The Trimmer Method

Trimmer Method Affiliate Swipe Pack

Ready-to-send emails, hooks and social posts for The Trimmer Method by Tracey Trimmer

Affiliate manager: Andrew Rusbatch · aff.trimmermethod.com

How to use your links

Every swipe in this pack carries a link in the form below. Put your own details in before you send or post anything.

```
https://hop.clickbank.net/?affiliate=YOURID&vendor=trimmerm&tid=TRACKING&type=X
```

type=	Where the link lands
`main`	Main video sales page
`wm`	Written sales page, men
`ww`	Written sales page, women

Before you send

1. Replace YOURID with your ClickBank ID (your swipes show YOURIDHERE; swap that too).
2. Add your own tracking code in place of TRACKING, or delete the whole &tid=TRACKING part if you do not track.
3. Swap {!firstname_fix} for your own autoresponder's first-name tag. It is AWeber's tag, so other services use something different.
4. Keep the disclosure line at the end of every email and post (for example: I may earn a commission if you buy through my link, at no extra cost to you).
5. Never promise a set amount of weight loss. Tracey's sixty pounds is her own story, and results vary.
6. Only email people who asked to hear from you. Follow CAN-SPAM. Spammers are reported to ClickBank and banned from promoting the product.

The deal. Commission 75%. The Trimmer Method is a one-time $37 payment, and it comes with the 60 Day Ironclad Weight Loss Guarantee.

Warning: You should NOT send unsolicited emails and must comply with CAN-SPAM. Spammers will be reported to ClickBank and banned from promoting our product.

The emails

31 emails in 13 sets. Each starts on its own page with up to three subject lines, a preheader and the full body.

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COLD INTRODUCTION · EMAIL 1 OF 31

Cold intro 1 of 3: The diet rule that backfires

Angle: Calorie counting backfires | **Best for:** Any list, including people new to you | **When to send:** Day 1

Subject 1: The diet rule that backfires on most of us

Subject 2: Why eating less stopped working for you

Subject 3: {!firstname_fix}, a quick question about calories

Preheader: Small portions, careful counting, and the weight still came back. Here is why.

Hi {!firstname_fix},

If you have ever been on a diet, you were probably told the same thing I was: eat less, count every calorie, and the weight will come off.

So you tried it. Small portions, a bit hungry most of the day, a running total in your head.

Maybe some weight did come off. Then life got busy, the hunger won, and the pounds found their way back.

Tracey Trimmer says that is not a willpower problem. In her free presentation she explains why she believes cutting calories hard puts your body into what she calls "panic mode", where it hangs on to fat instead of letting it go. She also makes the point that much of the weight people lose on a crash diet is water and muscle, not fat.

Her answer is the opposite of what most diets ask of you. No calorie counting. No food you are banned from eating. No extreme workouts. You eat properly, and plenty, and you learn which foods work for your body.

==> Watch Tracey's free presentation here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about a diet you or your readers tried that did not last.]

It is free to watch, and it might change the way you think about your next meal.

[Your Name]

P.S. Tracey is clear that this is not a "cheat day" plan. When she says no food is forbidden, she means it.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

COLD INTRODUCTION · EMAIL 2 OF 31

Cold intro 2 of 3: Bread is allowed

Angle: Bread is allowed | **Best for:** Any list, especially bread and pasta lovers | **When to send:** 2 days after email 1

Subject 1: Bread is allowed (yes, really)

Subject 2: The carb advice most diets get wrong

Subject 3: Six meals a day?

Preheader: Tracey Trimmer calls bread "your FRIEND". Here is what she means by that.

Hi {!firstname_fix},

Here is something you don't hear from many weight-loss plans: bread is allowed.

Tracey Trimmer goes further than that. In her words, "bread is actually your FRIEND". On her program you can eat carbs like bread and potatoes, and part of what she teaches is which carbs suit your own body best.

She is just as direct about portions. Her advice is to eat more, not less, and she talks about six meals a day.

If that sounds backwards, it is meant to. Her method, The Trimmer Method, is built on the idea that the usual rules (fewer calories, low-fat, low-carb, diet foods) are what keep so many people stuck on the diet merry-go-round.

==> See why Tracey says carbs are not the enemy [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

What I like about it is that it takes real life into account. Busy weeks, cravings, birthdays, all of it. Nothing is off limits, so there is nothing to "fall off".

[Personal touch: add one sentence about a food you were told to give up, and how that went.]

Have a look when you have a few quiet minutes.

[Your Name]

P.S. The presentation is free to watch, and the program is digital, so you can start reading the moment you order.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

COLD INTRODUCTION · EMAIL 3 OF 31

Cold intro 3 of 3: It was never your fault

Angle: It was never your fault | **Best for:** Readers who have tried and paid for diets before | **When to send:** 2 days after email 2

Subject 1: It was never your fault

Subject 2: Why the weight crept back on

Subject 3: The part the diet industry leaves out

Preheader: Why so many diets help you lose a little, then keep you coming back for more.

Hi {!firstname_fix},

Has this ever happened to you?

You join a weight-loss service, lose a few pounds and feel good about it. Then the fees keep coming. Memberships, meal deliveries, weekly weigh-ins. One day you decide it is too much, and you stop.

And the weight creeps back on.

Most people blame themselves when that happens. Tracey Trimmer thinks they have it the wrong way round. Her point is simple: a company that helps you lose weight for good loses a paying customer. So a lot of programs help you lose a little, then keep you coming back.

That is why her program, The Trimmer Method, is a one-time payment. No monthly fees, no special food to buy and no centre to visit every week. You learn the method once and it is yours.

==> Hear Tracey explain it in her free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about why this matters to you or your readers.]

If you have ever felt that your last diet "failed" because of you, this is worth a few quiet minutes.

[Your Name]

P.S. She also covers the emotional side of eating. In her view, your appetite and your feelings need looking after as well as your body.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Warm recommendation 1 of 3: She still eats cheesecake (for women)

Angle: Food lover (Tracey's own story) | **Best for:** Women | **When to send:** Day 1 for a warm list

Subject 1: She still eats cheesecake

Subject 2: A weight-loss plan from a woman who loves food

Subject 3: {!firstname_fix}, I thought of you

Preheader: She was clinically obese, she still loves her food, and she never gave up cheesecake.

Hi {!firstname_fix},

I want to tell you about a woman called Tracey Trimmer.

By her own account, Tracey was once clinically obese, and her life "revolved around the next meal". She says it was miserable.

