**The E- Factor Diet Swipe Packet**

Hey Everyone,

First off, thanks so much for all of your support and help with this launch.

We are shooting to make this the BIGGEST launch we have ever done!

Below, you will find all of the email swipe with recommended days to send.

I would suggest sending first thing in the morning with one subject line and resending to unopens using a *different* subject line later in the day.

You will also see 3 EXTRA swipes, just in case you want to send a little something extra or in case you feel that one of these emails will not do as well to your list. Everything has been tested but...we like to give you options!

Here are the hoplinks you will be using:

Here is the hoplink for the VSL Page:

http://xxxx.efactord.hop.clickbank.net/?tid=TID

Here is the hoplink for the Text Page:

http://xxxx.efactord.hop.clickbank.net/?p=loseweight&tid=tid

(Please remember to replace “XXXX” with your ClickBank ID and replace “TID” with your tracking ID.)

We recommend sending to the VSL page as that has been testing a bit better but, if your list does not respond well to VSLs, you can use the text only page.

**Email 1** (Big thanks to Shaun Hadsall for providing this!)

Send on Fri 05/08

**SUBJECT LINE OPTION 1:** 3 WORST Foods To Eat In The Morning

**SUBJECT LINE OPTION 2**: 3 “Healthy” Breakfast Foods Making You SWELL Up

**BODY TEXT:**

I’m sure you’ve had those days where you wake up and scarf down something that’s convenient so you can get out the door as fast as possible.

Now it should go without saying that starting your day with foods like doughnuts, pastries, or pancakes is a fat storing NIGHTMARE.

But most folks turn to other so-called healthier alternatives that are nearly just as bad.

**Here are 3 of the WORST Foods to Eat in the Morning**

**1. Muffins**

Most store-bought muffins are giant, which means they can sometimes contain over 600-700 calories that have absolutely NO protein or healthy fats to keep you feeling full and satisfied.

**2. Bagels**

Would you sit down and knowingly eat FOUR slices of bread?

Well, MOST bagels have the equivalent of four servings of bread, which will quickly convert into sugar making you store fat and feel lethargic in no time.

**3. Cereals**

Over-the-counter cereals are, by far, one of the worst foods for your waistline and your health.

The majority of over-the-counter cereals are empty calories, simple carbs and sugar, cleverly disguised as a “healthy” breakfast.

There are a few rare exceptions, like some of the cereals in the Ezekiel 4:9® line from Food for Life®, but I NEVER eat cereal when I’m trying to get leaner.

If you wake up and eat ANY of the above 3 foods to start your day **it’s like being stung by a bee.**

**Seriously, they’ll make you literally swell up, while making you feel fat and bloated the entire day.**

They also FORCE your body to depend on sugar all day—instead of burning fat.

However, there are certain foods that you can eat in the morning that are guaranteed to turn your fat burning switch to ON as soon as you wake up.

They’re called **E-Factor Foods**, which are specifically designed to make you look and feel leaner—all while holding LESS water.

You’ll quickly see why adding these 4 E-Factor Diet Hacks into your day can make you look and feel leaner in less than 24 hours from now:

**==> Look And Feel LEANER In LESS Than 24 Hours From Now**

Stay fit and keep learning.

[SIGN OFF]

P.S. Make sure to look out for my email tomorrow where I will be sharing the #1 food to eat for breakfast, ok?

**Email #2** (Big thanks to Shaun Hadsall for providing this!)

Send on Sat 05/09

**SUBJECT LINE OPTION 1:** #1 Food To Eat For Breakfast

**SUBJECT LINE OPTION 2**: 3 TOP Fat Burning Breakfast Foods (add to your diet)

**BODY TEXT:**

Three of my favorite foods to eat in the morning are…

**Fat Burning Breakfast Food #3: Whole Eggs**

Eggs contain lean protein, friendly fats, B vitamins like choline for your heart and brain—and naturally occurring antioxidants that benefit your eyes.

One study even found that, compared to those who eat bagels, **people who eat two eggs for breakfast lose 65 percent more weight and have higher energy levels.**

**TIP:** I recommend 2-3 whole eggs over-easy cooked in real olive oil or with fat burning breakfast food #2…

**Fat Burning Breakfast Food #2: Coconut Oil**

The ***Journal of Nutrition*** published a study where they had researchers investigate all studies relative to medium chain fatty acids (MCFAs) that are abundant in coconut fat.

