Swipe Files For Affiliates

**Email #1 (teaser email: Monday Oct 22)**

Subject: Finally, An Excellent Pull-Up Program For Women (and men)

As many people know, I’m all about empowering women and helping them feel like total badasses. In the gym, and in life.

Performing a pull-up is one of the most empowering and impressive feats of strength you can achieve.

Sadly, the media, and much of the fitness industry, have led women to believe that they are not capable of doing a single pull-up. Not one.

Instead, women are constantly being told that they should do nothing more than shrink, diet, and detox, and should stick to using tiny weights that can fit into a handbag.

Let me tell you, this is false.

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.

If you are reading this email, you are sick and tired of being told that you should shrink, diet, and detox, and make yourself less. You want more.

You are fed up with doing nothing more than monotonous cardio, or hundreds of reps of ineffective exercises that do not make you look, feel, or perform better.

Your fitness journey can be so much more.

You want to create a strong, athletic, and lean physique.

You want to feel more energetic, vibrant, and healthier.

You want to love your body. Not only how your body looks, but what your body is capable of doing, and how your body is capable of feeling.

Performing pull-ups, whether it is your first rep ever, or your tenth rep in a row, will help you achieve all of the above, and so much more.

You will unleash your untapped strength.

You will sculpt the muscles in your arms and back.

And you will even develop your glutes, and strengthen your abs.

Yes, this is true. The pull-up is a full body exercise.

Unfortunately, very few people know how to train in a way that is conducive to optimal pull-up performance.

Most pull-up programs that exist do not treat the pull-up as a full body exercise. As a result, very few people improve their ability to perform pull-ups.

They do not improve their strength, change their physique, or feel confident and empowered.

And most pull-up programs, or even pull-up specific magazine articles that are out there, are designed for men. Women are being largely ignored.

But even most of the pull-up programs for men are not effective.

Well, let me tell you something extremely positive.

My colleague Meghan Callaway has created an incredibly comprehensive and thorough pull-up program for women (and people of ALL genders) who want to perform their first pull-up ever, or their tenth consecutive rep.

In fact, her program, *The Ultimate Pull-Up Program,* is so detailed it is over 160 pages in length. No stone will be left unturned.

You will improve your full body strength, sculpt your muscles, improve your athleticism, and maybe even lose fat (if this is a goal).

Currently over 1200 women and men from over 47 countries worldwide are following *The Ultimate Pull-Up Program*.

Meghan’s pull-up program is so comprehensive that a lot of coaches from around the world are using her program with their clients, and have been raving about the results!

She is releasing her upgraded *The Ultimate Pull-Up Program* tomorrow, and I am so excited to share her badass program with you.

Guess what, Meghan has added 40 pages of new bonus material, and has made her existing program even better than before. Her updated program is now over 200 pages in length!

Stay tuned as I will be filling you in then.

YOUR NAME

**Email #2 (first email on launch day 1: Tuesday Oct 23)**

Subject: Lat Pull-Downs Will NOT Increase Pull-Up Strength

Hey [[firstname]],

Do you have the amazing goal of being able to perform your first pull-up ever?

Or can you already perform pull-ups and want to increase your overall number of reps?

But you are stuck and cannot seem to make any progress, and no matter how hard you try?

As a result, you have not improved your pull-up specific performance, you have not increased your full body strength, and you have not sculpted the muscles in your entire body.

You are growing frustrated, see no light at the end of the tunnel, and want to quit? Let me tell you, it doesn’t have to be this way.

The odds are very high that you have been wasting your valuable time and effort by performing exercises that will NOT improve your ability to perform pull-ups.

While they might not be bad exercises, they do not have a positive carryover to your ability to perform pull-ups.

**Here are 4 exercises that MANY people think will improve their ability to perform pull-ups, but don’t.**

Exercise 1 - Lat Pull-Downs: This is probably the least specific of all exercises relating to your pull-up progress.

Exercise 2 - Band Assisted Pull-Ups: This exercise on its own is not the solution to helping you learn how to perform pull-ups as the band provides the assistance at the wrong time.

Exercise 3 - Machine Assisted Pull-Ups: This exercise is similar to the band assisted pull-up, but in this exercise, your body is actually doing even less work, particularly your “abs” and glutes.

Exercise 4 – Bodyweight Rows/Australian Pull-Ups: While this is a good exercise and definitely serves a purpose, your body is traveling in more of a horizontal path, and this is not specific enough to the pull-up.

**There is a solution to your pull-up problems. Meghan Callaway has created a beast of a pull-up program and it’s called *The Ultimate Pull-Up Program*.**

Meghan’s absolutely comprehensive 200+ page pull-up program will help beginners solve problems that are holding them back from being able to perform their first pull-up.

Or if you can already perform pull-ups but want to improve your form, increase your number of reps, or perform more advanced variations, this program is also designed to help elites excel.

