

Email sample series

This is a sample of a 10-email series I've written for the running niche where I sell a premium running guide. I've written it to show you exactly how I earn the trust of the subscribers and get them to "like me," to the point where they ignore the emails of the competitors and buy only what I have "in stock". And I achieve this without using hype, cheesy sales tactics or other gimmicks.

Reading through the series, you'll invariably notice that I sometimes address people as a group, because let's not hide around the bush, they know it's all automated emails sent to large groups of people. And I most certainly don't use their first name – I don't want to sound like an insurance agent.

You'll also see a lot of color-coded comments. I wanted to highlight paragraphs that were written with a very specific goal in mind. For example, you'll see that I always remind people what I've talked about in the previous email, so the emails are connected and read like chapters of a book, not as isolated fragments. Also, notice how I end the emails? I always try to pique their curiosity so they come back for more. Furthermore, I make "passing comments" in some of the emails to hint at future emails. This greatly increases open rates and, therefore, the effective number of people who read the sales page and buy the product.

As the series progresses and they get to know me better, I use stronger words that I just couldn't have used in a shorter email series. If I can use these types of words, trust me, people will get to know me better and like me more, and this translates into more sales. Not to mention they're great for setting myself apart from the competition.

I'm also very chatty in the emails because it's what these people want. They don't want me (or you, for that matter) sounding like their English teacher - they want something to resemble an everyday interaction as close as possible.

I use jokes a lot because people love to read funny emails. Okay, so I do poke a little fun at the British and French in these emails, but nobody should get upset. What I wanted to demonstrate here is that if your niche is very specific, we can turn that to our advantage and poke a little innocent fun at the other people - that's something your audience will love, trust me. The "us" against "them" is a powerful way to strengthen your relationship with your audience. (That's how politicians win every single time.) These things are already on everybody's lips – I only point them out.

From time to time, I remind them who I am, that they can unsubscribe whenever they wish, and I even invite them to send me emails. This reduces spam complaints and makes them see me as a real human being that cares about them, not just an automated script.

So I invite you to read these emails and, if you have a question, please send me an email at: contact@emailwritingservices.com – I usually reply the same day or the next.

EMAIL #1

Subject line: *You risk seriously injuring yourself if you wear your old sneakers.*

Comment [L1]: This is a subject line that gets their attention in their inbox, but isn't misleading or hyped-up. The body of the email delivers what people expect from the title, increasing trust and respect.

Hi there,

I've returned today, just as promised, with more advice that will help you become a better runner (and perhaps even run in a marathon!)

But, before we go ahead, let me ask you how you liked the free guide where we talked about the main reasons you should take up running. I hope you liked it, and I hope it convinced you that there are many other hidden benefits to running than most people know about. (I bet it wasn't obvious to you that sleeping can be one of them.) If you know other benefits I haven't mentioned, hit me up with a reply to this email, and I'll promise I'll consider including it in the free guide. (Am I a nice guy, or what?)

Comment [L2]: I remind them what we've covered in the free guide, so they have a better memory of who I am and that I'm not just a marketer trying to sell to them, but someone who cares about them and offers them great free advice.

Anyway, today we're going to look at how to buy great running shoes. Yes, I know, you probably already have a decent pair of sneakers in your closet, and you probably think you can just put those on whenever you feel like running, and everything will be okay.

Comment [L3]: By offering them the option of contacting me and including their thoughts in the free guide, I'm doing two things:

But it won't.

You see, the biggest cause of injury is bad running shoes.

And it makes sense, if you think about it. When running, each of your precious feet hits the ground roughly between 800 and 1200 times per mile. And when this happens, you will be coming down on your feet with up to four times your total body weight. Now, this is a lot of pressure on your feet, especially on your heels, so you need a lot of cushioning. The problem is, though, that everyday shoes don't have enough cushioning. They were simply not designed with running in mind. Worse yet, studies consistently show that injuries caused by bad running shoes are the hardest to treat.

1. I'm showing them that I'm not just a "robot," but an actual person they can talk to if they wish.
2. People like to feel important (we all do, right?) so I show them that I care about their opinion and I'm willing to include it in the free guide.

Therefore it's important not to have an Achilles' heel (notice the pun), so, those innocent-looking sneakers that peek out from the back of your closet are a big no-no for running. They might look like a convenient solution, but in reality they invite a lot of injuries into your house. And you don't like going to the doctor, do you?

So, now I've convinced you (I hope) that you need proper running shoes, let's look at how to buy yourself a pair of these babies.

