

Sample: The Healthy Back Institute hired me to write a new headline and lead for an existing sales letter, targeting the female, age 50+ demographic. The product was ThinMist™, a weight loss spray.

While you were busy taking care of EVERYBODY else...



A "Thief" Snuck In and Robbed You of Your...

- ✓ **Youthful Metabolism**
- ✓ **Boundless Energy**
- ✓ **Zest for Life**

FIGHT BACK by boosting your "Youth Hormones," which will...

- ✓ **Reboot your aging metabolism**
- ✓ **Easily melt away a full DECADE of stubborn body fat, even from those "trouble spots"...**
- ✓ **Boost your energy levels to enjoy all life has to offer!**

**NO Dieting And NO Exercise Required.
(Though if you add those in your results will
only be more amazing!)**

**From The Desk Of:
Jesse Cannone CFT, CPRS, MFT**

Dear Friend,

If you've ever said, "**I just can't eat what I used to...!**" or "**I just don't have the energy I used to...!**"

... Then the following ground-breaking report is FOR YOU!

It's also for you if:

- You've been **gaining 8 to 15 lbs. (or more) per decade** since you turned 30.
- You secretly **blame your lack of 'will power'** for your steadily expanding middle.
- You've spent decades caring for family, kids, spouse and career and realize it's time to start caring for yourself...



... And, perhaps most importantly, you're **chronically unhappy** with how you look and feel but you're too tired to do a *DARN THING* about it!

Because, in a moment, I'm going to reveal a truly **ASTONISHING weight loss secret** that has the diet industry down on their knees, praying you never discover.

I'll tell you about the "thief" within your own body that has been robbing you of your energy and ability to keep the pounds off... and will continue to do so unless you do something **NOW** to stop it!

I'll tell you about a way to **lose significant pounds (FAST)**:

- **Without changing your diet!**
- **Without exercising more!**

... Plus, how to **slim down EVEN MORE** (once you're feeling excited by the results you've seen) by making small, common-sense adjustments to your lifestyle.