All the studies showed that diets rich in fats, such as those found in coconut oil, prompted a plethora of benefits including:

- Boost in metabolism  
- Increase in energy

- Decrease in food consumption  
- Reduced body weight and lower body fat mass

**TIP:** I add a tablespoon to my coffee at least 5 or 6 days of the week.

**Fat Burning Breakfast Food #1: Kefir**

Kefir is getting a ton of attention in the nutrition world these days because it’s like a MUCH healthier version of yogurt from the high amounts of probiotics.

A six ounce serving of milk kefir contains 6 grams of protein, along with a healthy dose of calcium, B12, B2 (Riboflavin), phosphorus, magnesium, and even a little bit of vitamin D.

Kefir has also been shown to improve digestion, aid in weight management and mental health, which makes it one of the healthiest breakfast foods you can consume (even though it’s technically a liquid).

**TIP:** I like using it in my protein shakes as a replacement for milk.

As you’ll notice, I didn’t recommend any higher carb foods for breakfast because, in most cases, they can make you tired and “turn on” your fat storing hormones.

In fact, I would argue that’s **it’s not your food *choices* that are holding you back… it’s WHEN you’re eating** certain dietfoods that makes all the difference.

This brand new concept of eating at the link below explains how you can avoid this to create enjoyable, consistent fat loss:

**New concept of eating anything you have EVER tried before**

To your best health ever.

**[SIGN OFF]**

P.S. Tomorrow I will be sharing a new concept of eating that is unlike ANYTHING you have tried before...

Don’t Miss it!

**Email #3** (Big thanks to Shaun Hadsall for providing this!)

**(**Send on Sun 05/10)

**SUBJECT LINE OPTION 1:** New Concept of Eating (unlike ANYTHING you’ve ever tried before)

**SUBJECT LINE OPTION 2**: These foods make you “look” as though you’re gaining weight (AVOID)

**BODY TEXT:**

OUCH!

Have you ever been stung by a bee?

Know anyone who has?

Did you know that the foods you’re eating… even if they’re healthy foods… can make your body *believe* it’s been stung by a bee?

Causing you to swell up.

“Look” as though you’re gaining weight.

Keeping you stuck.

But it’s not WHAT you’re eating.

It’s WHEN you’re eating it.

Inside the brand new documentary below you can find out how to REVERSE this inflammatory effect to create enjoyable, consistent fat loss with a new concept of eating, unlike anything you have ever read about or tried before:

**==> LOOK and FEEL Leaner In LESS Than 24 Hours From NOW**

Have an awesome weekend!

[SIGN OFF]

**Email #4** (Big thanks to Tyler Bramlett for providing this!)

Send on Monday 05/11

**SUBJECT LINE OPTION 1:** Best Analogy EVER!

**SUBJECT LINE OPTION 2**: Best Analogy EVER! [FREE Documentary]

**BODY TEXT:**

Over the weekend I sent you an email all about how the “healthy” foods you’re eating can end up acting like a bee sting in your body. Increasing inflammation and that puffy, swollen look :( Well…

About 6,000 people checked it out and we had a bunch of emails from people saying that it was the best analogy the ever heard! After all…

If you think you’re eating relatively healthy but you’re still bloated and can’t seem to lose fat, then this probably has to do with your body being inflamed like it’s gotten stung by a bee. It all makes sense in the documentary I sent out this last weekend. Which is why I’m emailing you now…

If you haven’t checked it out yet, make sure you do, ok. Here’s the link...

**=>** [**How Eating “Healthy” Foods Can Make You Bloated And Swollen Like You Got Stung By A Bee…**](https://un101.infusionsoft.com/app/linkClick/64554/bd863cc57ef98bb2/35204862/0547f1109fdec7da)

Enjoy!

[SIGN OFF]

P.S. P.S. Tomorrow I will be sharing a personal story that I bet most (if not all) of you can relate to.