First and foremost, you need to understand **that running shoes don't come cheap**. \$100 for a pair of running shoes is commonplace. If you think that's a lot, then tell me, how much does a visit to your "bone" doctor cost? Yes, I thought so. (We'll cover this aspect and other "dark sides" of running in a future email, but rest assured – I won't just complain; I'll also offer solutions to these problems.)

Comment [L4]: I'm piquing their curiosity by using the intriguing term "dark sides," so they wait for email #6 where we discuss this – this is a great open-rate "increaser tool."

But that doesn't mean you should buy the most expensive pair you can find, because truth to be told, very expensive shoes won't always mean they'll be better for you. Yes, in theory, they have more features, better cushioning and so on and so forth, but it might be that they just don't fit you well. Such a shoe will only make you swear every 100 yards (you know, like this- "My, oh my, why did I buy these shoes? Will I ever be able to forgive myself?") In this case, less expensive shoes that fit you perfectly are the way to go. Always.

Next, **you need to have your feet measured correctly**. You probably think you can just skip this part because you already know your size, right? Wrong! Feet size changes over time, even if just a little. It's also extremely important to measure yourself in the evening, after you've run up and down the corridors of your office building (to bring your boss the reports he wants) so many times that your feet look like they're about to explode. (This is the only case when an annoying boss can come in handy.)

Leaving jokes asides, measuring your feet in the evening helps you prevent the dreadful "Trapped Feet Syndrome." Let me explain; if you buy a pair of shoes that fit perfectly when your shoes are not swollen from walking and running, there will be no room for swelling, which naturally happens to everyone who runs (or has a demanding boss.) And when they do swell, trust me, it won't be fun. Your feet will get trapped inside your shoes and feel like two giant, five-fingered sausages.

Lastly, **ask for the help of experts**. Go into a specialized store and ask someone who works there (preferably the one who looks as bored as hell with his job – he's probably been there for a while, now, so he's better qualified). Ask that person to help you choose a pair of running shoes. They'll ask you a few questions and help you choose the right pair of running shoes for you.

Once you found the shoes you like, don't rush to the counter to pay for your new toy (because you just can't wait to take them for a test drive, can you?). First, make sure you closely inspect the shoes for any manufacturing defects, and even ask about the return policy – the last thing you want is not being able to take your shoes back if they're defective.

Finding specialized stores takes some time, but here's a directory by state or country:

www.RunningForBeginners.com/specialized-stores-directory

Now, as you probably noticed from what I've already written here, the take away from this email is to have your credit card prepared to be maxed out, measure yourself correctly and ask for the help of an expert. I know it sounds like I haven't said much, but trust me, I've said it all, and I said it well – follow this advice and let the store clerk do all the "heavy lifting" for you. He'll probably "grill you" with many questions before recommending a pair of running shoes for you, but at least you'll know your shoes will be up to the job.

Comment [L5]: Links in every email "train" your subscribers to click links and wait for something of value at the other end. I do this to increase click-through rates for the sales page of the product, and ultimately increase sales.

Some people prefer taking matters into their own hands, and boy, do they have poor dexterity. The shoes they end up buying are more or less a fashion statement or just don't fit well. Moreover, some people read reviews and buy shoes online – without even trying them out! That's like visiting Paris via Google Street View. Don't be one of them – you'll pay a little extra for the shoes you get from your local specialized store, but at least they'll fit you well and save you a lot of trips to the doctor.

Buying proper running shoes to protect your joints is good, but this is just half of the solution. The other half is knowing on which surface to run, because not all surfaces are created equal. If you think softer surfaces are the way to go, then you're in for a surprise. But, don't worry; we'll cover this in two days from now, in the next email. In the meantime, you take care of your shoes, and I'll think about the running surfaces, deal?

See you next time,

Mark.

Comment [L6]: The ending paragraph is crafted in such a way as to make sure they return for more. It doesn't just announce the next email, but convinces them that it's very important and that this first email is useless without the next one – another way to increase open-rates, and therefore the number of people that actually read your emails and buy from you.

EMAIL #2

Email subject line: *Soft running surfaces - the enemy in disguise.*

Comment [L7]: Another intriguing subject line that isn't misleading. It just stands out in people's inboxes and gets their attention.

Hello again,

In case you wonder who I am, let me remind you that you signed up on my website, www.RunningForBeginners.com for some emails a few days ago. I also sent you that little free PDF guide on why you should consider running, remember?

Comment [L8]: Reminds people who I am because they're most likely on other lists, too. Also, the email series is in its infancy, so we haven't had time to consolidate my name in their minds just yet.

