Launch Emails

**Email #1 (teaser email: June 24)**

Subject: Get Ready For A Full Body Training Program That WILL Blow Your Mind

Hey,

It’s been a little while since my colleague Meghan Callaway has released a new product.

This has been completely intentional.

Meghan’s first product, *The Ultimate Pull-Up Program*, was released back in October of 2017, and is currently being followed by thousands of people in 63+ countries.

The ongoing success of *The Ultimate Pull-Up Program* has blown her mind.

Meghan is a proud person, and takes the quality of her work extremely seriously.

So she really took her time, used her 15+ years of knowledge and experience from coaching in the trenches, and made sure she created something just as impactful.

Guess what?

I think she’s done just that.

But first, let me ask you…

Do you want to improve your full body strength, power, athleticism, and even muscle tone/hypertrophy?

Do you want to feel like a total badass?

And do you want to perform workouts that are extremely efficient and empowering, and that provide a tremendous bang for your buck?

Meghan has you covered.

After much anticipation, Meghan is finally releasing *The Ultimate Landmine Program* tomorrow, and I am beyond excited to share her extremely comprehensive program with you.

*The Ultimate Landmine Program* has been getting rave reviews from top coaches around the world, and is close to 140 pages in length.

This program WILL help you achieve your goals, and so much more.

Stay tuned, as tomorrow I will tell you much more.

YOUR NAME

**Email #2 (first email on launch day 1: Tuesday June 25th)**

Subject: Finally, A Badass And Extremely Effective Full Body Landmine Training Program!

The day has finally come, and I couldn’t be more excited.

As many people know, my colleague Meghan Callaway is ALL about empowering people of all ages, backgrounds, and genders, and helping them feel like total badasses.

In the gym, and in everyday life.

She highly believes that training should be empowering and enjoyable, but also extremely effective.

Guess what, this IS possible.

Meghan has spent many months developing a full body training program that will help lead you to your goals, and well beyond.

Her program, which accommodates a wide range of fitness levels and abilities, will help you improve your full body strength, power, athleticism, and energy levels.

An added bonus is that you will probably enjoy some aesthetic perks, and will watch your overall confidence, empowerment, and feelings of badassery soar!

You can and should perform workouts that leave you feeling stronger, fitter, more confident and empowered.

You absolutely deserve to feel good, and look the part.

Okay, now it’s time for me to tell you all about what Meghan has been working on...

**Let me introduce *The Ultimate Landmine Program*.**

But before I tell you just how effective and detailed Meghan’s program is, what is landmine training? Some of you might not know.

In case you are unfamiliar with landmine exercises, one end of the barbell is in a fixed position on the ground (or in a landmine attachment), and the opposite end of the barbell is held by the trainee.

This style of training provides countless benefits that other styles of training might not offer.

The more “user friendly” nature of landmine training often allows a wider range of people to perform many movements they might not otherwise be able to do using a barbell, or even dumbbells.

This video showcases a variety of landmine exercises that cover many of the key fundamental movements.

[**VIDEO**](https://www.youtube.com/watch?v=zjsLISoaaZs)

**From today until June 29th at 11:59pm PST, you can take advantage of the special sale price and can get *The Ultimate Landmine Program* for only $57. After that the price will increase to $97.**

==> *The Ultimate Landmine Program* (Last Chance to Buy) https://hop.clickbank.net/?affiliate=XXXXXX&vendor=mcpullups&cbpage=landmine

**Now let me tell you ALL about *The Ultimate Landmine Program*.**

*The Ultimate Landmine Program* is an extremely detailed full body training program.

I don’t hesitate to say that *The Ultimate Landmine Program* is the most comprehensive landmine program that exists.

Meghan’s program, which is 100 pages in length (plus 36 pages of bonus material), targets the entire body, and will help you take your results to another level.

Due to the popularity and effectiveness of [*The Ultimate Pull-Up Program*](https://ultimatepullups.com/)*,* which is currently being followed by thousands of people from 63 countries worldwide, and also the overwhelming amount of positive feedback Meghan’s program has received, the design and layout of *The* *Ultimate Landmine Program* is very similar.

