

Nicole Piper – Writing samples

Product: Metabolic Factor

1. Advertorial leading to product sales page
 2. Teaser email leading to product sales page
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Subject Lines:

The secret to eliminating stubborn body fat lies in a hormone hiding in your body.

Bring this hormone out of hiding and turn your body into a fat burning machine.

Here's the key to unlocking your body's natural fat incinerator.

Body:

Remember the scene in The Wizard Of Oz when Glinda (the good witch) tells Dorothy how to get back home? She says, "You've always had the power... but you wouldn't have believed me."

That's the impact the discovery of a fat burning hormone is creating. And it's changing everything we thought we knew about weight loss.

For most of us, this hormone ran naturally through our bodies at optimal levels when we were young. It's one of the reasons we jumped out of bed in the morning full of energy. Everything we ate fueled our bodies instead of adding layers of fat to our stomach, hips and thighs.

And while it's supposed to remain active to some degree, as we get older this hormone can easily shut down. But just like Dorothy learning all she had to do was click her heels to get back home, it's easy to turn this hormone back on -- once you know how.

And when you do, something really magical happens... this hormone activates your Metabolically Active Tissue (M.A.T.).

M.A.T. specifically targets energy stores (fat) in your body. It engulfs calories and destroys fat just like when you were young.

If it's supposed to be present in our bodies naturally, you may be wondering...

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What happened to my body's natural fat-destroying hormone?

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Over time, certain things will cause this hormone to go into hiding. Here are the culprits:

1. The environment – The toxins you are exposed to through the air and in your food and water can block it.
2. Your diet – It's not as much what you eat, but when you eat it. When your M.A.T. is restored, you can enjoy just about anything you want, including pizza and desserts. The trick is knowing when you can eat them.
3. Activity – Putting yourself through a brutal, high intensity workout schedule is NOT a good idea. But your body is made to move. Sitting at a desk or on the couch for hours on end with minimal movement will basically "turn off" your M.A.T. activating hormone.
4. Age – All hormones in our bodies shift with age, and this one's no exception. And it really starts to plummet around 40.

But there's good news...

Even if you can't control some of these factors, a few simple changes to your diet will turn it back on. And your body will be running like it did in your 20s (or even better!)

So what is this life-enhancing hormone and how does it work?

The hormone is called IGF-1. And it's the key to unlocking your metabolic response by activating your M.A.T. Your metabolic response determines a lot about your health and quality of life.

When you bring IGF-1 out of hiding, it triggers an amazing transformation...

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You'll look better than you have in years

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With IGF-1 active in the right levels, your M.A.T. will launch a "seek and destroy" mission dissolving your body's excess fat.

It happens so naturally that it makes every weight loss approach used in the past seem barbaric... Like depriving ourselves of foods we love, overdoing rigorous exercise, taking dangerous pills, and enduring outright starvation.

M.A.T. is so effective because it targets stored fat *wherever it is*... Even the really stubborn “pocket obesity” fat. You know the kind -- Love handles, that lower belly pooch, bulges on your hips, legs and backside, even that embarrassing giggly arm fat.

It’s this kind of fat that gives you a “lumpy” or “flabby” look, even when you’re not overweight.

And IGF-1 goes a step further...

You’ll also see improved muscle tone, even without adding any exercise.

As an added bonus, *you’ll look younger, too*. A study in the British Journal of Dermatology in 2013 showed IGF-1 even improves wrinkles and other signs of age on subject’s faces. It improves skin tone and returns luster and thickness to your hair. You’ll even see a difference with your nails.

You’ll look younger and also *feel* younger. With IGF-1 at its optimal level, it will...

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Restore your youthful vitality

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“Life” doesn’t have to take its toll on how you feel, provided you maintain healthy levels of IGF-1 naturally. With it, your body feels rejuvenated and full of youthful energy. Imagine a new life where you...