Anyway, last time we discussed how to choose a new pair of running shoes and why you should throw out your worn-out ones. Don't get me wrong, I still keep the old ones around for things other than running (like walking my girlfriend's dog every morning at 6am while she's still asleep). But, for running, I think you should buy proper running shoes; otherwise you're just exposing yourself to unnecessary and painful injuries.

Therefore, it's important to let them know who I am and that they've requested these emails, so they don't report my emails as spam.

Last time I also said that, in this email, we'll discuss the appropriate surfaces you should run on. So let's discuss that now.

Comment [L9]: Reminds them what we've covered in the last email, because this new email ties in with the previous one.

Okay, so here's the thing; there is no right or wrong running surface. (Okay, quicksand is an exception). A bit disappointing I know, but that's the truth.

You're probably thinking, "But aren't softer surfaces, like grass, better than harder ones?" Well, yes and no. It's true, softer surfaces mean less strain on your joints because much of the impact is absorbed by the grass, but the thing is that soft surfaces are very unpredictable. Take grass for example. It's soft, nobody denies this, but how many times have you stepped on a deformation that unbalanced you and almost made you fall? I know I have. This can easily lead to instant injuries. So, in theory, harder surfaces like asphalt and concrete can, in time, lead to joint problems, but softer surfaces can cause instant injuries, making softer surfaces not such a great option.

This is backed-up by science. In a study published in 2008 in the journal *Foot and Ankle International* (yes, there really are these types of publications), researchers found something very interesting. The research paper tried to determine how 291 elite runners got themselves "blessed" with "tendinopathy" (a fancy name for tendon injury). What they found was that most runners got this condition from running on a sandy soft surface, and that running on asphalt - a much harder surface - actually decreased the risk of "tendinopathy." Other similar studies didn't find any correlation between injury rate and running surfaces.

So there goes the theory that softer surfaces are better for running.

Now, does this mean you should run on asphalt and concrete and stay away from grass and other softer surfaces? Not really, no.

What researchers also found is that our body is great at adapting to each running surface. Sure, it takes some time, but we do get around and eventually manage to handle each surface. So, as a solution, it's advised to mix up your running surfaces and not run just on one. This means you can run one week on grass, another on asphalt, the next on bare earth and so on and so forth. The thing is, though, when switching from one surface to the other, to take it slow and let your body and joints adapt. Otherwise, pushing it hard on a new surface, without letting your joints adapt, can lead to some nasty injuries.

This might seem a bit of an inconvenient, but is it, really? I think it's a great chance to break up the routine of running in the same places and discover new great places to give your running shoes a spin. (Talk about positive thinking.)

Running on different surfaces also helps strengthen different body muscles, because some surfaces require different running techniques. I've come across a video that shows exactly how different running surfaces can work different muscle groups, which will help you figure out how to alternate the running surfaces better, so all your muscles work out evenly over a month or so. You can find the video on my website:

www.RunningForBeginners.com/running-surfaces

So, the take away from this email is really simple - mix up the running surfaces and don't count on softer ones, because while they're good at absorbing impact, they're also full of surprises.

Anyway, so far we've covered running shoes and running surfaces, but truth be told, these two are useless if you don't know how to run. It's like getting a race car without knowing how to drive it. So, next time, in about three days from now, we're going to look at some very important running rules (I can bet my mother-in-law on) that most beginner – and even intermediate - runners don't know. They'll help you run better, faster, longer, avoid injuries, burn-outs and a whole lot more. They'll basically help you become a running champion. So, keep an eye out for me, because I'll return to your inbox in no time.

See you next time,

Mark.

Comment [L10]: Again, I link to my website to get them accustomed to clicking links.

Comment [L11]: Just like in the previous email, I convince them that they need the next email, too, so they wait and open it when it arrives.

EMAIL #3

Email subject line: *The 3 rules of training that will turn you into a running champion.*

Hello again, dear running enthusiast.

I've come back to haunt your inbox with more running advice. However, if you feel like I'm a pesky guy with too much passion for running, then feel free to unsubscribe. I won't give up running, but at least I'll stop sending you emails. Anyway, at the end of each email, there's an unsubscribe button. Click on it and you're free – and the best part is that I won't even sell your email address. (I'm such a great guy, I know.)

Anyway, last time we looked at which surfaces are best to run on, and we've come to the conclusion that: a) soft surfaces are not what they're all cracked up to be; and b) you should alternate the running surfaces (and give time to your joints to adapt after each transition).