But here is the part I like. Even now, in her words, "I sure do love my food". She never gave that up. As she puts it, what fun is life if you can't have a slice of cheesecake when you really want one?

Tracey says she lost sixty pounds with her program and has kept it off for years. That is her own story, and everyone's results are different. What caught my eye is the way she did it: no calorie counting, no banned foods, no meal-replacement shakes or supplements, and no punishing workouts.

She wrote it all up as The Trimmer Method, with a version written especially for women.

==> Read Tracey's letter for women here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=ww]

[Personal touch: tell your reader in one or two sentences why you are recommending this to them. Only say what is true for you.]

If you have spent years fighting with food, this is a much kinder way to look at it.

[Your Name]

P.S. It comes with a 60-day money-back guarantee, so you can read it and try it before you decide.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Warm recommendation 2 of 3: For the men on my list

Angle: For the men (any age) | **Best for:** Men, including over-50s | **When to send:** 2 days after email 4

Subject 1: For the men on my list

Subject 2: Gym membership, protein powder, still stuck?

Subject 3: A plan for men who like their dinner

Preheader: No calorie counting, bread back on the table, and more than 20 step-by-step videos.

Hi {!firstname_fix},

This one is for the men on my list (forward it to someone if it's not for you).

If you're like most men who have tried to lose weight, you have probably done at least one of these: paid for a gym membership you stopped using, stocked up on diet books and protein powder, or signed up to a weight-loss program with fees on top of fees.

When all of that comes to nothing, it's hard not to give up.

Tracey Trimmer has a version of her program written especially for men. It doesn't ask you to count calories or live on bland "health food". She wants you to eat more, not less, with bread and proper meals on the table, and no food is banned.

The men's version includes more than 20 step-by-step videos as well as the written guide. Tracey also says the program has worked for people in their seventies, so don't let your age put you off reading it.

==> Read the men's version of the letter here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=wm]

[Personal touch: add one sentence about why you think the men on your list will relate to this.]

[Your Name]

P.S. Everything is digital, so the guide, the videos and the three bonus books are ready straight after you order.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

WARM RECOMMENDATION · EMAIL 6 OF 31

Warm recommendation 3 of 3: What you actually get

Angle: What you actually get | **Best for:** Any list, readers who want the facts first | **When to send:** 2 days after email 5

Subject 1: What's inside The Trimmer Method

Subject 2: No calorie counting, no forbidden foods

Subject 3: The honest rundown, {!firstname_fix}

Preheader: The plain rundown: the ideas, the bonuses, the price and the guarantee.

Hi {!firstname_fix},

A few people have asked me what The Trimmer Method actually is, so here is the plain rundown.

It is a digital weight-loss program by Tracey Trimmer, and it comes in two versions, one for men and one for women. Her tagline sums it up: "Your Diet-Free Weight Loss Solution For Life".

The main ideas:

- No calorie counting. Tracey believes cutting calories hard works against you.
- No forbidden foods. Not a "cheat day" plan: nothing is banned.
- Eat more, not less, spread over six meals a day.
- Carbs like bread and potatoes are allowed, and you learn which ones suit you.
- It looks after the psychological side too, your appetite and your emotions, not only what is on your plate.

You also get three bonus reports: one on fasting for weight loss and detox, one on breaking the emotional eating habit, and one on speeding up your weight loss with short, moderate workouts.

==> Take a look at The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

It costs $37 as a one-time payment, and it is covered by Tracey's 60-day money-back guarantee.

[Personal touch: add one sentence about which of these ideas you think your readers need most.]

[Your Name]

P.S. The three bonuses on their own are listed as worth over $85.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

5 Fat-Making Lies 1 of 2: Calories, low-fat and low-carb (for women)

Angle: Myth-busting: calories, low-fat, low-carb | **Best for:** Women | **When to send:** Any day; send email 8 two days later

Subject 1: 3 diet rules that keep you stuck

Subject 2: Fewer calories, low-fat, low-carb: all wrong?

Subject 3: The diet advice I stopped following

Preheader: Three rules most of us never question, and what Tracey Trimmer says about each one.

Hi {!firstname_fix},

Tracey Trimmer has a list she calls the 5 "Fat-Making" Lies. They are diet rules most of us have heard so often that we never question them. Here are the first three, and what she says about each one.

Lie 1: "You must eat fewer calories to lose weight."
Tracey says restrictive diets work against your metabolism. You may lose weight in the short term, but she says most of what comes off on a crash diet is water and muscle, not fat. And losing muscle makes it easier for fat to come back once the diet ends.

Lie 2: "You must eat low-fat food."
Her view is that you need fat in your diet, the right kinds, and that "low-fat" products have done more harm than good. Her program includes recipes built around the fats she recommends.

Lie 3: "You must go low-carb to lose weight quickly."
Tracey says low-carb can't work over the long haul. You need carbohydrates for energy, and part of her method is finding the carbs that suit your own body.

==> Read all five lies in Tracey's letter for women [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=ww]

[Personal touch: add one sentence about which of these rules you believed the longest.]

I'll send you the last two lies in a day or two.

[Your Name]

P.S. If you have a medical condition, check with your doctor before you change the way you eat. That goes for any plan.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

5 Fat-Making Lies 2 of 2: Fat burners and diet foods (for men)

Angle: Myth-busting: fat burners and diet foods | **Best for:** Men (works for any list with the women's link) | **When to send:** 2 days after email 7

Subject 1: The last two lies (they cost the most)

Subject 2: Why diet food leaves you wanting more

Subject 3: Before you buy another fat burner

Preheader: The two lies that cost people the most money, and why diet food leaves you wanting more.

Hi {!firstname_fix},

Last time I shared the first three of Tracey Trimmer's 5 "Fat-Making" Lies. Here are the last two, and they are the ones that cost people the most money.

Lie 4: "You have to take fat-burning supplements."
Tracey doesn't hold back on this one. She calls supplements and fat-burning substitutes "USELESS" and says they can do more harm than good. Her method uses no pills, shakes or powders at all.

Lie 5: "You must eat diet foods if you're serious."
Have you ever eaten something labelled "healthy" or "diet-friendly" and found yourself craving more of it an hour later, even though you weren't hungry? Tracey says that is no accident. She points to ingredients found in many diet foods, such as high-fructose corn syrup, MSG and sugar alcohols, and the cravings they can set off.

Her alternative is real food that you enjoy, in proper portions, with nothing banned.