*The Ultimate Pull-Up Program* has been broken into 4 phases. Each phase lasts from 4-8 weeks.

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

Each phase includes exercises that will help you: improve your pull-up technique, upper body strength, upper body muscle tone, shoulder and scapular controlled mobility, core strength, grip strength, glute strength, and even lower body strength.

Remember, the pull-up IS a full body movement!

In her new 40 page bonus section, Meghan has added exercises that address shoulder health, elbow health, grip strength, and basic lessons on breathing and bracing.

With each exercise, you will be given a very detailed written description as well as a video. You will also be given a prescribed number of reps, sets, rest, and tempo. This program has it all!

**Why is *The Ultimate Pull-Up Program* different?**

Most people think of the pull-up as an upper body exercise. Due to this false belief, they ONLY train their upper body.

And when they are performing pull-ups (or are attempting to), they neglect the rest of their body.

To excel at the pull-up, your entire body must function as a synchronized unit, not in parts.

Due to this very common mistake and mentality, many people fail to improve their overall pull-up performance, do not improve their untapped strength, or sculpt their entire body.

It does not have to be this way.

*The Ultimate Pull-Up Program* is an absolute game-changer and is truly one of a kind. This fantastic program treats the pull-up as a full body exercise, and trains for it accordingly.

No matter where you are in your pull-up journey, *The Ultimate Pull-Up Program* will meet you there, and will lead you to a level of pull-up performance that you didn’t even know existed.

Meghan has been a strength coach for over 15 years and has mastered how to perform pull-ups herself. Have you seen any of her crazy pull-up videos? If not, you need to.

Meghan has also helped many people around the world achieve the same. Beginners, intermediates, and even elites. Meghan has taken their pull-up game to a totally different level.

**From today until October 27th, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

**You will have all of this extremely detailed and helpful content forever, and can achieve pull-up greatness.**

YOUR NAME

PS. Meghan’s 58 year old client Evelyn thought that performing one pull-up would be impossible. Now she’s able to perform 6 pull-ups, and 10 chin-ups just like that. The sky is the limit.

And if Evelyn wasn’t enough proof, meet Sue. Sue is 72 years young, and has the goal of being able to do an unassisted pull-up. Here is a [***video of Sue one year ago, and Sue now***](https://www.youtube.com/watch?v=iYrSrT5v-A4). Sue has been working with Meghan, and is following *The Ultimate Pull-Up Program*.

==> *The Ultimate Pull-Up Program* (Get It Now) http://XXXX.mcpullups.hop.clickbank.net

**Email #3 (Day 2 of launch: Wednesday Oct 24)**

Subject: The Overlooked Exercise For 6-Pack Abs

I've never met a single person who was great at pull-ups, but who didn't have six pack abs.

Okay, maybe a few people…

But for the most part, pull-ups build a killer set of abs. Or more technically, the anterior core muscles and obliques. You know the muscles that create the v-taper?

Here's why.

In order to perform one, or many consecutive reps of pull-ups, you need something called lumbo-pelvic stability. And you need to be able to create tension in your midsection.

This will help keep your hips and spine stable, to allow you to propel your body to and from the bar with greater ease.

You’ve seen many people trying to perform pull-ups, but they can’t stop themselves from swinging back and forth? Or maybe you can relate to this?

A large reason why many people can’t stop their body from swinging and struggle to perform pull-ups is because their “abs,” or more technically, their anterior core, and also obliques are weak.

When pull-ups are performed correctly, your “abs” will be working in a MAJOR way to keep your body stable and in the correct position.

With *The Ultimate Pull-Up Program*, Meghan has included many different exercises that will help strengthen your “abs,” and all of your core muscles. In each phase, the exercises will become progressively challenging.

She will also teach you how to use these muscles WHILE you are performing pull-ups.

The end result will be much better pull-ups, and a stronger and more defined midsection.

Meghan Callaway has a program that is based around her 15 years of experience of helping men and women from around the world master this effective, empowering, and totally badass exercise.

You will learn new and amazing core exercises that you’ve likely never seen or tried before.

These exercises will dramatically improve your ability to perform pull-ups, and many other exercises. Even your squats, deadlifts, and bench presses.

**From today until October 27th, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

YOUR NAME

"P.S,

A lot of women believe that they don't have enough upper body strength to do pull-ups.

Meghan has proved countless times that this is nonsense.

She even has video proof on her sales page of women easily doing controlled pull-ups. And she performs some crazy pull-up variations of her own.

==> *The Ultimate Pull-Up Program* (Get It Now) http://XXXX.mcpullups.hop.clickbank.net

**Email #4 (Day 3 of launch: Thursday Oct 25)**

Subject: Pull-Ups For Strong And Shapely Glutes?

