

Value Email 1

HEADLINE 1: The “Fat Gain Hormone” Revealed

HEADLINE 2: Fight cellulite while you sleep

HEADLINE 3: 8 PROVEN ways to melt body fat

HEADLINE 4: Do you know about the “belly fat hormone”?

HEADLINE 5: A cup a day keeps the fat away

NAME, have you heard of these 8 critical factors if you want to burn body fat?

Let me list them out for you...

1. Your first hour of sleep
2. Your second hour of sleep
3. Your third hour of sleep
4. Your...

Yea, I think you get the point :)

The length and quality of your sleep is critical if you want to achieve the fit and toned body you've dreamed of.

Why?

Sleep is when your body rests, recovers...

And it's when **your body releases a wave of fat-melting, metabolism-boosting hormones** into your bloodstream. The balance of hormones like leptin, IGF-1, and estrogen shifts into a "fat burning zone" while you sleep.

Your body starts burning calories and fat like crazy.

BUT...

The moment you wake up, your body releases cortisol – the stress hormone. **This is the hidden hormone that causes stubborn belly fat**, fatigue, and is associated with diabetes and heart disease.

Basically, all you need to know is:

- **Cortisol is the enemy of fat loss**
- **Sleep is one of the best times to burn body fat**

If you want to lose body-fat and keep it off for the *rest of your life* – you need to do 2 things...

1. You need to optimize the fat burning hormones while you sleep.
2. You need to fight the terrible effects of cortisol quickly after you wake up.

How do you do this?

The first way is to get enough sleep – 8 hours is the recommended amount per night.

What if you have problems with the quality of your sleep?

Here are some cheap and *scientifically proven* supplements that can help:

If you struggle to fall asleep – melatonin 0.5-1mg before bed

Most melatonin supplements are dosed at 3-10mg, this is way too high. A lower dose of melatonin actually improves your sleep *more* than a higher dose.

If you don't wake up feeling rested – glycine 3g before bed

This amino acid is cheap and effective. You'll wake up feeling rested with energy that gets you through the day.

OK – what can you do about the evil cortisol hormone that skyrockets in the morning?

A delicious cup of Green Tea

Green tea contains an antioxidant called EGCG. This potent antioxidant has a variety of fat burning benefits. In fact, its **one of the most scientifically proven supplements for burning body fat.**

Even though the supplement form is better, a quick cup of green tea will still help you fight off stubborn belly-fat.

There's 1 More Thing You NEED To Understand If You Want To Optimize Your Sleep To Achieve The Body Of Your Dreams

If you're going to use supplements to help you – that's great.

The right fat melting formula isn't going to turn you into a supermodel without improving your lifestyle – but it will take your efforts and multiply the results you get times 10.

The keywords there are “the right formula”.

Most fat burning supplements have 3 main problems:

- 1. They don't optimize your hormones** – so you gain the weight back after a few months or even weeks.

2. **They don't have a special sleep formula** – some of these supplements can make your sleep even worse.
3. **They try to increase your metabolism by boosting your body temperature** – but they use thermogenic fat burners that actually increase your cortisol (leading to long term fat gain)

If you want your body to help you burn body fat – instead of fighting against you – then this could change your life...

Tetrogen is a breakthrough hormone optimizing, fat melting formula, which has been **a popular, best selling fat burning supplement** in Eastern Europe for the past 5 years.

[Finally, for the first time ever, it's available for people in the United States.](#)

Tetrogen ignores the hype and focuses on the bigger picture – **the science of weight loss**. It's simple formula contains **4 proven, patented ingredients you won't find combined in any other supplement available ANYWHERE in the world.**

There are 2 different formulas:

A Day Formula AND A Night Formula

This is because your body needs different things to burn body fat during the day versus at night.

[You can go here to get your bottle before supplies run out](#)

Tetrogen is also a rare supplement that does NOT use stimulants to achieve thermogenic fat burning. Those are the 'jittery' substances that make you on edge and make it hard to sleep.

Worst of all, they actually SLOW DOWN your metabolism, overtime. They increase your body's level of cortisol, dooming your hard work to fail.

Instead Tetrogen has a clinically tested, patented ingredient called Lipofuel which increases metabolism and drives thermogenesis...

Without impacting cortisol levels!