==> Read the men's version of Tracey's letter here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=wm]

[Personal touch: add one honest sentence about a supplement or diet product you wasted money on, if you have.]

[Your Name]

P.S. The men's version comes with more than 20 step-by-step videos as well as the written guide.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Bonuses and guarantee: Three bonus reports and 60 days to decide

Angle: Low risk: three bonuses and 60 days | **Best for:** Any list, readers who have already clicked | **When to send:** After any sequence above

Subject 1: Three bonus reports (and 60 days to decide)

Subject 2: What comes free with The Trimmer Method

Subject 3: Try it for 60 days, {!firstname_fix}

Preheader: Three bonus reports come with it, and you have 60 days to decide if it suits you.

Hi {!firstname_fix},

If you have been thinking about The Trimmer Method, here is what comes with it, because the extras are easy to miss.

When you order, you get three bonus reports along with the program:

- **Fasting For Weight Loss & Detox**, a 28-page report on using fasting to reset cravings and food habits.
- **Food Addiction: Breaking The Habit**, a 28-page report on emotional eating and what you are really hungry for.
- **Speed Up Your Weight Loss: Sculpt A Physique In Just 20 Minutes**, a 47-page ebook on short, moderate workouts rather than hardcore ones.

Together they are listed as worth over $85. The program itself is $37, paid once, with no monthly fees.

It is also covered by Tracey's 60 Day Ironclad Weight Loss Guarantee. If you are not completely satisfied, you email The Trimmer Method Support Team within 60 days for a full refund. Tracey even says she doesn't want you to feel any shame or guilt in asking.

==> See the program and the bonuses here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about which bonus you think your readers will find most useful.]

[Your Name]

P.S. It is all digital, so the program and all three bonuses arrive straight after your order.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

PROMO WEEK (NO DEADLINE) · EMAIL 10 OF 31

Promo week 1 of 3: The fridge at 10pm

Angle: Emotional eating story | **Best for:** Any list, especially evening snackers | **When to send:** Day 1 of a promo week

Subject 1: The fridge at 10pm

Subject 2: What you are really hungry for

Subject 3: {!firstname_fix}, does this sound familiar?

Preheader: You are not hungry, yet there you are at the open fridge. Tracey explains why.

Hi {!firstname_fix},

It is late. The house is quiet, the dishes are done, and you are standing in front of the open fridge.

You are not really hungry. You had a proper dinner a couple of hours ago. But something brought you here anyway, and a few minutes later you are eating something you will not even remember tasting.

If that moment is familiar, Tracey Trimmer explains it more plainly than anyone I have read. She says emotional eating is a sign that something is missing from your life. Food is what you reach for as a stop-gap, to "bridge the gap". And because food is not what you need, you will never fill the hole with it, however much you eat.

That changes the question. Instead of "How do I stop myself?", it becomes "What do I actually need right now?"

Tracey wrote a 28-page report about this called **Food Addiction: Breaking The Habit**. It comes free with her program, The Trimmer Method, which has no calorie counting and no forbidden foods. So there is nothing to "blow" at ten o'clock at night, and no reason to start again on Monday.

==> See Tracey's program and the emotional eating report here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about your own evening snacking, or about why this topic matters to you.]

If the fridge has been winning lately, this is a kinder place to start.

[Your Name]

P.S. If your eating ever feels out of your control, please talk to your doctor as well. The report is a good place to understand what is going on, not a replacement for proper care.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

PROMO WEEK (NO DEADLINE) · EMAIL 11 OF 31

Promo week 2 of 3: Your questions, answered

Angle: FAQ and objections | **Best for:** Any list, readers who clicked but did not buy | **When to send:** 2 days after promo email 1

Subject 1: Can you really eat bread on it?

Subject 2: Six quick answers before you decide

Subject 3: Your questions about The Trimmer Method

Preheader: Bread, subscriptions, the men's version and what happens if it is not for you.

Hi {!firstname_fix},

If you have been wondering about The Trimmer Method, here are plain answers to the questions people usually ask, so you can decide without reading a long sales letter.

Is this another diet?
Tracey Trimmer would say no. There is no calorie counting and no forbidden food. She calls it "Your Diet-Free Weight Loss Solution For Life".

Can I really eat bread?
Yes. In her words, "bread is actually your FRIEND".

What do I get?
The program itself, plus three bonus reports: Fasting For Weight Loss & Detox, Food Addiction: Breaking The Habit, and Speed Up Your Weight Loss. It is all digital, so you can start straight after you order.

Is there a version for men?
Yes. There is a women's version and a men's version, and the men's version includes more than 20 step-by-step videos.

Is it a subscription?
The standard version is one payment of $37. There is also an order option that adds an Amazing Self membership, with the first month free and then $37 a month, so check which option you pick at the checkout.

What if it is not for me?
It is covered by Tracey's 60 Day Ironclad Weight Loss Guarantee. Email The Trimmer Method Support Team within 60 days for a full refund.

==> Read more about The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add the question your own readers ask most, and your honest answer.]

[Your Name]

P.S. If you have a medical condition or take medication, check with your doctor before you change the way you eat. That goes for any plan, this one included.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

PROMO WEEK (NO DEADLINE) · EMAIL 12 OF 31

Promo week 3 of 3: A fair 60-day test

Angle: Low risk, an honest reason to look now | **Best for:** Any list | **When to send:** 2 days after promo email 2

Subject 1: Two months to see if it fits your life

Subject 2: Try it at home for 60 days

Subject 3: Last note from me on this, {!firstname_fix}

Preheader: No countdown clock. Just $37 once, three bonuses and two months to decide.

Hi {!firstname_fix},

This is the last time I will mention The Trimmer Method for a while, so I will keep it simple.

There is no countdown clock here and no stock running out. The honest reason to look at it now is that every month spent on a plan you do not enjoy is another month of counting, skipping and starting again on Monday.

Tracey Trimmer's approach is the opposite of that. You eat real meals, bread included, with nothing banned, and you pay attention to why you eat as well as what you eat.

And you do not have to take her word for it. The program is $37, paid once, and it comes with three bonus reports worth over $85. Then you have 60 days to try it at home, at your own table, with your own food. If it is not for you, email The Trimmer Method Support Team within those 60 days for a full refund. Tracey even says she does not want you to feel any shame or guilt in asking.

Two months is a fair test of whether a way of eating fits your life.

==> Start your 60-day test of The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about why you wanted your readers to see this before you move on.]

