

Email 1

Subject Line:

Feel like being part of a binge free adventure?

Let's kick your binges into oblivion

Want to join me in binning binges forever?

[Name], ever heard this story before?

It's May 1953.

And in eastern Nepal, a beekeeper from New Zealand does the unthinkable.

After years of dreaming, losing hope, and finally getting his moment, Edmund Hillary becomes the first person to reach the top of Mount Everest.

8,850m of possible frostbite and clambering up crazily thin sections of ice.

He had no idea if he would return.

But when called upon to join the expedition he knew he had no choice. It was the chance of a lifetime.

And it paid off.

Big time.

He achieved something no one thought possible.

Now, not all of us want to spend our lives clinging to the side of mountain faces, but that doesn't mean we don't need our own Everest moments.

Those times when we decide to do the unthinkable and join up to a new, nerve-tingling adventure.

I reckon if you're reading this you want to make a change to your relationship with food.

Maybe even a massive change.

The problem is, you've tried so many ways to alter your eating habits but there's still no end in sight to the cycle of bingeing, dieting, and bingeing again.

It can feel like you're trapped with nowhere to go.

But I'm here to give you a way out.

To channel your inner Hillary, journey into new lands, and come out on top.

A one-time opportunity for you to overcome your binge eating obstacles.

So what is this new adventure I'm getting all excited about?

It's a new, fresh-out-of-the-oven beta version of my 10-week Binge Eating Switch coaching course.

In exchange for joining up and giving me your feedback, testimonials, and other bits of collaboration, you'll get a life-changing course at a fraction of the regular cost.

You'll also receive heaps of once-off additional support from me - someone who's been there and done it, someone who's lost the pounds and kept them off.

It's a golden opportunity for you to uncover (I mean really know, inside and out) what's holding you back from transforming your eating habits and losing all those negative self-beliefs.

You'll learn how to use this newfound knowledge to create consistency in your meal planning.

How to adapt and stay flexible when all those external pressures of work stress and relationship problems build up.

And most importantly, how to remain confident that your newfound relationship with food is here to stay.

A life-changing opportunity for just \$497.

If you're thinking enough's enough, that this is my time, my time to take real action.

All you have to do is fill out the application form I've linked below.

[Application process goes here]

Email 2

Subject Line

Fed up with all that guilt?

Discover what triggers your binges

The quick fixes won't work!

I know what it's like [name].

5 minutes after another comfort eating session and the guilt starts kicking in.

One of those horrible, anxiety-inducing weights dropping down on your chest.

To make things worse all the self-critiquing thoughts start swimming around your head.

'Why am I doing this... again!?'

Before you can stop yourself, you've dived back into a packet of crisps and the binge gets out of control.

You desperately want to change.

You so badly want out.

So you head to Google for the one-thousandth time and look for anything new that might help.

Another quick fix diet program comes up.

Clicked. Bought. Hope returns.

But two weeks later it's still going on.

The cycle keeps repeating itself.

Binge. Guilt. Diet. Binge.

It's absolutely exhausting.

If this is you then know you're not alone. A whopping 35% of dieters end up becoming pathological dieters. That's a lot of people stuck in the loop.

But imagine if you could stop all this?

No more insane levels of stress and anxiety.

No more being so hard on yourself you feel like you're two feet tall.

No more scrolling through Google desperately looking for the next hyped up weight loss fad.

Well, it's time to stop just imagining it.

Because I'm here to show you the way.

The real way!

To stop treating binge relapses with self-blame, and see them as an opportunity to learn what your triggers are and grow stronger as a result.

To have a proper long-term plan that will keep you on course no matter what comes your way.

It's all there, ready to go, in my brand spanking new 10-week Binge Eating Switch coaching course.

And as I'm still looking to perfect the process, you'll get this for a fraction of the usual cost - \$497 to be exact.

All you have to do is give me feedback by telling me what's hitting the sweet spots and what isn't quite working.

Plus you'll get a load of added goodies, like real-time responses from me and an engaged community of others going through the same struggle.

These moments don't come around often.

Sometimes you have to grab an opportunity like this with both hands.

Want to give it a whirl?

Here's how.

[Application process goes here]

Email 3

Subject Line:

Still trying to beat the binges alone?

The best thing you can do to stop your binges

How Einstein helped my eating disorder

[Name], still not sure about my new 10-week Binge Eating Switch coaching course?

I get it. Choosing to bring someone else on board can be tough.

You've been doing it alone up till now. Why change that?

It's what people think you have to do. Going through one dieting program after another all by yourself.

You need to show the world that you can do this on your own.

Plus it can be hard (crazy hard) sharing your problems with other people.

So you keep on plugging away.

And still, nothing's working.

The thing is, it's not surprising. 75% of people are externally motivated. They need someone else to help push them forward.

Yet so many of us choose to keep going alone.

Even though it gets us nowhere.

You know what that pretty smart guy Albert Einstein had to say about that?

'Insanity is doing the same thing over and over again and expecting different results.'

Oh, and another cracker:

'We cannot solve our problems with the same thinking we used when we created them.'

Sometimes you have to jump ship and mix things up.

And getting someone else involved is only a small jump to make.

Barely even a hop.

Instead of being in the dark all by yourself, wouldn't you rather be in the safe hands of someone who's been there and done it?

Someone who can show you which blind spots are stopping you from moving forward.

Who understands what those urges to binge are like and keeps you accountable when they come back.

For 34 years, I was caught in a world of binge eating, emotional pain, and long term eating disorders.

It felt like I had nowhere to go. No one to turn to.

But then I found a way out.

A way to overcome the addictions and negative spirals. To shake off all the self-doubt. To create a long lasting healthy relationship with my body and food.

And now I want to help you do the same.

But this opportunity isn't not going to last forever.

There are only a few spots left on the beta version of my course. After they're taken, the price will shoot up from \$497 to \$997.

It's your chance to stop doing what Einstein warned us about.

Your chance to make a real change.

Fancy a piece of that?

Here's what you've got to do.

[Application process goes here]