

Sales Letter Sample #1

Subject: *A Fitness Mix That Will Be a Blast!*



Dear active men and women,

Weight loss and fitness is a factor that a lot of people, including myself, are constantly aware of.

Well...*obviously* since most people want to be in great health and in great shape in their life.

However...long strenuous workouts, as you may agree, are NOT high in popularity. In fact, they are not enjoyable and become *very* exhausting to the mind and to the body.

Therefore...there is nothing more satisfying than finding a workout that is *quick*, *productive*, and most of all...*fun*.

And right here is where this *program* comes into affect.

If you want to gain control of your health and live a more active lifestyle while enjoying the game of basketball, then [Basketball Yoga Blast](#) is the program you need.

[Basketball Yoga Blast](#) is an exercise program with a set that includes:

- 6 DVDs with different workouts, from beginner to advanced
- Instruction guide on how to use the DVDs

- Healthy mind and body tips related to basketball drills and yoga
- An NBA-quality basketball
- High-quality yoga mat
- Handy carrying case

Kevin Love (star NBA basketball player), **Natalie William** (star WNBA basketball player) and **Rachel Brathen** (yoga fitness expert) created this program with a *strong* promise behind it.

The promise is this:

This unique, proven combination of basketball drills and yoga moves will give you a lean, flexible, heart-healthy and super-fit body.

With this unique DVD program, Basketball Yoga Blast is easy to follow, you can do it at home, it gives you a GREAT workout in less than 30 minutes a day, and it's fun!

The *mix* between the classic basketball drills and yoga is an awesome combination for improvement.

Classic basketball drills have prepared new basketball players up to the *world's greatest* players to excel at their game. During basketball drills, you're moving quickly and keeping the heart pumping while using all the muscle groups — the perfect combination for fitness.

Yoga can be *followed* and *enjoyed* by anyone at any age, adds flexibility, control and mental and spiritual aspects to your daily workout that keep you lean and limber while calming or focusing the mind.

Now this program is *not* for everyone...

It is for those who are *typically* engaged in self-improvement and fitness, and want a fun way to lose weight and/or maintain their health.

But that's what makes **Basketball Yoga Blast** *unique*.

This exercise program has been **endorsed** by NBA coaches, doctors, sports medicine experts, chiropractors and fitness personalities.

Basketball Yoga Blast has been mentioned in *Men's Health and Women's Health*, *Yoga Journal* and *Flow Yoga* magazine, *Sports Illustrated*, *ESPN The Magazine*, and *Dime and Slam* magazine (*Basketball*)

This exercise program is *proven* to be beneficial, productive, and very efficient. The benefits and results can be all yours for the genuine one-time cost of just **\$199**.

Basketball Yoga Blast *WILL* work for you. Here's what actual users had to say:

"I have a demanding career life. I'm not complaining. I love it. Sadly, I've seen many up-and- comers burn out before they made it even halfway up the corporate ladder. Though I seem to thrive on the constant excitement, most people can't take the pace. For those with families, I think it's the long hours that create the most stress. I'm not going to let stress and long hours take its toll on me and my family. Therefore, every evening when I get home, I fire up your program. I enjoy 30 minutes of a fun workout that involves one of my favorite past times — basketball. My husband can't believe I found a yoga-basketball workout! He's even joining me in my Basketball Yoga Blast workouts, so we both have a new appreciation for both pursuits. Even better, doing these workouts together has energized us for ... um... other pursuits. Thanks for creating a basketball fan's fan-tastic workout that helps us perform better on all levels."

— **H. Walters**

"Being a single dad, I need to keep my energy level up to keep up with my 6 and 8-year-old sons. It's not easy, I can tell you. I've found that your program helps me to maintain the fitness and stamina levels I need to manage work, kids, and home. Even though I can't wait to pick up my sons from school, I've already put in a full day's work. I'm an associate at a busy law firm. To keep my take-home work to a manageable amount, if I'm not with a client, I usually work right through lunch. By the time I get home, the boys are ready to have

some fun with their dad! And I made a promise to myself that I would never let my work interfere with those few hours between the time we get home and the time they go to bed. For all of us, the best time of the day is when we're all together — and Basketball Yoga Blast makes it fun for all of us to play basketball and stay healthy. After they go to bed, I can put in another 3 hours on my computer. I feel a definite difference when I'm consistent about following your program. My kids love it too. It's all good."

— T. Young

You are one click away from being healthier and more fit.

So click [here](#) to order your **Basketball Yoga Blast**.

Sincerely,

Theo White

FitX, Inc. (fictitious company)

P.S. Order now and get **Basketball Yoga Blast** for 40% off. Go to www.basketballyogablast.com and order *asap*. **HURRY** as this offer will expire soon.

Contact Customer Service (9 AM to 6 PM EST, Monday through Friday) for orders and product information.

Satisfaction Guaranteed (100% Money Back Guarantee).

SAMPLE