[Your Name]

P.S. Everything is digital, so the program and all three bonuses are ready the moment you order.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

SHORT P.S. EMAIL · EMAIL 13 OF 31

Short P.S. email: Nothing is off the menu

Angle: Nothing is off the menu | **Best for:** Any list, a light touch between longer emails | **When to send:** Any time, or 3 days after the last promo email

Subject 1: Nothing is off the menu

Subject 2: Quick one, {!firstname_fix}

Subject 3: No calorie counting, no banned foods

Preheader: Short and to the point: no calorie counting, no banned foods, 60 days to decide.

> Hi {!firstname_fix},
>
> Quick one.
>
> If you are tired of diets that ban half the food you love, Tracey Trimmer's program takes the opposite approach. No calorie counting, no forbidden foods, and a 60-day money-back guarantee if it is not for you.
>
> **==> Have a look at The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]**
>
> [Your Name]
>
> P.S. [Personal touch: add one honest line about why you are sending this today.]
>
> *Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.*

ONE LIE A DAY (5-DAY SERIES) · EMAIL 14 OF 31

Lie 1 of 5: "Eat fewer calories"

Angle: Fat-Making Lie #1: eat fewer calories | **Best for:** Any list; anyone who has counted calories | **When to send:** Day 1 of the series

Subject 1: The first diet lie (it's the big one)

Subject 2: Why counting calories backfires, according to Tracey

Subject 3: {!firstname_fix}, how many calories did you eat yesterday?

Preheader: Tracey calls it panic mode, and it explains why the weight keeps coming back.

Hi {!firstname_fix},

Over the next five days I am going to walk you through five pieces of diet advice that Tracey Trimmer calls the "Fat-Making Lies". You have almost certainly been told all five, because I was too.

The first one is the rule nearly every diet is built on: "You must eat fewer calories if you want to lose weight."

It sounds like simple arithmetic, which is why hardly anyone questions it. Tracey does. She says that when you cut your calories hard, your body treats it as a shortage and goes into what she calls "panic mode". Instead of letting go of fat, it holds on to it.

She also makes a point most crash dieters never hear. Much of the weight that comes off on a very low-calorie diet is water and muscle, and only a little of it is fat. Muscle is the tissue that helps you burn fat, so losing it makes it easier for the weight to come straight back when the diet ends.

Her answer goes the other way. On The Trimmer Method you eat more, you stay full, and you never count another calorie.

==> Watch Tracey explain panic mode in her free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about a calorie-counting diet you or your readers tried.]

Tomorrow I will tell you about lie number two. There is a good chance it is sitting in your fridge right now.

[Your Name]

P.S. Tracey lost sixty pounds herself on this program, with no calorie counting, and she says she has kept it off for years. She tells the whole story here:

==> See Tracey's story and the presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

ONE LIE A DAY (5-DAY SERIES) · EMAIL 15 OF 31

Lie 2 of 5: "Eat low-fat food"

Angle: Fat-Making Lie #2: eat low-fat food | **Best for:** Any list; label readers and "light" product buyers | **When to send:** Day 2 of the series

Subject 1: The low-fat yogurt in your fridge

Subject 2: Lie number two: low-fat food

Subject 3: Why Tracey wants fat back on your plate

Preheader: Tracey says your body needs fat, including to burn fat. Here is why low-fat backfired.

Hi {!firstname_fix},

Yesterday I told you about the first of Tracey Trimmer's five "Fat-Making Lies". Today it is the second one, and it has its own aisle in every supermarket.

Lie number two: "You must eat low-fat food to lose weight."

On paper it makes sense. Fat makes you fat, so take the fat out. Tracey says that thinking has done more damage than almost anything else in the diet world, and she blames low-fat foods for a big share of the weight problems we see today.

Her view is that your body needs fat to live, and it needs the right fats to burn fat. That is why she wants fat back on your plate, and why her book includes recipes built around the fats she wants you eating every week.

So the next time you reach for the "light" version of something, ask yourself whether it ever actually helped.

==> Hear Tracey's take on fat in her free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about a low-fat product you used to buy and what happened.]

Tomorrow is lie number three. It is the one that took bread away from so many people, and Tracey wants to give it back.

[Your Name]

P.S. If you have been following this series, the presentation covers all five lies in one go:

==> Watch the whole presentation here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Lie 3 of 5: "Go low-carb"

Angle: Fat-Making Lie #3: go low-carb | **Best for:** Any list; people who have tried low-carb plans | **When to send:** Day 3 of the series

Subject 1: Lie number three took your bread away

Subject 2: What low-carb diets leave out

Subject 3: {!firstname_fix}, your brain runs on this

Preheader: Tracey says you need carbs, and lots of them. The trick is knowing which ones.

Hi {!firstname_fix},

Here is the third of Tracey Trimmer's five "Fat-Making Lies", and it is the one I hear most often.

"You must eat a low-carb diet if you want to lose weight quickly."

If you have tried it, you probably remember how it felt. Low energy, headaches, a foggy head by mid-afternoon, and a burning wish for a slice of toast.

Tracey says low-carb diets cannot help you lose weight over the long haul. Your body needs carbohydrates to be healthy, and your brain needs them to work. Cut them out and you feel terrible, and the weight you lose rarely stays lost.

What she teaches instead is how to find the carbs that work best for your own body. Once you know those, you eat them, and plenty of them. In her program carbs like bread and potatoes are allowed whenever you want them.

==> See which carbs Tracey puts back on the table [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about the carb you missed most on a diet.]

Tomorrow I will tell you about lie number four. The diet industry makes a fortune from this one, and Tracey does not hold back.

[Your Name]

P.S. Tracey loves her food and says so. Her program has no forbidden foods at all, and you can see why here:

==> Watch the free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

ONE LIE A DAY (5-DAY SERIES) · EMAIL 17 OF 31

Lie 4 of 5: "Take fat burners"

Angle: Fat-Making Lie #4: take fat-burning supplements | **Best for:** Any list; supplement and shake buyers | **When to send:** Day 4 of the series

Subject 1: Before you buy another tub of fat burners

Subject 2: Lie number four costs the most

Subject 3: Tracey's one-word review of fat-burning pills

Preheader: Tracey calls fat-burning supplements useless, and says the results come from you.

Hi {!firstname_fix},

Tracey Trimmer has a one-word answer to the fourth "Fat-Making Lie", and the word is "ridiculous".

The lie goes like this: "If you really want to lose weight, you have to take fat-burning supplements."