With 100% of the exercises in *The Ultimate Landmine Program*, you are provided with a very detailed written description, as well as a video and photo. You are also given a prescribed number of reps, sets, rest, and tempo.

Meghan wants you to feel as if you are working with her in person. This was a huge objective of hers when she created this elaborate program.

*The Ultimate Landmine Program* has been broken into 2 phases. Each phase lasts from 8-12 weeks.

But you can go at your pace, and at your own convenience. This program is all about YOU.

*The Ultimate Landmine Program* addresses the full body, and utilizes all of the key fundamental movements, including squatting, lunging, hinging, pushing, and pulling.

She even included power-specific exercises, and core exercises.

Here is a really innovative and challenging landmine dead bug variation I bet you haven’t seen or tried before ;).

**[VIDEO](https://youtu.be/5soaq8RvyYU)**

Each phase includes exercises that will help you: improve your upper body strength, lower body strength, full body power, shoulder and scapular controlled mobility, core strength, grip strength, glute strength, and even hypertrophy.

*The Ultimate Landmine Program* includes both bilateral and unilateral movements. Many programs fall short as they only focus on bilateral movements. This is a huge mistake that can rob you of optimal results.

**But that’s not all…**

As Meghan is never one to leave any stones unturned, she included a 36 page bonus section of supplemental exercises.

These exercises can be done as part of your warm-up, after you’ve performed each landmine workout, or on “off-days.”

These exercises require minimal equipment, and will help you strengthen your glutes, adductors, psoas muscles, hamstrings, shoulders, elbows, and even your feet!

Meghan’s program has it all!

No matter where you are in your training journey, *The Ultimate Landmine Program* will meet you there, and will lead you to results you didn’t even know were possible.

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Don't miss out,

YOUR NAME

PS. Did you know that it is possible to train like an athlete at any age? Stayed tuned as tomorrow I will tell you all about how a 75 year old phenom is totally dominating in the gym.

**Email #3 (Day 2 of launch: Wednesday, June 25th)**

Subject: Train Like An Athlete At ANY Age?

I strongly believe that we are ALL athletes, and deserve to train like one if we so choose.

Aesthetically, athletes are often svelte and muscular, and have a body that many people wish to achieve.

But even more importantly, many athletes are strong, powerful, agile, and confident.

While these qualities are crucial in helping athletes thrive in their given sport, being strong, powerful, agile and confident will pay huge dividends in everyday life.

I mean, who doesn’t want to feel like this?

Unfortunately, many people, including some coaches, falsely assume that in order to train like an athlete, you must play a sport.

Or you must be “young.”

This is totally incorrect.

As a result, countless people are being robbed of achieving their desired results, and feelings of empowerment they rightfully deserve to experience.

Let me tell you, it absolutely does not have to be this way.

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Let me introduce you to Meghan Callaway’s client Sue. She is about to turn 75 years young, and is a total badass.

Sue is close to being able to perform an unassisted pull-up, she can perform perfect push-ups from the floor, and she performs many different deadlifting, squatting, and lunging variations.

But Sue especially LOVES landmine exercises.

Landmine thrusters are a favorite of hers.

This exercise, which is included in *The Ultimate Landmine Program*, increases full body power, and can also be used in conditioning workouts.

Performing landmine thrusters makes you feel like a total superhero, and is incredibly empowering.

Meghan knows as she performs this exercise herself, and many of the people she coaches rave about this exercise.

These people include elite athletes, the general population, and everyone in between.

Here are two of Meghan’s clients performing landmine “power” exercises. Brendan is in his 30s and is a MMA fighter, and Sue is in her 70s!

[**VIDEO**](https://www.youtube.com/watch?v=-ymNwtRQ1cw)

Let me be clear about something.

You do NOT need to perform Olympic lifts or other higher risk and extremely technically demanding exercises to train, feel, and look like an athlete.

In fact, one of many benefits of landmine training is that it provides similar benefits to many Olympic lifts or power-specific exercises, but is typically easier to learn, and is generally lower in risk.

As a result, many more people of all ages, genders, and backgrounds will be able to reap the benefits of power training.

You can look, feel, and perform like an athlete if you so choose.

In each phase of *The Ultimate Landmine Program*, Meghan has included numerous exercises that are devoted to improving full body power, and athletic prowess.