Pull-ups have ALWAYS been something that have impressed me.

Watching people effortlessly propel their bodies to and from the bar with their own strength.

I can't tell you how impressive that is.

Have you ever done a pull-up? Or many? Nothing feels more powerful in this world.

Meghan Callaway, author of *The Ultimate Pull-Up Program*....she's the master at them.

And yes, I said she. Don't be fooled, in the world of Wonder Woman and female empowerment, she's a real deal super hero.

Don't believe me? Check out her promo reel on her page.

Meghan is relaunching her program and if you've ever had an interest in fixing your pull-up problems so you can perform one, or many reps, Meghan is your coach.

==> *The Ultimate Pull-Up Program* (Get It Now) http://XXXX.mcpullups.hop.clickbank.net

**Butt let me tell you something. And yes, pun intended.**

Performing pull-ups will help you develop strong and shapely glutes.

You heard me right. As Meghan talks about extensively in *The Ultimate Pull-Up Program*, pull-ups are a full body exercise.

When it comes to moving your body to and from the bar with ease, strong glutes matter.

Remember how I discussed lumbo-pelvic stability and its importance in the last email I sent you?

Not only do strong and shapely glutes fill out a pair of jeans, they help stabilize your pelvis and spine and will improve your ability to perform pull-ups.

In all 4 phases of *The Ultimate Pull-Up Program*, Meghan has included different glute exercises that will lead to improved pull-up performance, and a stronger, shapelier backside.

She will also teach you how to use your glutes to your advantage while you are performing your pull-ups.

Build your glutes. Improve your pull-ups. Look no further than *The Ultimate Pull-Up Program*. Get it NOW.

**From today until October 27th, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

YOUR NAME

PS. Since Meghan released *The Ultimate Pull-Up Program* a year ago, she’s received these questions more times than she can count. In case you were wondering…  
  
  
**1) Can The Ultimate Pull-Up Program be performed at home? And what equipment is necessary.**  
  
The answer to this question is YES. In terms of the pull-ups and regressions, all you need is a home pull-up bar, monkey bars (in a playground), or rings. This IS a requirement.  
  
For the other exercises, she recommends some dumbbells/kettlebells, and several exercises require a resistance band, a TRX, and a barbell.   
  
That being said, if you do not have this equipment, you can absolutely modify the exercises. Meghan will gladly provide you with alternatives.   
  
  
**2) Can The Ultimate Pull-Up Program be combined with other programs?**  
  
The answer to this question is also YES. A huge number of people who are following *The Ultimate Pull-Up* Program are powerlifters, Crossfitters, runners, bodybuilders, and other athletes.  
  
While Meghan’s program has the goal of improving one's ability to perform pull-ups, the exercises in her program also have a positive carryover to other programs, sports, and definitely everyday life!   
  
*The Ultimate Pull-Up Program* involves 3-4 workouts (3 with an optional 4th) per week, and it addresses the full body.   
  
Remember, the pull-up IS a full body exercise.   
  
Meghan’s program 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 Pull-Up Program*, or you do one exercise on each day you are following her program.  
  
You can figure out what works and feels best for you.  
  
  
**3) 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, or have a customized warm-up or cool-down, this will also increase the overall length of your workout. 

==> *The Ultimate Pull-Up Program* (Get It Now) http://XXXX.mcpullups.hop.clickbank.net

**Email #5 (Day 4 of launch: Friday Oct 26)**

Subject:Why Gymnasts Have Crazy Definition

Do you know the difference between closed chain and open chain exercises?

You might not think this matters, but it does. At least if you are serious about improving your full body strength, and achieving a more defined physique.

In fact, this is the main reason why virtually all gymnasts have crazy definition, and move with such strength, control, and grace…

And is why most people in commercial gyms do not.

Let me quickly tell you the difference between open chain and closed chain kinetic exercises. The more you know, the greater chance you will have of achieving your goals.

In open chain exercises, your hands or feet are free to move. Open chain exercises usually isolate a single muscle group and usually involve a single joint.

Lat pull-downs, seated rows, biceps curls, leg extensions, and triceps press-downs are examples of open chain exercises.

Now enter the more bang for your buck closed chain exercises.

In closed chain exercises, your hands or feet are in a constant, fixed position. In the case of the pull-up, your hands are holding onto a bar.

Squats, deadlifts, push-ups, and of course pull-ups, are examples of closed chain exercises.

When many people are training for the pull-up, they tend to avoid performing closed chain exercises, and instead opt for some of the open chain exercises that I listed above.

This is a HUGE mistake that will cost you gains in full body strength, and an athletic, well-defined physique.

Many people, including some coaches, falsely assume that if someone is a “rookie” in the gym, so to speak, they should stick to performing the easier open chain exercises.

This is also a HUGE mistake.