Think about how much money goes on pills, powders and shakes that promise to melt fat while you sit still. Tracey says the diet industry makes billions from this one idea alone. In her words, supplements and fat-burning substitutes are useless, and they can do you more harm than good.

Her program has no supplements, no meal-replacement shakes and no surgery. What she teaches is smart, plentiful eating that tastes good and fits your real life, so the change comes from inside you and stays with you.

==> See how Tracey does it without pills or shakes [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about a supplement you or your readers bought that did nothing.]

Tomorrow is the last of the five lies. It hides on the "diet" shelf, and it might explain those cravings you can't shake.

[Your Name]

P.S. If you are about to reorder a supplement, watch this first. It is free, and it might save you the money:

==> Watch Tracey's presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

ONE LIE A DAY (5-DAY SERIES) · EMAIL 18 OF 31

Lie 5 of 5: "Eat diet food"

Angle: Fat-Making Lie #5: eat diet foods | **Best for:** Any list; the wrap-up of the series | **When to send:** Day 5 of the series

Subject 1: Why diet food leaves you hungry for more

Subject 2: The last lie hides on the "diet" shelf

Subject 3: An hour after that "healthy" snack...

Preheader: The fifth lie explains the cravings that come an hour after a "diet" snack.

Hi {!firstname_fix},

Have you ever eaten something labelled "healthy" or "diet-friendly" and then, an hour later, found yourself craving more of the same thing, even though you were not hungry?

Tracey Trimmer says there is a reason for that, and it is the fifth and last "Fat-Making Lie": "You must eat diet foods if you are serious about losing weight."

Her point is that many diet foods are full of ingredients that set off cravings. She names high-fructose corn syrup, MSG and sugar alcohols among them. They work on you physically and psychologically, which is why you can't get that food out of your head.

So that is all five: eat fewer calories, eat low-fat, go low-carb, take fat burners and eat diet food. If you have followed even one of them and ended up back where you started, Tracey says it was never your fault. You were simply given the wrong rules.

==> See what Tracey teaches in place of the five lies [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about which of the five lies surprised you most.]

Her program, The Trimmer Method, is a one-time payment of $37 and comes with a 60-day money-back guarantee, so you can try it at home and decide for yourself.

[Your Name]

P.S. Three bonus reports come with it: one on fasting, one on emotional eating and one on speeding up your weight loss with short workouts. Details are here:

==> See the program and the bonuses [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Bread is your friend

Angle: Bread is your friend | **Best for:** Any list; anyone who has cut out carbs | **When to send:** Any time

Subject 1: Pass the bread

Subject 2: Tracey says bread is your friend

Subject 3: The carb advice most diets get backwards

Preheader: On Tracey's program, bread and potatoes are allowed whenever you want them.

Hi {!firstname_fix},

Picture a warm slice of fresh bread with butter on it.

If your first thought was "I'm not allowed that", you are not alone. Most diets of the last twenty years have treated bread like the enemy.

Tracey Trimmer disagrees, and she says it in plain words: "bread is actually your FRIEND." In her program, carbs like bread and potatoes are allowed whenever you want them.

The part that makes it work is knowing which carbs suit your own body. Tracey shows you how to find those, so you can eat them without guilt and still see the scales move in the right direction.

I find that a relief, and I think a lot of people on my list will too. Diets that ban the food you love tend to last until the first family dinner. A plan that lets you keep it has a much better chance of lasting.

==> Watch Tracey's free presentation on carbs and bread [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about the food you missed most on a diet.]

[Your Name]

P.S. There is no "cheat day" in Tracey's program, because nothing is banned in the first place. See for yourself:

==> Have a look at The Trimmer Method [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Eat more, not less (6 meals a day)

Angle: Eat more, not less; 6 meals a day | **Best for:** Any list; tired dieters who are always hungry | **When to send:** Any time

Subject 1: How does six meals a day sound?

Subject 2: Eat more to lose more?

Subject 3: {!firstname_fix}, you might be eating too little

Preheader: Tracey wants you to eat more, not less, and she means it.

Hi {!firstname_fix},

Here is a question I never expected to ask on this list: are you eating enough?

Most weight-loss advice comes down to "eat less". Tracey Trimmer turns that upside down. She says that if you want to lose weight, you need to eat more, not less, and her plan has you eating six meals a day.

She puts it like this: "you'll turn cartwheels in your kitchen when you find out how much I want you to eat." She is not talking about one cheat meal a week either. When she says no food is forbidden, she means it.

The reason behind it is her idea of "panic mode". Starve your body and it hangs on to fat. Feed it properly and often, and it has no reason to.

That means no tiny portions and no going to bed hungry ever again.

==> See how much Tracey wants you to eat [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about what a day of "dieting" used to look like for you.]

[Your Name]

P.S. Her program also looks after the psychological side of eating, your appetite and your emotions. That is a big part of why it is easy to stick to. More here:

==> Watch the free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Panic mode: why the weight came back

Angle: Panic mode | **Best for:** Any list; yo-yo dieters | **When to send:** Any time

Subject 1: Why the weight came back (with friends)

Subject 2: What your body does when you diet hard

Subject 3: Panic mode

Preheader: Tracey explains why weight lost on a hard diet tends to return, and bring extra.

Hi {!firstname_fix},

You probably know this story because so many of us have lived it.

You start a strict diet. You are hungry, but you stick to it, and the scales reward you. A few weeks later you relax, just a little, and the weight starts to come back. Then it comes back with a few extra pounds it picked up along the way.

Tracey Trimmer says this happens because restrictive diets send your body into "panic mode". It thinks food is running short, so it holds on to fat and lets muscle go. The pounds return as soon as you stop depriving yourself, and she says they are even harder to shift the next time.

Most people blame their willpower for that. Tracey blames the diet. Her program is built so your body never has a reason to panic: you eat more, you eat often, and no food is off limits.

==> Hear Tracey explain panic mode [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about a time the weight came back for you or someone you know.]

If you have been round this loop more than once, this is worth a quiet few minutes.

[Your Name]

P.S. Tracey was clinically obese herself and says her life revolved around the next meal. She lost sixty pounds with this method. Her story is here:

==> See Tracey's story [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Emotional eating: the hole food can't fill

Angle: Bonus report: Food Addiction, Breaking The Habit | **Best for:** Any list; comfort eaters and evening snackers | **When to send:** Any time

Subject 1: The hole food can't fill

Subject 2: Are you hungry, or is something missing?

Subject 3: A free report on emotional eating

Preheader: Tracey's report on emotional eating starts with one question: what do you really need?