[And that's just one of the innovative ingredients – Go here to discover if Tetrogen can help you reach your goals](#)

To Your Health And Success,

Jane Doe
Founder Of Tetrogen

P.S. We aren't promising you a magic pill that will turn you into a supermodel, while you sit on the couch and eat pizza all day.

If you're looking for a "Magic Pill", you should try one of the fat burning supplements that are *all hype and no results*.

But if you want a supplement which will reduce your appetite, improve your hormones, and multiply your success X10, then Tetrogen will change your life. Results are GUARANTEED or your money back – it's completely risk free

[Get your bottle here while supplies last](#)

Value Email 2 (instead of positioning the offer as a discount, we want to position it so we are GIVING them something. I decided to go with a dollar amount coupon code, but if you have other ideas let me know)

HEADLINE 1: 3 "sneaky ways" to burn bodyfat

HEADLINE 2: 3 "stupid-but-effective" fat loss methods

HEADLINE 3: Controversial fat loss methods (backed by science)

HEADLINE 4: School of sneaky fat loss

HEADLINE 5: Seen these 3 sneaky fat loss methods”?

What I’m about to tell you... is a little bit controversial.

In fact, **I put these techniques by a well-known Nutritionist** last week – and she told me this:

“Wow... that’s sneaky. But yes, those methods will definitely work.”

Work for what?

They’re effective at **killing your appetite and make losing body fat easy.**

They aren’t revolutionary and they aren’t groundbreaking.

While you read this email, you might be thinking “what the heck? Those seem.... Strange.”

But they work and I’m about to show you exactly why.

Sneaky Fat Loss Method #1 – H2O

Yes, good old water.

Water temporarily fills up your stomach making you feel full for a short time.

How does this help you?

Have you ever noticed that you'll still feel hungry after you finish eating – but when you get up and start working/doing other things you don't feel hungry anymore?

Water is the perfect way to solve this.

It's simple – **2 glasses of water immediately before a meal and 1 glass after the meal.**

You'll find yourself eating less and getting fuller faster.

Sneaky Fat Loss Method #2 – Fiber

No, I'm not telling you to fill up on the fruits and vegetables – that's not very sneaky.... even if it *is* healthy.

So, what *is* sneaky?

Taking a scoop of fiber right before you eat.

It will bulk up inside your stomach – **making you feel like you ate much more food than you actually did.**

BONUS: Fiber is amazing for your health. It improves cortisol levels (the belly fat hormone), reduces risk of diabetes and prevents dozens of different diseases.

What type of fiber should you use?

Psyllium husk, apple fiber, or guar gum will work best (a mix of all 3 is even better).

Psyllium is the cheapest option – you can easily find it at a local pharmacy or health food store.

Sneaky Fat Loss Method #3 – Smaller Plates

Yea, I know, it sounds ridiculous – but bare with me.

3 different scientific studies have all discovered that people eat less food when they eat off of smaller plates and bowls.

One of the studies discovered **people eating from smaller bowls ate 142 less calories** each meal vs those who ate from bigger bowls.

If you did that 3 meals a day, every day of the week you'd eat **2982 fewer calories** every week.

You can lose up to 0.85lbs (0.39kg) per week with this method alone.

These methods work for 1 simple reason...

They “hack” your body into feeling fuller, sooner.

But, **why do some people always feel hungry?** Why do the afternoon cravings hit us so hard while other people can go hours without eating or snacking?

It turns out there's a hidden hormone sabotaging your fat loss – **a hormone that causes cravings, hunger, and obesity...**

That hormone is Ghrelin.

These methods work well to “hack” your body into feeling fuller, but if you want long lasting fat loss success you need to fight the real cause of your hunger.

That's why Tetrogen is the catalyst you need to get real long-term results.

It's a no-nonsense, science-based formula designed to hit the root-cause of body fat...

Hormones

Ghrelin and other "fat-gain hormones" are the hidden cause of weight gain. They're the hormones that lead to weight loss plateaus, terrible cravings, and slowing metabolism.

Tetrogen is NOT for you if you want a magic pill.

It's not going to melt fat away while you sit on the couch and eat potato chips all day.

Tetrogen is for people who are willing to make an effort.

It's the critical X-factor that can take your hard work and help you finally, successfully lose your stubborn body fat.

