

Opt in Message

We have training tips, inspiring stories and workout ideas from some of the world's top elite athletes. Get yours NOW!

Email 1 - Delivered Instantly

Welcome aboard!

Dear ,

Welcome to the BRL Sports family!

Over the years we have heard from hundreds of athletes who have shared stories of how they beat their best times.

We'll pass along all the tips and training techniques that will help you beat your personal best.

Thanks for joining us.

Sincerely,

P.S. Hearing about other people's success stories, and strategies for getting faster and stronger are so motivational. Follow this link to read stories from top athletes who have tried some of our products.

Email 2 - 1 Day

Hey, are you on Facebook?

Dear (name)

Making a face-to-face connection is so much nicer than just email. I'd love to see your smiling face.

Won't you connect with us on Facebook? Find us here (<https://www.facebook.com/BRLSports>).

You'll get a daily dose of inspiration and be part of a community of athletes who have one thing in common... they love overcoming obstacles and finding ways to bring out the best in themselves every day.

I can't wait to see you there! (<https://www.facebook.com/BRLSports>).

Sincerely,

Bob Gentile

P.S. If you ever have a question, just post it on our Facebook wall.

Email 3: Lead them to the next step (introduce them to one product) 1 day

Subject: How Joe Barr got the most from his product

Dear (name),

Joe Barr (<http://brlsports.com/joe-barr/>) is a world ultra-marathon cyclist who just completed the 2014 Race Across America (RAAM), a 3,000-mile bicycle race from the west coast to the east coast. He came in 2nd place as a solo finisher, and 11th place overall.

His entire race was powered entirely by TriFuel™. TriFuel™ is our energy and recovery drink that has everything you need (like electrolytes and branched chain amino acids) to improve your performance and speed up your recovery.

Joe has been a TriFuel™ user since August 24, 2010. His long-term experience with TriFuel™ gave him the confidence to use it for the total duration of the RAAM.

He said, "TriFuel™ is easy to use on a long term basis for pre and post efforts. In events of long duration it never becomes difficult to keep ingesting... No nasty stomach problems, bloating or discomfort."

Before he approached the starting line, Joe made sure that he wasn't leaving anything to chance when it came to his nutrition or fluid intake.

He said, "In August 2012 I started a process of calculating the numbers related to my intake and output."

Joe carefully measured his calorie output per hour based on the RAAM event schedule. He then balanced that number with the correct *ml* of fluid intake per hour based on his body mass profile.

He also conducted a personal sweat test to establish his individual sweat type and

count per liter of fluid loss. The information gained through the test made it possible for him to know exactly how much he should drink for the best results.

“The difference these natural products had made to my performance and recovery were fantastic. TriFuel™ was fantastic for me and I would recommend it above any other product I have ever used through my racing career,” said Joe.

Sincerely,

Bob Gentile

P.S. Here is the link for Trifuel™ (<http://brlsports.com/trifuel-energy-and-recovery-drink/>).

Email 4 – Wait 2 days

Subject: Where are you in your training right now?

Dear Name,

There’s nothing more exciting than beating your own record.

But the only way to enjoy these breakthrough moments is when you have a clear before and after picture.

With high endurance sports there are so many ways to improve your performance: You can decrease your time with smoother transitions. You can get faster by improving your lactic threshold. You can experiment with longer or shorter distances, changing your diet and adding or taking away recovery days.

Before you try *anything* new, get a realistic picture of your current fitness and performance level.

First, decide what’s important to you. Where do you want to make the most progress? Some people like to take their strengths up a notch, and others tackle their weaknesses. Choose two or three things (no more) to measure and write them down.

Next, get some stats on where you are now. Get out your stopwatch, visit your doctor, and push yourself to your threshold. Do what you need to do to get an accurate picture of where your strengths and weaknesses are as an athlete. With this information recorded you have so much more control over your progress.

Finally, clearly define your starting point, your goals and your plan for reaching your goals. We’d love to hear your action plan. Tell us how you’re taking

your training to the next level on our Facebook page (<https://www.facebook.com/BRLSports>).

Sincerely,

Bob Gentile

P.S. Many of our customers have beat their personal best times using TriFuel™, EpoBoost™, Altitude RX™ or a combination of the three.

Try it for yourself! Just call 1-800-780-4331 and ask for your FREE Sample.

Email 5 – 2 days

Subject: Did you get your free sample yet?

Dear Name,

A couple of days ago we invited you to call in and ask for a free sample of any product that you want to try.

If you haven't yet, don't miss out! The number is 1-800-780-4331.

When you get your sample, use it during a workout where you have to really push yourself. You'll be surprised at the results.

Sincerely,

Bob Gentile

P.S. Let us know what happens! Either reply to this email or send us your story on our Facebook page (<https://www.facebook.com/BRLSports>).

Email 6 – 1 day

Subject: Get faster in the water and on land

Dear Name,

Check out these two articles about speed from our blog:

Run Faster: “Try Fartlek Training for a Twist on Your Speed Work”
(<http://brlsports.com/try-fartlek-training-for-a-twist-in-your-running-speed-work/>)

Swim Faster: “Improve Your Lactate Threshold and Swim Faster in Your Next Triathlon” (<http://brlsports.com/improve-your-lactate-threshold-and-swim-faster-in-your-next-triathlon/>)

They’re both quick reads with advice that you can use in your next workout.

Sincerely,

Bob Gentile

P.S. Do you have any friends who consistently increase their mileage but never seem to get any faster? Feel free to pass these articles to them. It could be the thing that kicks them into the next gear.

Email 7 (Lift note, directs to sales page – 1 day)

Subject: Try the supplements that top endurance athletes swear by, risk free

Dear (Name),

Top endurance athletes have used our endurance supplements to reach their goals, break records and push themselves harder.

I want to let you know a little bit about each of our products and show you how to order.

EPO Boost™

Run faster, recover faster, and push harder.

EPO Boost™ is the world’s first natural EPO stimulator. It combines six powerful performance enhancers with nutrients that bolster red blood cell production, our potent iron availability complex, and anti-oxidants to help with inflammation.

Find out more here (<http://brlsports.com/vo2-boost/>)

VO2 Boost™

VO2 Boost™ helps you dramatically improve your athletic performance by safely increasing your VO2 Max and running economy, making it easier to take in and use oxygen.

Find out more here (<http://brlsports.com/vo2-boost/>)

TriFuel™

Trifuel™ (formerly EnduraFuel™) is the most advanced energy and recovery drink you can buy. It has everything your body needs to perform at its highest level: BCAAs, electrolytes, amino acids, easy to digest carbohydrates and ingredients to improve your focus and speed up your recovery process.

You won't need to use anything else!

Read more here (<http://brlsports.com/trifuel-energy-and-recovery-drink/>)

Altitude RX™

Altitude RX™ is the natural remedy for altitude sickness. You can avoid ending up in the emergency room and skip feeling rotten in your hotel room for days. With Altitude RX™ you will feel as energized and fit as the people who live at high altitudes year round.

Find out more here (<http://brlsports.com/altitude-rx-altitude-sickness-remedy/>)

INVIGOR8™

INVIGOR8™ is an all-natural meal replacement shake that helps you reduce your body fat, get toned and increase vitality.

Find out more at (<http://brlsports.com/invigor8/>)

Remember, all of our products have free shipping and a 100% money back guarantee.

Thank you for giving me the opportunity to serve you!

Sincerely,

Bob Gentile