Hi {!firstname_fix},

Some days you eat because you are hungry. Other days you eat because you are tired, lonely, bored or fed up, and the food never quite does the job.

Tracey Trimmer wrote a whole report about those other days. It is called **Food Addiction: Breaking The Habit**, and it is 28 pages long.

Her view is that emotional eating happens when one of your own needs is being ignored. It might be rest, company, conversation, laughter, love or simply some fun. Food becomes a stop-gap, a way to "bridge the gap". In her words, you will never fill the hole, because food is not what you need.

The report shows you how to change the way you approach food by looking after the real need underneath. It does not ask for more willpower, and it does not make you feel guilty.

You get it free with her main program, The Trimmer Method.

==> See the emotional eating report and the program [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about when you tend to eat for comfort.]

[Your Name]

P.S. The main program has no forbidden foods, so there is nothing to "blow" on a bad day and no need to start again on Monday. Have a look:

==> Watch Tracey's free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Fasting: why a six-meals-a-day plan includes it

Angle: Bonus report: Fasting For Weight Loss & Detox | **Best for:** Any list; people curious about fasting | **When to send:** Any time

Subject 1: She wants you eating six meals a day. So why this report?

Subject 2: The oldest weight-loss method there is

Subject 3: A free report on fasting and detox

Preheader: Tracey's plan is about eating more, yet she includes a report on fasting. Here is why.

Hi {!firstname_fix},

Here is something that puzzled me at first.

Tracey Trimmer's whole program is about eating more, not less. Six meals a day, no forbidden foods and no calorie counting. Yet one of the free bonus reports that comes with it is about fasting.

When I read it, it made sense. Tracey sees a short fast as a way to reset your cravings and food compulsions, and as a good way to kick off your weight loss. People have fasted for thousands of years as a simple, natural method, and she shows you how to do it safely.

The report is called **Fasting For Weight Loss & Detox**, and it is 28 pages long. It sits alongside the main program as a starting point.

==> See the fasting report and the main program [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about your own experience with fasting, or why it interests you.]

One sensible note from me: if you have a medical condition or take medication, talk to your doctor before you try any fast.

[Your Name]

P.S. There are two more bonus reports, one on emotional eating and one on short workouts that speed things up. They are listed here:

==> See all three bonuses [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Men's version: the beer belly email

Angle: Men's version | **Best for:** Men of any age | **When to send:** Any time; send to men on your list

Subject 1: The beer belly email

Subject 2: Guys, put the protein powder down

Subject 3: A weight-loss plan with dinner on it

Preheader: Tracey wrote a version for men: no calorie counting, no hardcore cardio, over 20 videos.

Hi {!firstname_fix},

This one is for the men.

If you have ever sucked your stomach in for a photo, or kept your shirt on at the beach, you already know what this email is about.

Most men try to fix it the hard way. Gym memberships, protein powder, crunches, hardcore cardio and a plate of something bland. Then work gets busy, the routine slips and the belly is still there.

Tracey Trimmer has written a version of her program especially for men, and it goes the other way. No calorie counting, no forbidden foods and no extreme workouts. She wants you eating more, with bread and proper meals on the table, and she includes over 20 step-by-step videos as well as the guide.

She also says the program has worked on seventy-year-olds, so age is no excuse to skip it.

==> Read the men's version of Tracey's letter [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=wm]

[Personal touch: add one honest sentence about why the men on your list will relate to this.]

[Your Name]

P.S. One of the free bonuses is a 47-page book on short, moderate workouts called "Sculpt A Physique In Just 20 Minutes". The free presentation is here:

==> Watch the free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Women's version: pizza, chocolate cake and candy

Angle: Women's version | **Best for:** Women of any age | **When to send:** Any time; send to women on your list

Subject 1: Pizza, chocolate cake and candy?

Subject 2: A weight-loss plan from a woman who loves her food

Subject 3: {!firstname_fix}, this one is for you

Preheader: Tracey's version for women lets you keep the foods you love. No calorie counting.

Hi {!firstname_fix},

What would you say if I told you about a weight-loss plan that lets you keep eating pizza, chocolate cake and candy?

I would have rolled my eyes too. But that is how Tracey Trimmer opens the letter for her women's version of The Trimmer Method, and she means it.

Tracey knows what it is like to dread passing a mirror. She was clinically obese, and she says her life revolved around the next meal. She also says she still loves her food today. What fun is life, she asks, if you can't have a slice of cheesecake when you really want one?

So her program has no calorie counting, no self-denial and no forbidden foods. You eat more, not less, carbs like bread and potatoes are allowed whenever you want them, and she looks after the emotional side of eating as well as what is on your plate.

==> Read the women's version of Tracey's letter [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=ww]

[Personal touch: add one honest sentence about your own relationship with food or dieting.]

[Your Name]

P.S. Tracey lost sixty pounds with this method and says she has kept it off for years. Her free presentation tells the story:

==> Watch the free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

THE 60-DAY GUARANTEE · EMAIL 26 OF 31

60 days, and no guilt in asking

Angle: The 60-day guarantee | **Best for:** Any list; cautious buyers who have been burned before | **When to send:** Any time; good after a lies or ideas email

Subject 1: Two months, and no guilt in asking

Subject 2: The guarantee that made me read the whole letter

Subject 3: {!firstname_fix}, what if it doesn't work for you?

Preheader: Tracey's 60 Day Ironclad Weight Loss Guarantee, in plain words.

Hi {!firstname_fix},

There is one line in Tracey Trimmer's letter that I did not expect to find.

She offers what she calls a 60 Day Ironclad Weight Loss Guarantee. You get two full months to follow The Trimmer Method at home. If it is not working for you, you email The Trimmer Method Support Team within those 60 days and you get a full refund.

The line that caught my eye came next. Tracey says she doesn't want you to feel any shame or guilt in asking.

If you have ever paid for a diet and then felt too embarrassed to admit it didn't work, you will know why that matters.

The program itself is a one-time payment of $37, down from $49.95. There are no monthly fees, no special food to buy and no weekly weigh-ins at a centre.

==> See The Trimmer Method and the guarantee [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about why a fair guarantee matters to you.]

[Your Name]

P.S. Three bonus reports, listed as worth over $85, come with it at no extra cost. You can watch the free presentation first:

==> Watch Tracey's free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

LAUNCH SEQUENCE (3 EMAILS) · EMAIL 27 OF 31

Launch 1 of 3: The woman whose life revolved around the next meal

Angle: Tracey's story (introduction) | **Best for:** Any list; first email of a launch | **When to send:** Launch day 1

Subject 1: Her life revolved around the next meal

Subject 2: She was clinically obese. Then she stopped dieting.