[Go here to get your bottle of Tetrogen](#)

To Your Health And Success,
Jane Doe
Founder of Tetrogen

P.S. This is the first time ever Tetrogen is being made available outside of Europe. To celebrate we are giving you a **\$10 coupon** so you can try it for even cheaper, TODAY ONLY.

[Go here to get Tetrogen with your exclusive \\$10 coupon](#)

Value Email 3: (these “pop culture emails” work really well on the middle aged female audiences)

HEADLINE 1: The Sex & The City school of fat loss

HEADLINE 2: Burn Fat Like ‘Sex & The City’...

HEADLINE 3: Do you watch ‘Sex & The City’?

HEADLINE 4: Fat loss: Sex & The City Style...

HEADLINE 5: Sex & The City – Fat Loss Episode

NAME,

I don’t know about you, but I LOVE the show ‘Sex and The City’.

Last night I was watching an episode from season 5 and I thought you’d find this interesting...

Let me give you a quick recap of the episode:

Miranda goes on a mission to lose her last bit of stubborn body fat. She decides to do what many people do...

She joins Weight Watchers.

At her first Weight Watchers session, she meets a guy named Tom.

Lets just say... they fall into bed together quickly.

Tom has a problem with over-eating. He smashes full plates of donuts and other junk foods in just seconds.

Eventually, Tom and Miranda stop seeing each other so he can “focus on his diet”.

This reminded me of the critical problems with 99% of fat loss programs, supplements, and diet plans...

You're always stuck on a diet.

And eventually – most people fall off the wagon.

Because, **the longer you stay on a diet, the harder your body fights against you.** Your metabolism slows, you crave junk food, and your results slow down.

Your hormones shift into a “save my body fat” state.

Your body doesn't want to lose weight. So, when you diet long enough, **it activates hormones that skyrocket cravings, store belly-fat, and activate cellulite.**

BUT...

If you find a way to control your hormones when you're on a diet, you don't hit those plateaus. Cravings disappear and you find smaller servings very satisfying.

How do you do this?

With the right natural hormone-optimizing formula...

There are a few *rare* fat loss supplements that will optimize your hormones to drive fat loss and prevent cravings

Have you ever gone on a diet and noticed you lose tons of weight the first few weeks but then the progress slows? That's when the hormones kick in.

Tetrogen prevents this by blocking hormones like Leptin and Cortisol – these are the hormones that cause stubborn body fat and terrible cravings.

Here's an innovative formula that I'm confident will change your life

To Your Health And Success,
Jane Doe
Founder Of Tetrogen

Value Email 4:

HEADLINE 1: The enemy of fat loss...

HEADLINE 2: The hunger hormone...

HEADLINE 3: Have you heard of "the hunger hormone"

HEADLINE 4: The hormone that causes food cravings

HEADLINE 5: Lose body fat with this hormone...

I have a question for you...

Have you ever heard of the hormone "Leptin".

Don't worry if you haven't – it's actually a pretty unknown hormone. It was first discovered pretty recently in 1994 (that's very recent if you realize most hormones were discovered in the 1930s and 1940s).

It wasn't until the past few years; scientists began to discover **Leptin's important effects on body fat, metabolism, and hunger.**

If you want to lose body fat, feel fuller longer, and prevent junk-food cravings – you're going to need to understand a few basic things about the hormone Leptin.

Leptin regulates appetite, bodyweight, and food intake.

When you try to lose weight, your body fights back by lowering levels of Leptin. Long story short...

You get hungry.

The cravings hit you like a wave and you end up the same weight as before – if not heavier.

It's not your fault.

Most diet plans and fat burning methods don't think about this important hormone. **You can't control Leptin with diet and exercise** – which is why even the best doctor designed fat loss plans still leave you hungry.

But there are 2 natural ingredients shown in studies to suppress Leptin levels so you get fuller faster while preventing cravings...

[You'll find those ingredients here](#)

This is reality – if you're always starving, eventually you will fall off the wagon. That's where the term "yo-yo dieting" comes from.

People go on a diet, get some success, but then less Leptin is released, hunger hormones like Ghrelin kick in and sabotage their results.

You need something designed to optimize your hormones so your body HELPS YOU lose body fat, instead of fighting to make you fail.

[Go here to find 5 proven and patented ingredients designed specifically to optimize your hormones for fat loss...](#)

Some of them are quite surprising, yet have powerful science-backed effects.

To Your Health And Success,
Jane Doe
Founder of Tetrogen