

## **Change For Life Group Email Drip Campaign**

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Email 1

### **Subject line - Why is eating so confusing?**

Why is eating so hard?

It doesn't make sense does it?

I'd find some diet online or pick up the new bestseller and I'd be good for a while, no bread or sweets. I'd even lose some weight.

5...10...15 pounds and then POOF! All gone. I couldn't stick to anything and it made feel me like such a failure.

Rinse and repeat for years...

I knew there was something wrong with this pattern but I couldn't shake it. Every time I bought a new exercise program, diet book, or supplement I felt like a sucker, but it seemed like everyone else was doing great and I just couldn't figure it out.

Maybe this would finally be the thing I needed to give me the willpower and motivation I needed to lose the weight.

One day, after stepping on the scale to see I'd regained all the weight I just lost on my latest diet, plus 5 more pounds (was that one a cleanse or low-carb, I don't remember) I just started crying.

Why couldn't I get over this hump? This was years of work.

Years of frustration. Years of failure. Years of feeling like I wasn't good enough.

Years of this feeling that seeped into every pore and diminished every real accomplishment I had.

After all, what good was I really, if I couldn't do this? I had tried for so long and I failed.

Every...

Single...

Time...

I went down to the kitchen and just sat slumped at the table, for what seemed like an hour. I was numb. I couldn't think. I didn't want to do anything.

Slowly my mind started churning.

Little by little.

I was good at my job.

I had to organize methods, learn new skills, come up with systems to do new things, and do it all in a way that made it sustainable and manageable.

But I couldn't do that with my diet.

I brought up 2 teenagers who were doing very well, even through their very challenging teenage years. We had some tough times, but at the heart of it were two great kids soon to be adults, who I would never give up on.

But I'd always give up on my diet.

Then it hit me.

Maybe this diet thing was a set-up.

You know what they say about how doing the same thing over and over and expecting a different result is the definition of insanity, right?

Maybe, even though I was doing a different diet or workout plan, at its core it was all just the same thing.

- Every one of them told me **THEY HAD THE ANSWER.**
- Every one of them told me **THEY HAD THE SECRET.**
- Every one of them told me **THEY HAD THE METHOD.**
- Every one of them also told me that if it didn't work it was

***ALL MY FAULT!***

I believed it for years, but today it wasn't sitting right with me.

I started to dig. I found out that:

- 95% of people that lose weight don't keep it off.
- Weight loss is a \$72,700,000,000 per year industry. (That's a **BILLION** dollars if all the zeros are crossing your eyes.)
- Every bit of research shows, despite what everyone tells you, losing bodyweight itself **HAS ALMOST NO IMPACT ON YOUR HEALTH.**

I started to do the "weight-loss industry" math and I finally figured out how it really works.

It made me incredibly angry, sad, and relieved all at once.

Here's how it goes:

1. You are told to lose weight to get “healthier”. If you're a woman this starts **BEFORE YOU EVEN REACH PUBERTY**. It is also made very clear that how you look is the most important thing about you.
2. You buy a diet book, workout plan, pill, or something else to help you lose weight.
3. You are told to follow the plan with **NO EXCEPTIONS**.
4. The plan initially works...if you follow it to the letter.
5. You become burnt-out, tired, and stressed out because the plan likely requires too much time and/or effort to execute in the middle of your already busy life.
6. You stop following it.
7. You feel like a failure, even though the plan was **NEVER SUSTAINABLE IN THE FIRST PLACE**.
8. You buy something else and start the cycle all over again.

Sound familiar? Here's what they don't tell you.

The plan works at first because of its extreme and unsustainable methods. In other words, it's nearly impossible for anyone to follow for an extended period of time, unless you feel like devoting your entire life to it.

It's the perfect business model!

1. Sell you something that only kind of works for a very short period of time.

2. Blame you for it not working.
3. Sell you something else.

After all, if they all really had THE SECRET to lasting weight loss, would they really have to keep coming out with all of these books and pills and workout plans?

You know what the answer is. It's a scam and it's everywhere around you:

- TV commercials
- Social media ads
- Diet foods at the grocery store
- Every single picture in every single magazine or newspaper

The good news is that now you know about it.

Now you know what it really is and how they get you.

Now you know that the one weapon they have is to make you feel as bad about yourself as possible.

That makes you vulnerable to all of the garbage they spew.

That doesn't mean it's easy to get out of that mindset, though.

After all, you've likely been there a long time.

Tomorrow I'll give you some ways to do just that.

Mitchell Rothbardt

P.S. Keep your head up. I know this is tough stuff, but there is a way through it!

Email 2

**Subject Line – How to start feeling better about your diet and yourself**

It doesn't matter what you know. It matters what you feel.

You know basing your personal value on your weight isn't good, but that doesn't mean it's easy to see that number go up and not feel like you failed.

The weight loss industry survives solely by making people feel bad about themselves.

After all, doing that gets people to

**BUY... MORE... STUFF...**

And that's the most important thing, right?

You know this but it's still so hard!

Why do you still:

- Feel guilty when you eat a slice of bread or a chocolate chip cookie?
- Subconsciously look for the diet that will finally work?
- Let yourself fall into the same trap that got you here in the first place when you know just where it leads?

The answer is survival.