1. Wake up feeling rested and ready to start the day
2. Look forward to the activities you love with fewer aches and pains
3. Have the energy for an early morning swim... or to play tennis or golf several times a week
4. Feel fewer, if any, allergy symptoms or digestive troubles
5. Approach the day in a good mood and with a positive outlook

These are just some of the ways your mind and body respond when the right level of IGF-1 is present.

You will enjoy today AND...

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Look forward to the years ahead

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Besides enjoying your life more right now, you'll also be setting yourself up to enjoy the years ahead.

When activated, the powerful IGF-1 hormone actually slows the ageing process. **It even disrupts the diseases that afflict so many when they get older.**

Research shows that people with so-called "age-related" diseases have less IGF-1.

Diseases such as...

- Alzheimer's and dementia
- Osteoporosis and diabetic bone disease
- Heart disease

In fact, studies show nearly every "age-related" disease can be linked back to low levels of IGF-1.

By maintaining optimal levels of IGF-1, you can coast through your golden years with a clear mind, your memory intact and with the energy to enjoy life.

Do a little research and you'll find people try to increase their IGF-1 levels artificially. Some through unsafe injections or bizarre body "shock" tactics.

Not only are these extremely stressful and uncomfortable, they're completely unnecessary.

Instead, you can easily get your body to...

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Activate your Metabolically Active Tissue naturally
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The trick is to restore healthy levels of IGF-1... *It's the key that unlocks your metabolic response.*

It does take a little more than clicking your heels 3 times and repeating a phrase to get it going.

But if you're willing to invest 22 days to follow a very easy and satisfying eating plan, you'll unlock your IGF-1 storehouses and watch the magic begin!

You'll find everything you need right in the grocery store. You can read much more about this [on the next page.](#)

There's no counting calories or starving yourself. In fact, you may even return to eating foods you've been depriving yourself of!

22 days is all it takes to evaporate body fat, restore vitality and slam the brakes on ageing.

==>[Only 22 days to naturally reset your IGF-1 levels to their optimum levels.](#)

[Put your sign-off here]

PS – The IGF-1 hormone and its fat destroying capabilities was initially discovered in 1957. This natural, IGF-1 activating program was developed by Dr. Jonny Bowden (also known as “The Weight Loss Myth Buster”). He has helped over 250,000 men and women lose weight. He developed this program to help his most difficult clients succeed, but it works like magic for anyone. [Learn more about the power of IGF-1 and how to tap into it here.](#)

[Teaser email lift letter]

Subject line

Fat burning discovery re-writes everything we know about losing stubborn body fat

Body

Dear [name],

If you've wanted to lose weight or eliminate stubborn fat areas, you're really going to like this.

Dr. Jonny Bowden, the nationally known expert on weight loss and health, has found a way to activate our body's **natural fat eliminating power**. He has helped over 250,000 people get the lean, healthy bodies they want.

And with this recent discovery, Dr. Jonny has finally found a way to help his patients who didn't respond to any other weight loss method.

It doesn't require exercise, counting calories, depriving yourself of tasty carbs, or spending money on anything other than groceries you buy at the store.

The best part? **You can unlock this natural process in just 22 days.**

[Here's everything you need to know.](#)

But a better-looking body isn't all you'll get.

This easy to follow eating plan restores levels of a very powerful hormone that your body has naturally.

When this hormone isn't at optimal levels, fat accumulates and the ageing process goes into overdrive.

What shuts it down? Toxins in our environment, the time of day we eat, and simply getting older.

And when you restore this hormone to optimal levels, it goes on a "seek and destroy" mission to find and burn up fat deposits.

Not only that... this hormone has remarkable anti-aging benefits, too.

You'll enjoy improved muscle tone without changing your exercise habits. Your skin will be smoother and tighter... your nails stronger and your hair will have more luster.

[Click here to learn exactly what you need to do.](#) You'll be taken to a page that gives you all the details. (You're not buying or committing to anything).

The power to eliminate stubborn body fat is in your hands right now.

[Put sign off here]

P.S. There's so much more to tell you about this amazing discovery. [Click here](#) to find out why naturally activating this hormone will reignite your youthful vitality, too. You'll enjoy tons of energy and a refreshed, positive outlook!