**Email #5** (Big thanks to Tyler Bramlett for providing this!)

Send on Tuesday 05/11

Note: You can swap out a personal story of your own for an even more powerful email!

**SUBJECT LINE OPTION 1:** How to NOT look bloated and puffy (HINT: BEE STING)

**SUBJECT LINE OPTION 2**: How to ELIMINATE your bloating

**BODY TEXT:**

One of the most painful things in my life is to watch my parents try to do the right thing and never see the results they want from it…

An easy example is how my mom always orders a salad when we are out and has one religiously for dinner and yet she still struggles with her weight :( However…

She’s not the only one…

You see… when it comes to losing fat, it’s not just about the foods you eat. It’s about other things like timing, proper combining and most importantly…

Managing inflammatory responses in your body!

Let’s be honest though…

When’s the last time you heard a diet expert talk about inflammation in a way that people actually understand? My bet is never! That is…

Until NOW! Because…

I recently came across an awesome story that talks about how your diet, even if it looks healthy on paper can actually be doing the same damage as a bee sting!

Leaving you puffy in all the wrong places with that bloated look you just can’t seem to get rid of :(

It’s probably the best story I’ve seen that describes the flaws behind why you eat “healthy” but can’t seem to get the results you really want!

Check it out…

=> How A Bee Sting Holds The SECRET To Unlocking Your Fat Loss Potential

Have a great week, ok.

[SIGN OFF]

P.S. This is a limited time offer, and the clock is ticking... Literally

You only have until tomorrow night until the clock hits “zero” and the price nearly doubles!

==> Don’t Miss out!

**Email #6** (Big thanks to Jon Benson for providing this!)

Send on Wednesday 05/11

**SUBJECT LINE OPTION 1:** AVOID THIS to drop pounds in 24 HOURS

**SUBJECT LINE OPTION 2**: How to drop pounds in 24 HOURS [AVOID THIS]

**BODY TEXT:**

For the past few days, I have been telling you about the new groundbreaking program “The E-Factor Diet”.

This product is unlike ANYTHING you have ever seen before and time is running out on this amazing promotional price... The clock hits zero tonight!

Did you know that there are specific "healthy" foods to AVOID if you want to shed more pounds?

And that the weight can begin to come off in as little as 24 HOURS?

>>> AVOID THIS to drop pounds in 24 HOURS

It's all thanks to a bizarre reaction your body has to so-called 'diet-foods'.

This response is a lot like a BEE STING, causing your body to swell up.

My friend Jared explains it in this fun and informative presentation:

>>> AVOID THIS to drop pounds in 24 HOURS

He calls it "The Bee Sting Reaction", and I guarantee that you've never heard of it before.

This is probably the reason that you struggle with weighttloss.

And the answer is very simple, as you'll see here:

>>> AVOID THIS to drop pounds in 24 HOURS

[SIGN OFF]

P.S. You really dont want to miss out on this

==> The price nearly doubles tonight <==

**Email #7** (Big thanks to Tyler Bramlett for providing this!)

Send on Wednesday 05/11 at 7PM

**MAKE SURE TO REPLACE [NAME] WITH THE CUSTOMERS FIRST NAME**

**SUBJECT LINE OPTION 1:** Bye [NAME] ;-(

**BODY TEXT:**

Hey [NAME], this is it…

I’ve been taking about my friend John’s NEW E-Factor Diet system all week and how it can help you to remove the “bloat” from your body and make you look and feel better then you thought possible!

Now… the reason I’m emailing you is to warn you that right now is your very last chance to get access to the complete E-Factor Diet system for the discounted price of just $27! And…

John’s already assured me that this is NOT some B.S. marketing fluff where he keeps the price the same. In fact, he told me that as soon as he get’s to his office tomorrow, he’s pulling the discount page down and you’ll miss out on getting this system for such a low price! So…

If you want a proven system that will remove the “bloating” from your body, give you more energy, and just plain make you feel better, then here’s your last chance **[NAME]**…

***LAST CHANCE —>* Last Chance To Grab The E-Factor Diet For Just $27!**

Ohh… 3 more things….

