*Email 1*

Subject Line V1: The biggest weight loss myth debunked

Subject Line V2: The ultimate guide to weight loss

Did you know that one of the widest-held beliefs in the weight loss industry

is actually a huge myth?

If you want a real weight loss solution,

The answer is right here.

You see, for years fitness freaks and diet gurus,

have been claiming that longer exercises will burn fat.

**That is completely false**.

As unreal as this may seem, more time you spend working out **doesn’t** equate to more calories burned.

Not only does excessive exercise cause a rise in cortisol (stress hormone),

it also leads you to crave alcohol and food items that do not contribute to a healthy lifestyle.

In fact, lots of major weight loss companies capitalize on the supposed logic behind this to push extensive exercise routines that actually do more harm than good.

Instead, with just one click you can access a proven and complete formula,

that guides you through your weight loss journey,

Uncover the truth now.

Cheers,