I am extremely excited to share these exercises, and Meghan’s entire program, with you.

So whether you are a 20-something year old soccer player, a hockey player, a Crossfit athlete, or a badass 75 year old trainee, the exercises Meghan has included in her program will be very beneficial.

Your training can and should leave you feeling stronger, more powerful, more athletic, more confident and empowered.

Do not settle for less than you deserve…

*The Ultimate Landmine Program* will help you achieve all of the above, and so much more.

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Don't miss out,

YOUR NAME

PS. Tomorrow I’m going to tell you how Kate Upton got into kickass shape, and how you can do cardio that is not painfully boring…

**Email #4 (Day 3 of launch: Thursday, June 27th)**

Subject:Kate Upton’s Secret To Getting Stronger And Fitter

Let me introduce you to Kate Upton.

In case you don’t know, she is an American actress, model, and total badass.

One day, Kate Upton decided that she wanted to get into killer shape.

Kate Upton did not transform her body and overall fitness by performing monotonous cardio, or by performing hundreds of reps of “toning” exercises.

Not a chance.

Landmine exercises were a huge part of her training arsenal.

Her coach Ben Bruno is a huge advocate of landmine training, and understands just how effective and empowering this style of training is.

Here is a [**video**](https://www.youtube.com/watch?v=bDYoyBgqm-o) Meghan got from Ben Bruno’s YouTube channel.

As you can see, Kate Upton lifted heavy, and trained like a total badass.

She pushed, pulled, squatted, lunged, and hinged.

She trained like an athlete, and reaped the rewards.

Kate Upton got crazy strong, but that’s not all.

She built her glutes, sculpted her arms, back and legs.

While Meghan typically talks about performance and health oriented goals, having aesthetic goals is totally legit!

Landmine training can be your solution, and will help you function, feel, and look your very best.

Landmine training is effective, requires minimal equipment, targets the full body, and yields as HUGE bang for your buck.

This is why Meghan worked so diligently to create *The Ultimate Landmine Program,* as she knows just how frustrating not achieving your goals feels.

Do not miss out on getting a crazy comprehensive full body landmine training program that provides 36 different landmine exercises.

You WILL take your training to another level!

In addition to the landmine exercises, Meghan is giving you 36 bonus pages of supplemental exercises that target the glutes, hamstrings, adductors, psoas muscles, anterior core, shoulders, elbows, and feet!

Here is one of the supplemental exercises. I bet you haven’t seen this variation before. It is fantastic for strengthening the hamstrings.

[**VIDEO**](https://www.youtube.com/watch?v=FiZ-D0EwlIw)

Meghan truly did not leave any stones unturned.

You’ll see.

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Don't miss out,

YOUR NAME

PS. Do you find cardio painfully boring. It does not need to be this way!

Once you are technically proficient at performing landmine exercises, you have the option of performing landmine conditioning circuits.

As many landmine exercises are often less technically demanding and are lower in risk than similar barbell or dumbbell movements, you can perform more of a “strength-based” style conditioning workout.

This type of conditioning is fun, empowering, extremely effective, and makes the time fly!

Like many coaches, Meghan is generally not a fan of doing “strength-based” conditioning using the more technically demanding and higher risk barbell exercises as the risks often outweigh the rewards.

But with landmine exercises, the risk to reward ratio is much more appealing.

In *The Ultimate Landmine Program*, Meghan briefly discusses what you should and should not do during the landmine conditioning workouts.

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PPS. Tomorrow I’m going to tell you about the countless benefits of landmine exercises, and why Meghan is in love with this style of training.

**Email #5 (Day 4 of launch: Friday, June 27th)**

Subject:Why Landmine Training Is SO Effective

Meghan Callaway, a top coach with over 15 years of experience, could spend all day long talking about why she loves landmine training.

She seriously adores it, and she takes her training and results very seriously.

Landmine exercises are a staple in her workouts, and in the programs of the many people she coaches, both in person and online.

Let me cut to the chase right away.

**Landmine training is extremely efficient.**

You can often seamlessly transition from one exercise to the next.

So you will accomplish significantly more in less time, and will get a much bigger bang for your buck.

Who doesn’t want that?

Plus many landmine exercises target the full body.