But, as I said, good running shoes and great running surfaces are useless if you don't know how to run. And I don't mean the actual physical movements of running, although we'll discuss bad running posture and other running form mistakes in a future email because those are causing a lot of injuries to beginners.

Returning to our problems, today we'll discuss three rules of training or exercise that I think everyone and their dog should know. They'll help you get better at running and the transition from a sedentary life to an active life will feel like a breeze, and not like a living hell, as some people think of it. And, as I said in the title, these three simple rules, followed to the letter, will turn you into a champion if that's what you desire.

Anyway, the three rules of training are: moderation, consistency and rest.

Let's look at all three of them in turn, shall we?

Moderation

The best piece of advice anyone can give a beginner is - start slowly. I know, you see all those ads from Nike and Adidas that go like, "Impossible is nothing" and "All-in or nothing," and you're thinking, "maybe I need to push it really, really hard, right from the get-go."

You don't!

The folks who wrote those ads don't even know what running is. They probably think it's for bored people or something. All they care about is psyching people up enough to get them to buy the stuff they're advertising. It's nothing personal; it's just business.

Comment [L12]: I take a "laid-back" approach and let them know that I'm not like most marketers who will do whatever they can to keep them on their lists, including hiding the unsubscribe button, but someone who respects their time and privacy.

Comment [L13]: Once again, I remind them what we've covered so far, so they get a better picture of what's to come.

Comment [L14]: I'm piquing their curiosity and letting them know we'll cover more interesting stuff in a future email, so they keep on waiting, opening and reading my emails. (I cover bad form in email #8).

Anyway, the reason to start out slowly is to give your body time to adapt. And I'm not referring just to your cardiovascular system – this one is quick to adapt. The problem is your bones. Research indicates that you need at least six months of regular training to get your bones properly adapted to running. So, while your heart and lungs can do just fine if you push them, your bones need more time to catch up.

Consistency

Here's how most people go about running: They decide to start running, and then they go for as long a run as they can endure. This works for a few days, a week tops. But after a week, they'll feel like they got hit by the Titanic. So they take some time off to recover. And you know what they do when they want start back again? You guessed it: they over-train once again. This behavior puts them through a rollercoaster of misery, and before you know it, they drop running completely.

That's not the way to do things. You want to start out slowly (rule #1) and be consistent to give your body time to adapt. The benefit of this approach is that you'll be less prone to injuries, you won't have to make up for the lost time because there won't be any, and you're also going to develop a solid fitness base that makes taking a break once in a while, without blowing your whole plan, easy as pie.

Rest

Lastly, we need rest. And plenty of it.

Apart from being pleasurable (I don't know about you, but I just adore sleeping and taking time off), it serves a very important function; it gives your body time to recover between each training session, so you can perform at maximum each time you run.

So you'll want to rest between runs and not pile them up. Even if you missed one or two, making up for them by bunching them all together over a weekend isn't going to help you. It will lead to overtraining, which breaks rule #1.

There you have it; three simple rules that can make or break your running efforts. Seriously, folks, this is not rocket science. Just start out slowly (rule #1), be consistent with your training (rule #2) and get plenty of rest between your runs (rule #3).

Is it that hard? I think not.

But, you know what? Although very useful, these three rules are just the tip of the iceberg. There are many, many other tips and tricks a beginner runner should know. Things like: how long to train for, depending on your age, weight and even climate, how to properly warm-up to prevent injuries and even how to cool down after a run are also important. These things are more important than most people imagine.

It doesn't matter if you follow these three rules, max out your credit card for a pair of running shoes and talk to God to give you the best running surface right in front of your door, if you don't know what your heart-rate training zone depending on your age is, how your weight can influence the way you run and so on, you're going to be just an amateur running without guidance. And people running without guidance, sooner or later will hit the iceberg, just like Titanic did. (And DiCaprio won't be there to hold you in his loving arms.)

Comment [L15]: Making them laugh is a great way to get a sale. People buy, as I already said, from the ones they trust and like, and jokes are a great way of making myself likeable.

So I've written a guide specifically for beginners that will help you overcome all the issues you can possibly encounter (as a newcomer) to running, and help you run faster, better and more efficiently.

But, it's not just about running techniques. It also includes a chapter on injury treatment and prevention because, let's face it, everyone gets injured, and nobody likes going to the doctor. So, for those little injuries, I've written an extensive chapter on how to treat them efficiently at home, how to tell if an injury needs professional care (so you'll feel like a doctor offering diagnoses), and how to prevent injuries, depending on the running surface. This chapter alone is worth getting the guide for.