Subject 3: Someone I want you to meet, {!firstname_fix}

Preheader: Meet Tracey Trimmer, who lost sixty pounds by eating more, not less.

Hi {!firstname_fix},

I want to introduce you to someone this week, and I'll start with her own words.

"I know, from personal experience, what it feels like to be clinically obese and to have my life revolve around the next meal. It's miserable."

That is Tracey Trimmer. She lost sixty pounds and says she has kept it off for years. The strange part is how she did it. She did not starve herself, count calories or give up the foods she loves. She says she still loves her food today, and she would never ask you to go without a slice of cheesecake when you really want one.

Over the next couple of days I'll tell you why she thinks most diets fail, and what she does instead. For today, I'd like you to hear it from her.

==> Watch Tracey's free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about why her story stood out to you.]

Tomorrow I'll share the part of her letter that made me angry on behalf of every dieter I know.

[Your Name]

P.S. If you prefer reading to watching, Tracey's written letter for women is here (the men's version comes tomorrow):

==> Read the women's version of Tracey's letter [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=ww]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Launch 2 of 3: It was never your fault

Angle: Not your fault; the five lies | **Best for:** Any list; second email of a launch | **When to send:** Launch day 2

Subject 1: The diet industry has a profit problem

Subject 2: Why it was never your fault

Subject 3: This part of Tracey's letter made me angry

Preheader: Tracey says the diet industry profits when you lose a little and gain it back.

Hi {!firstname_fix},

Yesterday I told you about Tracey Trimmer. Today I promised you the part of her letter that made me angry.

Here it is. Tracey says that when it comes to weight loss, you are not at fault. She points out that if a company helped you lose weight for good, you would stop paying it. So it suits a lot of the diet industry to help you lose a little, then watch it creep back on so you sign up again.

The worst part, she says, is that people blame themselves for it. They carry the extra weight and the guilt on top.

Tracey lists five "Fat-Making Lies" behind this: eat fewer calories, eat low-fat food, go low-carb, take fat-burning supplements and eat diet food. She takes each one apart, and she replaces them with a plan where you eat more, keep your favourite foods and never count a calorie.

==> See the five lies in Tracey's free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one sentence about which of the five lies you have fallen for.]

Tomorrow I'll show you exactly what you get if you decide to try her program.

[Your Name]

P.S. The men's version of her letter talks straight to the guys on my list. If that's you, it's here:

==> Read the men's version [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=wm]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

LAUNCH SEQUENCE (3 EMAILS) · EMAIL 29 OF 31

Launch 3 of 3: What you get, and how to decide

Angle: The offer | **Best for:** Any list; third email of a launch | **When to send:** Launch day 3

Subject 1: What you get with The Trimmer Method

Subject 2: Everything inside, and 60 days to decide

Subject 3: {!firstname_fix}, here is the full rundown

Preheader: The program, three bonus reports, $37 one time and a 60-day guarantee.

Hi {!firstname_fix},

Over the last two days I've told you Tracey Trimmer's story and why she says the diet industry has had it backwards. Today is the plain rundown of her program.

The Trimmer Method is a digital program with separate versions for men and women. It teaches you to:

- stop counting calories for good,
- eat more, spread over six meals a day,
- keep carbs like bread and potatoes, and learn which ones suit you,
- eat with no forbidden foods and no "cheat day" rules,
- look after your appetite and emotions as well as your body.

It comes with three bonus reports, listed as worth over $85:

- **Fasting For Weight Loss & Detox** (28 pages)
- **Food Addiction: Breaking The Habit**, on emotional eating (28 pages)
- **Speed Up Your Weight Loss: Sculpt A Physique In Just 20 Minutes** (47 pages)

It is a one-time payment of $37, and it is all digital, so you can start straight away. It is covered by Tracey's 60 Day Ironclad Weight Loss Guarantee, so you can follow it for two months and ask for a full refund if it isn't for you.

==> Get The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about who on your list you think this suits best.]

[Your Name]

P.S. Not sure yet? Watch the free presentation first and decide afterwards:

==> Watch Tracey's presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

LAST-CHANCE FOLLOW-UP (NO FAKE DEADLINE) · EMAIL 30 OF 31

Last chance 1 of 2: Before I move on

Angle: Cost of doing nothing | **Best for:** Readers who opened but did not click | **When to send:** 2-3 days after the launch

Subject 1: Before I move on

Subject 2: One question before I stop writing about this

Subject 3: What happens if nothing changes?

Preheader: Tomorrow is my last email about Tracey's program. One question first.

Hi {!firstname_fix},

After tomorrow I'm going to stop writing to you about The Trimmer Method and move on to other things.

Before I do, I want to leave you with a question Tracey Trimmer asks near the end of her letter.

What happens if you don't change anything? Will you have more energy next month, or feel any healthier, if you keep doing what you have always done? Will another round of the "old-fashioned" diet go any better than the last one?

You already know the answer, and so do I. I'm not asking you to buy anything because of it. I would like you to hear Tracey out, though, because what she teaches is so different from the diets most of us have tried.

==> Watch Tracey's free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest sentence about why you kept writing about this program.]

Tomorrow I'll send one short final note, and then this topic is closed.

[Your Name]

P.S. If you have already watched it and you're ready, you can go straight to the program here:

==> See The Trimmer Method [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

LAST-CHANCE FOLLOW-UP (NO FAKE DEADLINE) · EMAIL 31 OF 31

Last chance 2 of 2: My final note on this

Angle: Final reminder, honest close | **Best for:** Readers who opened but did not click | **When to send:** The day after last chance 1

Subject 1: My final note on The Trimmer Method

Subject 2: Last email about this, I promise

Subject 3: {!firstname_fix}, closing this one off

Preheader: No countdown, no price trick. Just the facts once more, then I'm done.

Hi {!firstname_fix},

This is my last email about Tracey Trimmer's program.

I'm not going to tell you the price is about to jump or that a timer is running out, because I don't know that and I won't make it up. Here are the plain facts one more time instead.

The Trimmer Method is $37, paid once. There is no calorie counting and no forbidden food, and Tracey wants you eating more, not less. You get three bonus reports on fasting, emotional eating and short workouts. And you have 60 days to try it, with a full refund if it is not for you and no guilt in asking.