In this video Meghan is performing a push/pull superset. As you can see, she transitions from one exercise to the next in the blink of an eye.

[**VIDEO**](https://www.youtube.com/watch?v=Ijg4CPEz7yI)

While these exercises target the upper body, they also strengthen the core muscles!

**Minimal equipment is required.**

All you need is a barbell, and perhaps several weight plates.

While having a landmine attachment is great, it is not necessary. I do not use one.

**Landmine training caters to a wider range of fitness levels, abilities, and backgrounds.**

Landmine exercises mimic many movements that are done with barbells and dumbbells, but are often easier to learn, and can be lower in risk.

**Landmine training targets most of the fundamental movements.**

With landmine training, you can squat, hinge, lunge, push and pull. Both bilaterally and unilaterally!

Remember, a few days ago I shared a video collage of Meghan performing different landmine exercises…

You can also perform exercises that improve power, exercises that involve rotation, resisting rotation, or extension. Hello core!

The possibilities are endless!

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**With landmine training, you can often use more resistance**.

Due to the more stable and predictable nature of the bar-path, you can often use more resistance with landmine exercises than you would during similar barbell or dumbbell exercises.

This can mean more progressive overload and better results!

**Landmine exercises bridge the gap between many variations of the same movement.**

Landmine exercises can be a great way to regress or progress movements, and can bridge the gap between many movements.

Here is a great example using the squatting movement:

[**VIDEO**](https://www.youtube.com/watch?v=-8GhBywKCpU)

While someone might not be ready to perform barbell squats, they have reached the maximum amount of weight they are able to hold in the goblet position.

This is often a barrier many people encounter.

Essentially, upper body strength becomes the limiting factor, and restricts the amount of weight they are able to use.

This will limit gains in lower body strength and hypertrophy (if this is a goal).

Landmine squats can be a great option as they allow you to use significantly more weight than you’d otherwise be able to use during goblet squats.

Also, if this is a goal of yours, landmine squats can sometimes serve as a stepping stone to helping you progress to performing barbell front or back loaded squats.

**Landmine exercises are not very intimidating, and they are fun to do!**

Let’s face it, not everyone has the desire to perform barbell lifts, and there is nothing wrong with this whatsoever.

Many barbell lifts can be intimidating, and feeling pressured to perform them can lead many people to shy away from strength training.

As I discussed above, landmine exercises provide similar benefits to many of the barbell exercises, and are much less daunting to perform.

Training should be fun and empowering, and should not bring you needless stress.

In this video Meghan and a friend are doing a landmine workout together. This is a skater squat variation, and is pretty badass!

[**VIDEO**](https://www.youtube.com/watch?v=iU6CzOIH07E)

**Landmine exercises can be a useful aid in injury recovery, and can allow you to train around an injury.**

Due to the more stable and predictable bar path, landmine exercises can be an extremely valuable tool to use during injury recovery.

Depending on the nature and severity of the injury, you can possibly work around the injury and perform similar movements you might not currently be able to do using a barbell or even dumbbells.

Losing your hard earned results during an injury is incredibly frustrating. Meghan knows as she’s been there. In fact, I’m sure we all have been.

Landmine training can help prevent these frustrating losses from happening. In fact, you might even notice some “gainz.”

To be clear, if you are dealing with any sort of injury or issue, make sure you get clearance from a qualified physician before you participate in any training program, including this one.

**Landmine “power” exercises provide similar benefits to many Olympic lifts.**

As I talked about a few days back, landmine “power” exercises can be a great tool for athletes and the general population, and often provide similar benefits to Olympic lifts or other power exercises.

Remember 74 year old Sue and MMA fighter Brendan performing the landmine power exercises? Both of them train like athletes, and love to do so!

Meghan could seriously write a novel describing her love for landmine training.

Wait, I guess she kind of did that as *The Ultimate Landmine Program* is close to 140 pages long!

Well, she didn’t write a novel, but she is giving you an incredibly detailed full body training program that includes 36 different landmine exercises.

She is also providing 36 pages of bonus material and supplemental exercises.

Like *The Ultimate Pull-Up Program*, 100% of the exercises in *The Ultimate Landmine Program* come with a very detailed written description, as well as a video and photo. You are also given a prescribed number of reps, sets, rest, and tempo.

