*Email 4*

Subject Line V1: Why fat people lose weight faster than you think

Subject Line V2: Losing weight is easier the heavier you are

One of the biggest beliefs that people all across the world seem to believe,

is that heavier people have a harder time losing weight.

Nothing could be further from the truth.

**In fact, it’s the complete opposite.**

The real answer to weight loss,

lies right **here**.

It’s believed that the more weight you have,

the slower your metabolism,

thus the more weight your body is likely to put on.

When in fact,

Heavier people have faster metabolisms,

For the simple fact that heavier bodies need to expend more energy than lighter ones to perform the same activities.

Sadly, millions of people have been fooled into buying weight loss solutions

designed for low metabolism, heavyset people,

**that will never work because it’s based on a lie.**

The truth is one **click** away.

There, you’ll find a tried and tested formula,

Based on scientific facts and proven results,

that has combined the best of dietary, nutrition, and fitness practices,

Uncover it now.

Cheers,

{Insert Company Name}