And, as a bonus, you'll get access to an interview with three elite runners who share their running experiences, so you can learn from them and don't have to repeat their mistakes, like so many beginner runners do.

You can find more information on this guide here:

www.RunningForBeginners.com/guide.

So, that's it for today, folks. We've covered the three rules of training that are a must, and I have also given you the chance to get yourself a premium running guide from which, obviously, I'll make some money. (Hey, bills don't just pay themselves, you know!)

Comment [L16]: People are not dumb. They know I'll make money off this product, so I'm just open about it. But, I'm also doing it in a fun way, so they come to like me even more.

In the next email we'll talk about hydration and dehydration. I know, you probably think you just have to gulp down some water somewhere in the middle of the run and be done with it. Well, it's not that simple at all. We'll see how to do it properly in the next email, in about 4-5 days from now.

Comment [L17]: Announcing the next email. I always do this to make sure they wait for and open it.

See you next time,

Mark.

EMAIL #4

Email subject line: *Dehydration – it won't kill you, but will sure make you regret it.*

Hi there,

In case you're wondering "who on Earth are you?" Don't panic – I'm not a burglar. I'm Mark, the owner of RunningforBeginners.com. You know, the website where you signed up for a free guide and some emails a while ago.

Anyway, I've returned today with a very interesting topic in mind. But before we discuss it, let me ask you if found the three rules of exercise that we covered last time useful. Just reply to this email and tell me your honest opinion. If you have a question, throw it in the email, too – I'll be happy to help. I'll get back to you in a day or two, but if it takes longer, just assume I was busy running away from cops – a new form of running.

Comment [L18]: Reminds them what we've covered in the last email.

Comment [L19]: I'm giving them a chance to get in touch with me to see that I'm "real," and that I offer help for free, so I can earn their trust more and close more sales.

Anyway, the topic I have in mind for today is hydration and dehydration (I bet you didn't see this one coming, especially after reading the email subject line.)

The thing about hydration is that it's very important to runners. Here's why. When you run, you sweat. When you sweat, your blood volume decreases. The more you run, the more your blood volume decreases, forcing your heart to work harder and harder to pump oxygen to your hard-working muscles.

But, don't worry, it's not dangerous. It's very rare that you'll experience dehydration levels sufficient enough to get you into trouble. What you will experience, however, is an annoying discomfort and inability to perform your best.

However, you can prevent that by drinking water. But just how much water you need, and when do you need to drink it?

Luckily for you, I know the answers to these questions. (Am I great, or what?)

So, let's first look at when you should drink water for optimal hydration levels.

When to drink water

It might seem simple to assume that you only need to drink water while running, but, things are not that simple. (Life is tough, I know.)

You need to drink water before the run, during the run, and even after the run.

Drinking before starting a run ensures that you're already well hydrated to start with. This makes hydrating during a run much easier. You obviously need to drink water during a run but, as I said, you also need to drink water after it. That's because

dehydration is something that needs time to be “reversed.” Pro athletes need days to fully recover from dehydration.

So, make sure you drink water a few hours prior to starting your run, during your run, and another few hours after you’ve finished your run. This will make sure you avoid the unpleasant side-effects of dehydration.

And of course, you shouldn’t gulp down immeasurable amounts of water once and be done with it; it doesn’t work that way. You’ll only get bloated and feel like a Thanksgiving Turkey waiting to be sacrificed. Instead, just have a few sips every few minutes or so.

How much water should you drink?

Not too long ago, runners were advised by experts to drink as much water as possible. (Personally, I think these experts were hand in hand with bottled water companies.)

Of course, they found out that this is plain... wrong. (I wanted to say stupid, but I want to be diplomatic, you understand.)

Here’s why this is wrong:

There is actually such a thing as drinking too much water. Don’t worry, you won’t die of it, and the rare cases in which people did die, there were some “smart cookies” that entered a radio contest to win a cheap prize. They were required to drink as much water as possible, and they ended up drinking gallon after gallon, until their kidneys failed on them. Oh, well, some people really were “born to die,” as Lana Del Ray puts it. But, as I said, don’t worry - you won’t die of overdrinking water. The problem with drinking too much water is that it can cause stomach distress. And it ain’t no fun, trust me.

Soon after the researchers found that you just can’t drink as much water as possible, they rushed back into their labs and researched some more. They eventually emerged again and concluded that you can actually let your thirst dictate how much water to drink. And here was I, thinking that I need to major in “Waterology” and that I can’t just trust my own senses.