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Don't miss out,

YOUR NAME

P.S.

Stay tuned as tomorrow I’ll be filling you in on how *The Ultimate Landmine Program* will help you build your backside…

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**Email #6 (Day 5 of launch: Saturday June 28th AM)**

Subject: Achieve Your Goal Glutes WITHOUT Doing Barbell Hip Thrusts Or Barbell Deadlifts? Absolutely!!

Do you want to strengthen and develop your backside, but don’t know where to start?

Have you been performing countless reps of isolation exercises and just aren’t seeing results?

Or are you gun-shy as the barbell lifts can be very intimidating, technically demanding, and in some cases, higher risk?

Perhaps you have tweaked your back while deadlifting?

Or you might find barbell hip thrusts uncomfortable, and a total hassle to set up?

While Meghan is a huge fan of single leg hip thrusts, and has even included a variation in the bonus supplemental exercise section, she hasn’t done barbell hip thrusts in years.

And she was really good at them!

She has a hip thrust PR of 365 lbs, and a glute bridge PR of 500 lbs, so she was no slouch!

But setting up was a huge nuisance, and was often more taxing than performing the actual exercise.

To be clear, Meghan is definitely not hating on barbell deadlifts or hip thrusts. Both can be awesome exercises!

But there are other (and often more effective and practical) solutions.

Guess what, Meghan’s glutes and hamstrings are stronger and more developed than they’ve ever been!

Despite what you might have heard, you do NOT need to perform barbell deadlifts or hip thrusts to strengthen and build your backside.

I will let you in on a little secret…

Landmine deadlifting variations have been a HUGE part of Meghan’s hamstring and glute training arsenal, and have helped her achieve results she didn’t even know existed.

She also utilizes a lot of these exercises in the training programs of the many people she works with in person, and online.

These awesome landmine exercises are often more user friendly than most barbell lifts, AND they produce top notch results.

Because of this, Meghan has included 5 different landmine posterior chain (aka hamstring and glute) exercises in *The Ultimate Landmine Program*.

But that’s not all.

In the 36 page bonus section of supplemental exercises, she’s included additional exercises for strengthening the hamstrings and glutes.

These exercises require little to no equipment, and can be done anywhere, any time.

Butt back to hip hinging…pun intended.

Hip hinging is crucial if you wish to strengthen and build your backside, and help keep your body feeling good (or improve how your body currently feels).

But hip hinging is one of the toughest movements to master.

In Meghan’s 15+ years of being a coach, and after having worked with thousands of people, hip hinging is likely the movement people struggle with the most.

I’m sure many other coaches and fitness enthusiasts can relate to this!

The beauty of landmine exercises is that the more stable and predictable path of the barbell makes learning the hip hinging movement SO much easier and more efficient.

As a result, landmine training is extremely valuable for beginner and intermediate trainees.

But landmine training is also very beneficial for advanced lifters.

You can use these landmine exercises on their own, or in conjunction with your other barbell lifts.

With a lot of the landmine deadlifting variations, you will be able to use significantly more weight than you’d otherwise be able to use during similar lifts involving dumbbells and even a barbell.

This means more progressive overload, and far superior results!

Have you ever tried performing single leg deadlifts? While this movement is absolutely amazing for strengthening and developing the butt and hamstrings (and improving balance), it is incredibly daunting to execute.

Meghan has solved this problem by including different single leg and staggered stance landmine deadlifting variations in *The Ultimate Landmine Program*.

[**VIDEO**](https://www.youtube.com/watch?v=RWBMSiUG0X8)

This deadlift variation has quickly become one of Meghan’s top exercises for strengthening and developing her hamstrings and glutes.

You will likely be blown away by how much more weight you’ll be able to use, and while maintaining better form.

As a result, your posterior chain strength will skyrocket, and you will achieve your aesthetic goals.

And when you do attempt other single leg deadlifting variations, you’ll likely notice a tremendous improvement as landmine variations often help bridge the gap.

In *The Ultimate Landmine Program*, Meghan has also included 3 bilateral (two legged) deadlifting variations.

These exercises are challenging and extremely effective, and can be much friendlier on the body than other barbell deadlifts.