If you have been on the fence, the guarantee means the real risk is in leaving things as they are.

==> Get The Trimmer Method here [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

[Personal touch: add one honest closing sentence in your own words.]

Whatever you decide, thank you for reading this week. Normal emails from me resume tomorrow.

[Your Name]

P.S. Prefer to watch Tracey explain it first? The free presentation is still here:

==> Watch the free presentation [Link this to https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 hooks

Use these as subject lines, first lines or ad headlines. Each raises a question that only the click answers.

01 · COUNTING CALORIES BACKFIRES

> **Why did the weight come back the moment you stopped counting?**

02 · BREAD IS ALLOWED

> **A weight-loss plan that wants you to keep the bread.**

03 · EAT MORE, SIX MEALS A DAY

> **Six meals a day on a weight-loss plan? That was my reaction too.**

04 · EMOTIONAL EATING AND THE 10PM FRIDGE

> **It is 10pm, you are not hungry, and you are standing at the fridge again. Why?**

05 · FOR MEN, AT ANY AGE

> **For the man who has tried the gym, the shakes and the diet books.**

06 · THE 5 'FAT-MAKING' LIES

> **Five pieces of diet advice you have heard all your life. Tracey Trimmer calls them lies.**

07 · THE FOOD LOVER

> **She lost weight and she still eats cheesecake.**

08 · DIET-FREE: NOTHING TO FALL OFF

> **What if there was no diet to fall off on Monday?**

09 · IT WAS NEVER YOUR FAULT

> **It was never your fault, and Tracey Trimmer explains who benefits when the weight comes back.**

10 · BEFORE YOU BUY ANOTHER FAT BURNER

> **Before you buy another fat burner, read what Tracey Trimmer calls them.**

10 social posts

Add one true line of your own. Keep the #ad on every post.

01 · FACEBOOK · CALORIE COUNTING BACKFIRES

Has a diet ever worked for a few weeks and then quietly stopped working?

Tracey Trimmer says that is not a willpower problem. Her view is that restricting calories sends your body into what she calls "panic mode", so it holds on to fat instead of letting it go.

So her program asks you to do the opposite of every diet you have tried: no calorie counting, no forbidden foods, and eat more, not less. She explains why in a free presentation here: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main

#ad

Suggested comment: Honest question: which diet rule did you follow the longest before you gave it up?

02 · FACEBOOK · BREAD IS ALLOWED

I nearly scrolled past this one, then I read the line "bread is actually your FRIEND".

That is Tracey Trimmer talking about her weight-loss program. Carbs stay on the menu, no food is forbidden, and part of the method is learning which carbs are the best ones to eat.

If you have spent years pushing the bread basket away, have a read: https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main

#ad

Suggested comment: Which food were you told to give up that you missed the most?

03 · FACEBOOK · A FOOD LOVER'S STORY

Tracey Trimmer knows what it feels like, in her words, to be clinically obese and to have your life "revolve around the next meal". She also says, "I sure do love my food, even today".

She never gave that up. She says she lost sixty pounds with her own program and has kept it off for years. That is her story, and everyone's results are different, but the way she did it caught my eye: no calorie counting, no forbidden foods, and room for a slice of cheesecake when you really want one.

Here is how she does it:
https://hop.clickbank.net/?
affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main

#ad

Suggested comment: What is the one meal you would never give up, whatever the diet said?

04 · FACEBOOK · THE PLAIN FACTS

A few people asked me what The Trimmer Method actually is, so here are the plain facts.

It is a digital weight-loss program by Tracey Trimmer, with one version for men and one for women. It costs $37 as one payment, down from $49.95, and comes with three bonus reports listed as worth over $85: one on fasting, one on emotional eating and one on 20-minute workouts.

It is covered by a 60-day money-back guarantee, so you can read it, try it and still change your mind.

See it here:
https://hop.clickbank.net/?
affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main

#ad

Suggested comment: What would you want to know before trying a new weight-loss plan? Ask below and I will answer what I can.

05 · INSTAGRAM · EAT MORE, NOT LESS

#ad The weight-loss advice that sounds wrong until you hear the reason.

Tracey Trimmer says you need to eat more, not less, and her plan spreads it over six meals a day. Her view is that going hungry is exactly what keeps so many of us stuck, because a body in "panic mode" stores more fat, not less.

No calorie counting. No forbidden foods. Her free presentation explains the rest. Link in bio.

#weightloss #nodiet #dietfree #healthyhabits #eatmore #foodfreedom

06 · INSTAGRAM · THE 10PM FRIDGE

#ad It is late, you ate dinner hours ago, and you are standing at the fridge again.

Tracey Trimmer says that moment is rarely about hunger. In her report on emotional eating she writes that "food isn't what you need": it is a stop-gap for something else that is missing, like rest, the company of friends, laughter or fun. That is why it never fills the gap.

That report comes free with her diet-free program, The Trimmer Method. Link in bio.

#emotionaleating #mindfuleating #weightlosssupport #foodfreedom #selfcare #healthyhabits

07 · INSTAGRAM · THE 5 FAT-MAKING LIES

#ad Five diet rules most of us never question.

1. Eat fewer calories.
2. Eat low-fat food.
3. Go low-carb.
4. Take fat-burning supplements.
5. Eat "diet foods".

Tracey Trimmer calls them the 5 "Fat-Making" Lies, and her letter explains what she thinks each one does to you. Number 5 is the one that made me check my cupboard.

Read all five: link in bio.

#dietmyths #weightlosstips #nodiet #healthyeating #foodfreedom #realfood

08 · X (TWITTER) · FAT BURNERS

Tracey Trimmer on fat-burning supplements: "USELESS". Her program skips the pills and the diet foods and goes back to real food, six meals a day.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=main #ad

09 · X (TWITTER) · FOR MEN, ANY AGE

For the men who paid for a gym they stopped going to: Tracey Trimmer made a men's version of her diet-free program, with over 20 step-by-step videos. She says it has worked on seventy year olds.

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=trimmerm&tid=YOURTRACKINGHERE&type=wm #ad

10 · PINTEREST · EMOTIONAL EATING

> Emotional eating, late-night snacking and food cravings often have little to do with hunger. Tracey Trimmer's report Food Addiction: Breaking The Habit looks at the needs food is standing in for, such as rest, company, laughter and fun. It comes free with The Trimmer Method, her diet-free weight-loss program. #ad

Contact

Questions, a review copy for affiliates with a large list, or a commission boost for super affiliates: get in touch.

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