Anyway, as long as you keep a lot of water handy during runs, you’ll be fine. Just take a mouthful of water from time to time to quench your thirst and you’ll be well hydrated.

But, as I said before, you do need to drink water before and after the run, too. So, even if you don’t feel very thirsty before or after a run, do make an effort to drink a few glasses.

What about sports drinks?

Maybe you just find plain water too boring and have tried adding a few drops of lemon juice, but still want something better-tasting. Well, you’re in luck, because capitalism has thought about you (well, actually how to make money off of you) and come up with the delicious solution of sports drinks.

But, let's not be mean and let's see what's under the "hood." So, after popping up the hood and taking a look at what these drinks contain, we can safely say they're a good alternative to water. They provide the sodium and minerals your body loses while you sweat. But that's not all. Sports drinks also provide extra energy for your hard-working muscles in the form of carbohydrates, so this is yet another reason to consider sports drinks such as Gatorade.

Running researcher Anthony Clark has conducted a test with 28 professional runners and tried to find out other benefits of sports drinks. The results were very interesting, and I think you should take a look at them. You can find the excerpt of the research paper here:

www.RunningForBeginners.com

...

Anyway, if you're just starting out, you don't need to buy a Gatorade bottle every time you lace up your running shoes. Just use it as an alternative to plain water, especially since sports drinks can be costly. (See? I'm also looking out after your financial wellbeing.)

So, how do you bring water with you?

The thing about bottles is that they have to be held. I know, this is from the #1st World Problems category, but trust me, it gets uncomfortable carrying with you many bottles of water. The solution, then, is to get one of those hydration belts. They're not that expensive and are very useful, so I advise you to look for one. (We're also going to discuss other "tools" runners need, but that's for another email.)

Your pee is your natural hydration level indicator

I know, it sounds gross, but it's the reality. The color of your urine tells you how well hydrated you are. If it's clear, then you're good to go. If it's light yellow, then you need a little more water. If it's yellow or even amber, then you're on the realm of dehydration and should start looking for water immediately.

Okay, so in this email we looked at how to avoid dehydration, and I think you already know more than the average beginner runner. Just keep in mind to hydrate before, during and after the run, and you'll be fine. Sports drinks are a good alternative to water, but only if you don't have dry pockets, as I do.

Anyway, that was it for today. In the next email, which will land into your inbox in about 5 days from now, give or take, we'll cover some tips for running while your mother-in-law comes over and you just immediately feel the need to take a vacation. Yes, that's right, we'll cover how to find running routes while away from home in a business trip or vacation and more. If you think it's difficult, you're half right. The internet is full of places to search for new running routes, but you do have to know where these places are.

Comment [L20]: Another passing comment made with the intention of increasing open-rates by hinting at a future email where we talk about running gear. (Email #10.)

Luckily I found them, and I'll share them with you in the next email, so you don't have to scour the internet for days.

See you next time,

Mark.

Comment [L21]: Announcing the next email and incentivizing them to wait and open it by promising them "ready-made" solutions that would otherwise take them days to find by themselves.

EMAIL #5

Email subject line: *Keep on running, even when in Paris.*

Hello again,

How are you doing today? I hope you're doing well, and that you've been well hydrated for the runs you had after the last email. You should be, especially after we discussed this at length in the previous email.

Comment [L22]: Reminds them what we've discussed in the previous email.

Last time I told you we're going to look at how to go about running when away from home, on a trip or a vacation.

So, just for the sake of fun, let's say your boss calls you up and says you're leaving for Paris tomorrow, because your company is looking for opportunities to expand in the country of wine and bagels...I mean croissants.

Obviously, your first reaction is to panic – where the heck will you run in Paris? Around the Eiffel Tower? Nah, it's too crowded. Down the Champs-Elysee? Nah, it sounds too fancy – I hear you might even be required by law to wear dress shoes on that street. Bottom line, you don't know.

But that's not all, you probably don't even speak the language ("Oh, merde!" doesn't count.). So you have to do something if you want to keep enjoying the great benefits of running even when away from home.

Well, hold your breath, because I have just the answers you're looking for.

Let's look at them, shall we?

Check for pre-defined running routes.

Since the Internet was born, people have found different ways of sharing ideas in different fields, and the running community hasn't been overlooked. Websites like www.MapMyRun.com and www.RunThePlanet.com let you search for user-submitted routes around the places you're visiting, so all you have to do is print out a map and head out for a run.