Working out should NOT hurt!

You absolutely deserve to achieve your strength, aesthetic, and health-related goals without thrashing your body in the process.

*The Ultimate Landmine Program* will lead you to hamstring and glute glory, and beyond!

==> *The Ultimate Landmine Program* (Get It Now) https://hop.clickbank.net/?affiliate=XXXXXX&vendor=mcpullups&cbpage=landmine

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YOUR NAME

PS. Here are some frequently asked questions about landmine training.   
  
  
**1) Do I need a landmine attachment to perform the exercises in *The Ultimate Landmine Program*?**  
  
The answer to this question is NO. While having a special landmine attachment is great, it is not mandatory. You just want to make sure the barbell is stable and will not slip. You can rest the barbell on a no slip surface, in a corner, against a wall, or other stable object.

**2) What equipment do I need to perform *The Ultimate Landmine Program*?**

Landmine exercises are great as they don’t require a lot of fancy equipment. As I mentioned above, you do not need a special landmine attachment. All you need is a barbell, and several weight plates. Having access to a bench or box for several of the exercises will be helpful. Also, several exercises in the main landmine program and in the supplemental exercise section require bands.

**3) Can *The Ultimate Landmine Program* be combined with other programs?**  
  
The answer to this question is also YES.   
  
*The Ultimate Landmine Program* (and the 36 pages of supplemental exercises) is more than enough to do on its own, but if you are following other programs you can do your program on off days, or you can add in exercises on days you are following my program.   
  
For instance, if you are a powerlifter, you can do the "big 3" (squats, deadlifts, bench presses) on days you are not following *The Ultimate Landmine Program*, or you do one exercise on each day you are following my program. Whatever your main goal is, do that first.   
  
You can figure out what works and feels best for you. Meghan recommends that you take at least 1 day off per week as recovery is extremely important.  
  
  
**4) How long does each workout take?**  
  
While this absolutely varies on an individual basis, each workout generally takes around 35-45 minutes to complete.

When you are first starting out, each workout might take slightly longer.   
  
If you add in extra exercises from the bonus supplemental exercise section, or have a customized warm-up or cool-down, this will also increase the overall length of your workout. 

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**Email #7 (Final day of launch: Saturday, June 29th)**

Subject: Last Day To Save Over 30% On The Ultimate Landmine Program

Here is a friendly reminder that today is the last day *The Ultimate Landmine Program* will be on sale for only $57.

After tonight at midnight, *The Ultimate Landmine Program* will increase to $97.

Trust me, you don’t want to miss out on this amazing program. *The Ultimate Landmine Program* is the most comprehensive and badass landmine program that exists.

==> *The Ultimate Landmine Program* (Last Chance to Buy) https://hop.clickbank.net/?affiliate=XXXXXX&vendor=mcpullups&cbpage=landmine

If you are serious about taking your training to the next level, and improving your full body strength, power, and athleticism, this program IS for you.

An added bonus. You will build your glutes, sculpt your arms, legs, and back, and even strengthen your “abs.’’

Meghan has provided you with a top of the line blueprint that will lead you to your goals, and well beyond.

It is up to you to take action. The countdown is on.

Transform your physique, and unleash your untapped strength,

In full body workouts that require minimal equipment, and that provide you with a HUGE bang for your buck.

*The Ultimate Landmine Program* is a total game-changer.

Don’t wait around any longer for this amazing offer to pass you by.

You can look, perform, and feel like a superhero, starting this very second.

The massive launch of *The Ultimate Landmine Program* ends tonight at midnight.

This is your last chance. If you wait until tomorrow, the sale will be over.

*The Ultimate Landmine Program* is close to 140 pages of training gold. Videos and information that you will have at your disposal forever.

To reiterate, you will be getting a whopping 36 different landmine exercises, and 18 supplementary exercises.

Meghan truly left no stone unturned, and I am beyond thrilled to introduce this one of a kind program to you.

Again, today is the last day. You have nothing to lose, everything to gain.

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Don't miss out,

YOUR NAME

P.S.

After the midnight deadline, you will miss out on the amazing sale of *The Ultimate Landmine Program*.

Get it here before the time passes you by.

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