In all 4 phases of *The Ultimate Pull-Up Program*, the majority of the exercises that Meghan has included are the more effective closed chain exercises.

These closed chain exercises will dramatically improve your ability to perform pull-ups, and will help you achieve a svelte physique that even Wonder Woman (or Superman) would envy.

Meghan decided to create *The Ultimate Pull-Up Program* as she is incredibly passionate about pull-ups, and the feelings of power, joy, and confidence that they produce.

But for the 15 years that she has been in the fitness industry, she has never seen a single pull-up program that trains this exercise appropriately.

Meghan has watched countless people, including people of all fitness levels and abilities, keep making the same mistakes again and again, and she decided she wanted to make a difference.

*The Ultimate Pull-Up Program* will help you solve the MANY problems that have likely been preventing you from performing one or many pull-ups.

Beginner, intermediate, or elite? Meghan has you covered.

Meghan made sure that *The Ultimate Pull-Up Program* is extremely thorough, systematic, and progressive, and will meet you where YOU currently are in your pull-up journey.

Remember, *The Ultimate Pull-Up Program* includes 4 phases plus a 5th bonus phase, and 40 pages of new content (so her program is now over 200 pages in length), and is the most comprehensive and well thought out pull-up program that exists.

**From today until October 27th, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

==> *The Ultimate Pull-Up Program* (Final Day To Get On Sale) http://XXXX.mcpullups.hop.clickbank.net

YOUR NAME

P.S.

In this really cool video, Meghan demonstrates how to perform “two finger pull-ups.”

That’s right, she’s performing pull-ups while only using two fingers per hand.

[**https://www.youtube.com/watch?v=pkH7UkoD24o**](https://www.youtube.com/watch?v=pkH7UkoD24o)

The reason?

To ensure the biceps and forearms aren’t doing the majority of the work. The pull-up is an exercise for the back, NOT the arms.

Many people overuse their arms and underuse the powerful muscles in their back. This HUGE mistake is preventing a plethora of people from performing one or many pull-ups.

Other people are able to perform pull-ups, but are dealing with cranky elbows, or irritated muscles. This is often the reason why.

Meghan wasn't always this strong…

In fact, when she was 28 years old she was in a really bad car accident. This led to over five years of major body dysfunctions, various injuries, and endless heartache and frustration.

She had to put her pull-up dominance journey, and most of her training on hold. She never thought she would see the light at the end of the tunnel.

But she was wrong.

Once this blazing light emerged, Meghan systematically relearned how to move, and she rebuilt her body, following the philosophies that she instills in *The Ultimate Pull-Up Program*.

Training in this manner has helped Meghan regain her health, and has allowed her to achieve a level of strength and fitness that she didn’t even think was possible.

Including her ability to perform pull-ups. Now, Meghan truly believes that anything is possible.

If you don’t believe me, check out this recent video that Meghan took.

[**https://www.youtube.com/watch?v=E2FJId-8F-E**](https://www.youtube.com/watch?v=E2FJId-8F-E)

Meghan wants you to experience the same level of pull-up dominance, and feelings of joy and empowerment.

**From today until October 27th, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

==> *The Ultimate Pull-Up Program* (Final Day To Get On Sale) <http://XXXX.mcpullups.hop.clickbank.net>

**Email #7 (Final day of launch: Saturday Oct 27)**

Subject: Last Day To Save 50% On The Ultimate Pull-Up Program

Here is a friendly reminder that today is the last day *The Ultimate Pull-Up Program* will be on sale for only $47.

After tonight at midnight, *The Ultimate Pull-Up Program* will increase to $97.

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

==> *The Ultimate Pull-Up Program* (Last Chance to Buy) http://XXXX.mcpullups.hop.clickbank.net

If you are serious about taking your pull-up game to the next level, this program is for you.

Meghan has provided you with a top of the line blueprint that will lead you to the pull-up promise land, and beyond.

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

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

Transform your physique, and unleash your untapped strength.

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

You can look and feel like Wonder Woman, starting this very second.

The massive launch of *The Ultimate Pull-Up Program* ends tonight at midnight.

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

*The Ultimate Pull-Up Program* is now over 200 pages of pure gold. Videos and information that you will have forever.

It’s basically a blueprint that leaves no stone unturned, and will help you perform your first pull-up ever. Or your tenth. The sky is the limit.

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

**Until midnight, you can take advantage of the special sale price and can get *The Ultimate Pull-Up Program* for only $47. After that the price will increase to $97.**

==> *The Ultimate Pull-Up Program* (Last Chance to Buy) http://XXXX.mcpullups.hop.clickbank.net

Don't miss out,

YOUR NAME

P.S.

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

Get it here before the time passes you by.

==> *The Ultimate Pull-Up Program* (Last Chance to Buy) http://XXXX.mcpullups.hop.clickbank.net