And if you have a smartphone (and who doesn't, these days?), you can download the map and let your smartphone guide you throughout your run via voice directions. (You might even give it a sexy French accent – "Pleze turn to za left at za next corner," says Edith, your French female voice.)

Run on the treadmill.

By far the easiest solution is to head over to your hotel's gym and hit the treadmill. If your boss wasn't cheap, then the hotel he booked for you must have a gym and a treadmill in it. I know, it's not the same thing as going out for a run, but it's better than nothing.

Find a local gym.

Who are we kidding, here? Your boss is probably the cheapest person in the world, so the hotel you're staying in probably doesn't even have a receptionist, let alone a gym. In this case you need to search for a local gym around your hotel. They usually have 1-day or 7-day passes available, so it probably won't cost you too much.

Take a massage

Just for the sake of imagination, let's assume your boss loves you so much that he sent you to a 5-star hotel, with all the extras included. (Hey, dreams are free.) In this case, why not indulge in a little pampering and opt for a relaxing massage to soothe those hard-working muscles of yours? I'm sure you won't mind.

Just be aware that, if you're travelling to Thailand, there are more types of relaxation massages available. I'm just sayin.'

Enter in a race.

Okay, so this is perhaps a bit far-fetched, but you don't have to finish the race. The advantage of this solution is that you don't have to worry about finding and learning a route (or listening to Edith), but just follow the rest of the people. You also get free water bottles, and free stuff is always welcome. Just don't throw the empty bottles on the street – that's not nice. (We'll discuss running etiquette in a few emails. Yes, there is such a thing as running etiquette, and it's quite important.)

To find races in the city you're visiting, you can just head over to <http://www.active.com> and do a quick search.

Ask for routes in a running shop.

It's amazing what stores will do these days to get you to buy their stuff. Some running shops offer you the chance to enter a running group for free if you just get a pair of the latest shoes they have on display. But, if you just have a chat with one of the store clerks, you might get them to tell you one or two places you can go for a run without having to use your credit card in their store.

So, today we covered a few ways to keep up the good work while traveling. But, even if you're away from home, you still need to know how to run properly. This is especially important if you're a beginner, since you're at a higher risk of getting injured.

But don't worry, because I have the just right cure for that. Yes, it's my running guide that I keep trying to sell to you. (Hey, Mark needs to eat too, you know.)

Comment [L23]: Passing comment hinting on email #7.

This guide will help you get over all the obstacles you'll encounter as a newcomer to this sport. Things like how long to run for, how often, and other things I'm sure you worry about are all answered in this very guide.

There's also an extended chapter on injuries, because I think this part is the most overlooked by runners. Some people run with minor injuries until they start looking like an alien mutation and have to rush to the emergency room (or Roswell), which can be painful and costly, not to mention how much time you're losing away from the track. However, in this guide you'll find everything you need to know how to treat minor injuries at home and prevent them from occurring again, plus many other things that, to be honest, even some pro athletes don't know.

And the best part of my guide is that it's in an electronic format, so you can take it with you, even if you're away from home, and it won't take up more space in your luggage.

If you're not satisfied, good boy Mark will refund you in full if you ask him nicely in the first 60 days from your purchase, so to be honest, I don't know why you haven't bought it yet. Is it because I'm ugly? Is that why? Well, I always said that men need to be a little more handsome than the Devil.

Anyway, you can find more information about the guide here:

www.RunningForBeginners.com/guide

But, don't leave just yet, because I have to tell you what we'll cover in the next email. Next time we're going to look at the "dark sides" of running. No, we won't cast dark spells on anyone (although your boss might deserve one for putting you in that cheap hotel) but rather at things many newcomers to running don't consider, and how to make them more pleasurable. But, that's for the next time. You now go be a good boy or girl and buy that guide to help good boy Mark keep the lights on, okay? I'm kidding, I'm kidding. (Or am I?)

See you next time,

Mark.

Comment [L24]: Again, I'm using humor here and other places to get them to like me and buy more from me. I want to stand out from the other marketers, and humor is a great way to do it.

Comment [L25]: Announcing the next email.

EMAIL #6

Email subject line: *The hidden dark sides of running.*

Hello there,

I believe by now you remember who I am (I have my fingers crossed), but just in case you were busy and have forgotten, I'll just remind you. I'm Mark, a professional runner, and you've signed up for a free guide and some emails a while back on my website, RunningForBeginners.com.

Comment [L26]: I'm reminding them yet again who I am, so they don't mark my emails as spam.