First, if you order before the price raise, you’ll get “***The E-Factor Grocery Guide”*** and ***“The E-Factor Meal Planning Blueprint”*** absolutely free. These two bonuses take all of the guesswork out of stocking your pantry and planning your meals. And… each of them are worth the price of the whole system by it’s self!

Next, even if you don’t have a workout routine right now, you can easily get started by using The E-Factor Diet! After all… who doesn’t have 2-minutes a day to think about what they eat, right?

It’s the perfect starter program for busy people who want to burn fat fast and build a lean functional body at the same time! Finally…

I know John and the type of person he is. And… if for any reason you aren’t 100% satisfied, all you have to do is email him and you’ll get your entire investment back, no questions asked and knowing him, he will do it with a smile. :)

So… if you’re not seeing the results you want then…

***[NAME]’S VERY LAST CHANCE —>* Grab The E-Factor Diet For The Discounted Price Of Just $27, ZERO RISK & Get Two Awesome Bonuses!**

I hope you take advantage and don’t miss out!

**[SIGN OFF]**

**EXTRA EMAILS**

**Extra EMAIL #1** (Big thanks to Travis Cody for providing this!)

Send: Anytime

**MAKE SURE TO REPLACE [NAME] WITH THE CUSTOMERS FIRST NAME**

**SUBJECT LINE:** Eat this at night for rapid fat loss

**BODY TEXT:**

Dear [NAME],

I'll keep this short and sweet today.

Lately there has been a lot of talk about the best, most healthy foods that you can eat to maintain a lean body all year round.

I had to laugh because one of the most healthy foods making the list will actually make you FAT if you eat it during the day.

Eat it at night however, and it can help your body actually burn fat while you sleep.

See this video to find out why.

Talk soon,

[SIGN OFF]

P.S. Yes, it's true. This one "healthy" food can actually pack the pounds on if you eat it during the day time. Have you ever heard of anything like that? You really need to check out this video.

**Extra EMAIL #2** (Big thanks to Travis Cody for providing this!)

Send: Anytime

**MAKE SURE TO REPLACE [NAME] WITH THE CUSTOMERS FIRST NAME**

**SUBJECT LINE:** Dr. Oz and the "Bee Sting" reaction

**BODY TEXT:**

Hi [NAME],

You know, everyone is hating on Dr. Oz lately. Many people are even accusing him of being a total sell out.

Here's the thing… he is one of the top medical doctors in the world. Yet, before he was on Oprah he was only making $500,000 a year. After a few appearances as an expert, he was offered his own show and now he's making millions of dollars… AND he's also reaching millions of more people.

I genuinely believe that he really does want to help people be more healthy. And while a few of his past claims might have been stretching the truth a bit, recently he did on show on what I like to call the "Bee Sting Reaction."

This reaction occurs when you eat foods that cause you to hold water and gain fat.

This is REAL and recently a good friend of mine made a short video that reveals exactly what these foods are.

You can watch that video when you CLICK HERE.

It's worth it.

To your health,

[SIGN OFF]

P.S. Yes, the "Bee Sting" reaction is real… and it can completely sabotage your weight loss efforts even when you eat ordinary "healthy" foods. Yet, you can also reverse the reaction for incredibly fast weight loss results. To learn more, CLICK HERE to see a short video that explains all.

**Extra EMAIL #3** (Big thanks to Travis Cody for providing this!)

Send: Anytime

**MAKE SURE TO REPLACE [NAME] WITH THE CUSTOMERS FIRST NAME**

**SUBJECT LINE:** Wait… eat late at night to LOSE weight?

Hi [NAME],

You ever get the late night munchies?

For years now we've been beaten down with the guilty stick by all the weight loss "gurus" who tell you that if you eat after 6 PM every calorie turns into ugly fat and cellulite.

It's enough to make anyone feel guilty for being hungry after 8 p.m!

Recently I came across a video that actually says the exact opposite. If you want to lose fat, then you SHOULD eat late at night!

I know, sounds completely crazy. The thing it… IT WORKS!

===> I wanted to share the video so you can see it for yourself.

You can finally rest easy when you get the munchies. In fact, they might just be the key to you losing those extra pounds.

Eat freely my friend,

[SIGN OFF]

P.S. Say what?!? You can eat late at night and still lose fat? Yes, and this video explains everything.