

## **Day 7 – Seminar Push for New Lead**

Hi, (Name)

So you saw a photo of yourself from behind...and you were horrified! Back fat is an unsightly issue that affects most people who are even slightly overweight. If this is a problem for you, we have a few tips that will help you to target that back fat and have you looking over your shoulder in the mirror in admiration in no time!

First of all, you need to focus on building your upper-body strength. At first, this may seem counter-intuitive, because you want to make that area *smaller*, not *larger*, right? The truth is that building muscle in that section of your body will help your system metabolize faster and more efficiently, and your fat will disappear to reveal smooth, sculpted shoulders and sleek upper back muscles.

Supplement this routine with yoga, which uses upper body strength to elongate muscles. Using these two types of exercise will have your body feeling slender and sexy in no time! Don't forget to do regular cardio, too, or your muscles won't be able to show through.

For your cardio routine, we recommend using High Intensity Interval Training, or HIIT. We train our patients to know exactly how to use this type of exercise to their maximum benefit. Since everybody is different, we sit down one-on-one with our clients to assist them in realizing their goal of having a strong and lean body – including the back!

If you're not sure about coming in for a consultation, then our Weight Loss Seminar is a perfect introduction for you. There, we cover information that is essential to getting the body you want, without extreme dieting or spending hours at the gym!

Sign up now to [attend our seminar](#), and you'll be one step closer to achieving the body of your dreams!

We'll see you there!

(Clinic Name and Information)