Everything about the way your body operates, stems from the need to survive.

1. To save energy better used for survival, your body develops habits. The less you need to consciously think about, (like breathing, walking, turning a doorknob) the more you can keep your mind alert to make sure there's not a dinosaur around the corner waiting to eat you.
2. This works with thoughts, as well as physical actions. When you consistently think a certain way in certain situations, (I gained 5 pounds again! I'm a failure) your mind eventually thinks those thoughts automatically. It just goes there.

If you've been thinking those thoughts for years (and you probably have) your brain is hardwired and it won't forget it any more than you can just forget how to turn a doorknob.

Confusing, huh?

Do you feel like there's not much point in bothering with any of this now? I understand that. The good news is that there's a way out.

And you don't have to buy anything.

Let's talk about Acceptance. Acceptance isn't about accepting how you feel and not doing anything about it. It's about accepting that you have these thoughts and feelings and then making a decision about what you want to do with them.

Think about it like there's someone behind you (let's call them Chris) constantly talking to you. Some things Chris says are

valuable (Don't cross the street right now) and some may not be (Your pants are a little tight. You should be ashamed of yourself.)

The important thing is *accepting* that Chris will always be with you.

Forever.

You have the option of deciding exactly how you want to react to everything Chris tells you.

"OK, Chris. I probably shouldn't cross the street. That 16-wheeler screaming this way at 60 miles-per-hour is probably not something I want to challenge today."

"Thanks but no thanks, Chris. My self-worth is a heck of a lot deeper than how these pants fit."

The good thing about Chris, is that they'll just move on to whatever they're going to tell you next. Chris never stops talking and Chris really doesn't care what you think about what he/she says.

Chris is much too busy saying something else to care what you did about the last thing he/she said.

It's not always easy to ignore Chris, but it's going to be pretty nice to make your own decisions about eating dessert, without having to listen to someone doing their best to make you feel guilty about it.

This will take some practice and support. Chris is relentless and never gets tired of telling you how bad you should feel, right after telling you to tighten the screw on the third rung of the ladder. It looks loose.

Mitchell Rothbardt

P.S. Tomorrow, let's talk about how to get some practice and support to use Chris productively.

Email 3

**Subject line – How to get the support you need**

Change is incredibly hard. If you don't believe me, try brushing your teeth with the opposite hand. It feels like you've never even picked up a toothbrush, doesn't it?

Even worse is telling people you're trying to make a change. One of two things usually happens:

1. They say and do everything they can to stop you. (I know you're trying not to have a drink every night but MAN, this chardonnay is tasty!)
2. They start giving you an endless amount of advice that usually doesn't apply to you or your situation. (No really, I'm telling you, my cousin's friend did this cleanse where they just drank 5 cups of Apple Cider Vinegar a day and they lost 10 pounds the first week! Try it!)

Neither of these things helps.

They don't know what you're really going through.

They haven't heard Chris (the ever-present voice in your head) calling you fat for years.

They don't know how trying to get your teenage son through math class is sapping your will to live.

We know that support is a must have when trying to make any kind of change. People that:

- Hold you accountable so you follow through.
- Pick you up when you're struggling so you don't revert back to old habits.
- Understand exactly what you're going through so you feel supported, seen, and heard. Not forgotten and misunderstood.
- Listen without judgment so you can get your troubles off your chest without worrying about upsetting anyone.

Let me tell you about our "Change For Life" group. It's filled with people just like you, looking to give and get support while trying to make some hard changes in their life.

Let me introduce you to Janice. She's been with the group for 6 months.

*"This group is amazing. Before, I just couldn't get out of the diet cycle. I'd find myself always looking for the next thing that I just knew would work. Of course it never would.*

*I'm finally feeling good about myself, knowing that I have great people to help me stay on track with the real positive changes I'm making for myself." Janice Lockton*

This is Alice.

*"I always thought way too much of what other people wanted me to do. I'd feel bad about not taking their advice, even when I knew it wasn't what I really needed. This group has shown me that I'm the expert on my own life and once I knew how to*

*understand that, I could finally make the changes I needed to make to make me feel valued and healthy.” Alice Boedman*

“Change For Life” is an online group that is dedicated to one thing:

Give you the support you need, not only to make positive changes in your own life, but also helping others do the same.

We’re helping people just like you do that every day.

You may be asking yourself, “Is this just another diet?”

No. That is not what we do.

We don’t talk about weight loss or anything like that. This is what we focus on:

- **Sustainable changes** so you can really get healthier. Not just physically but mentally, as well.
- **Manageable changes** so you can actually work within the boundaries and demands of your real life.
- **Emotional support**, so you not only feel great about what you're doing, but you can help others, as well. We know how important it is to pass along all of the good vibes you're getting.
- **Professional coaching**, so you get proven techniques to help you with "Chris" as well as any other issues you have.

No one is saying this will be easy, unlike all those diet programs, but it will be worth it.

The cost is just \$49 per month.

There are no strings attached and you can leave the group whenever you want (most people stay with us for quite a while, though.) If you don't like it before your first month is up, we'll

even give you your money back.

There is literally no risk.

Haven't you waited long enough?

You can sign up, meet our coaches, and get more information here: (link)

Take a chance on a "Change For Life"!

We hope to help you soon.

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