappetizing

(this works for all junk food)

- The strange reason why storing food in the basement can help you eat less
- A special kind of art that makes you eat healthy - just looking at this art causes you to make healthier food choices (this one is really cool)

If some of this sounds interesting you can find out more here

<http://12345.xhtml.hop.clickbank.net/?pid=flh>

Warmest Regards,

Day 6

SUBJECT LINE: Strange Ways To Lose Weight Fast...

Today I want to talk about strange ways to lose weight fast.

They're called "Fat Loss Hacks".

This Is For People Who Enjoy Trying New Things

To get the most out of Fat Loss Hacks you should be an "outside the box" thinker.

Some of what you're about to discover is strange. Nothing crazy, just a little unconventional compared to traditional ways of dieting.

If counting calories and running a treadmill is what you're comfortable with then Fat Loss Hacks might be a little out there for you.

I get it...

As I looked into these Fat Loss Hacks they seemed strange to me too, but when I tried them was freaked out by how well they worked.

Switching over from an old diet to Fat Loss Hacks is like upgrading from a flip phone to the latest smart phone. It's fast & easy instead of outdated & inefficient.

You can grab Fat Loss Hacks from this website.

<http://12345.xhtml.hop.clickbank.net/?pid=flh>

If you're a naturally curious person who is willing to try new things Fat Loss Hacks can even be fun!

The experience of stored fat being quickly metabolized without much work makes losing weight an enjoyable process.

But the main reason people find it so easy to lose weight with Fat Loss Hack is you can keep enjoying foods other diets told you were off limits.

You can do this by using "Cooking Hacks" that make fattening foods, healthy. Sounds crazy, but they uncovered ways to do it.

For example...

One Cooking Hack takes *some* prep work but makes rice, potatoes, and pasta weight loss friendly. I'm serious, this cooking technique cuts the calories and glycemic impact of rice, potatoes, and pasta in HALF.

It's a game changer if you're a carb junkie like me.

Another lets you enjoy your favorite sugary treats like soda (no, it's not switching to artificial sweeteners).

Just-like-that you can say goodbye the biggest obstacle to getting into great shape.

These Cooking Hacks and all the other Fat Loss Hacks are available on this website <http://12345.xhtml.hop.clickbank.net/?pid=flh>

Here's some more of what's on that site...

- A field study conducted in restaurants discovered that this kitchen utensil has the surprising ability to make you eat less
- A study published in Psychological Reports revealed a way you can automatically eat 18% less
- Research from National Center for Biotechnology Information helped develop a way speed up your metabolism to an incredible rate without exercise, supplements, or changing your diet
- How to add layers of tight, lean muscle to your body using a scientific weight training method that only requires two 20 minute workouts per week - People have added 18 pounds of muscle in 14 days using this method

- A \$75 procedure that experts say burns up to 800 calories in just 3 minutes
- Studies have shown that stomach microbes play a significant role in whether your body turns food into energy or stores it as fat - you'll learn how to repopulate your stomach with the type of microbes that turn food into energy
- A few small tweaks that can burn 1225 calories a week
- The Mayo Clinic's research into overeating helped develop a simple way to stop eating to fulfill emotional needs

"Stomach microbes, kitchen utensils that make you eat less, and something that burns up to 800 calories in 3 minutes...?"

Yeah, like I said these Fat Loss Hacks are a little strange and probably too unconventional & creative for traditional dieters.

But if you're an innovative person who likes to explore new ways of doing things then I'd like to invite you to check out Fat Loss Hacks.

<http://12345.xhtml.hop.clickbank.net/?pid=flh>

Warmest Regards,

PS. When you go to the Fat Loss Hacks website you'll also find out about a High-Performance Pre-Breakfast that you'll get when you download Fat Loss Hacks.

<http://12345.xhtml.hop.clickbank.net/?pid=flh>