Anyway, how was your trip? If you went to London, and are still there, could you please get me one of those "English Breakfast" teas? I just love those. Just don't bring back the accent – It utterly annoys me.

Comment [L27]: Reminds them about we covered last time in a fun way.

Anyway, let's return to our thoughts. Up until now, we've only talked about how to get better at running and generally have a better running experience. But running has dark sides, too. No, there aren't any black spells or anything involved, but there are aspects that people like to keep a tight lip about, which in my opinion need to be open to the world.

However, in true RunnersForBeginners spirit, I won't just complain about them, but offer a solution. (I know, I need a Nobel Prize for my "charity" work, but a new pair of running shoes will be enough, for me – I wear size 8.5 by the way.)

So, let's look at a few things you will encounter in this sport and not like, and see how we can ease the pain a bit.

Laundry never ends.

At one point, your washing machine will be like a black hole which keeps on sucking in endless baskets of dirty clothes. It just won't stop. But that's what it was built for, so it shouldn't complain.

Anyway, there are ways to overcome this problem, even if just partially. There are these merino wool running clothes that have a really tough time getting dirty. What I mean is that they just won't retain perspiration. I don't know how they do it, but some people report wearing a merino wool t-shirt for tens of runs before they have to wash it. It's true, these clothes are more expensive than the standard synthetic type, but given that you only need a couple of them, I think you're looking at a good deal, not to mention the money saved on detergent.

It gets boring.

Do you remember the first day when you went out for a run in your brand new pair of running shoes? It felt like your honeymoon, right? But that feeling faded away quickly, just like my picture of me and Michael Jackson that I left out in the sun over a summer.

So, what can you do, then? One solution is to find other routes to which to run. If you remember our last email, we looked at websites like www.MapMyRun.com and www.RunThePlanet.com for new routes while on a trip. Why not make use of them to find new routes around your home? Sounds plausible to me.

The second solution I propose is going on the World Wide Web and searching for running groups in your city. Facebook is full of such groups, and the people there are very warm and welcoming. If you follow their group for a while, you'll get plenty of ideas for new routes.

It can mean going back to basics.

If you ever want to venture around forests or just want to run in natural surroundings, you'll find that shopping malls and public toilets are scarce. (Hey, blame capitalism for not being able to catch up, not me.) This means you'll often have to make a pit stop in the middle of nowhere, and that's a bit of an inconvenience for some people.

When these times come, you need to be prepared. Some toilet paper and hand sanitizer is all you need. Luckily, they're both cheap and easy to carry.

Not as cheap as advertised.

Many people start out with the wrong assumption that running is cheap. Unfortunately, that's not the case. As we've mentioned in the very first email, you need running shoes, not ordinary sneakers, and those are expensive.

Then we've discussed sports drinks as an alternative to water which, again, do come at a cost. Even if you opt to drink water only, you probably need a hydration belt, which although affordable, is not free.

These costs add up over time and might make some people wonder if it's worth it. Of course it's worth it. You don't run to save money, but to keep yourself in shape and look after your health. That's something you can't put a price on. So, in true MasterCard fashion, I say that a pair of running shoes might cost \$100, running clothes might cost \$100, a hydration belt might cost \$50, but the benefits you get from running are priceless.

You won't always be in the mood to run.

The first few times you go for a run are great, because it's something new to you, and everyone likes new experiences. However, this feeling fades away in time, and sooner or later you won't feel like going out for a run, even if you know you have to.

I don't want to get too philosophical or get into the self-help territory (I'll let Tony R. take care of this part), but you have to push through this mood, lace up your shoes and just go for that run. Seriously, motivation will shortly follow, and I can't even begin to

describe to you the great feeling you get when you arrive home and you realized that you went for a run even if you really didn't feel like it.

But if you really don't feel like it, even after listening to motivational tapes for hours, then just take baby steps and start with a gentle warm-up. In no time you'll find you just want to start running like never before. (Don't worry, we'll see how to warm-up properly in few emails from now, because if you don't, you risk injuring yourself.)

Comment [L28]: Hinting at email #9 to increase open-rates.

And with this, I conclude this email. I hope you learn something useful from it, and remember that nothing's as pink as advertised. As we've seen here, there are cures for the itches, so just get yourself a couple of merino wool t-shirts, find new routes to avoid boredom, get accustomed to peeing in the wild, accept that running is not that cheap and listen to good boy Tony Robbins when it comes to finding motivation.

Next time, in about five days from now, we're going to talk about a few running etiquette rules to help you and other runners "get along" better on the track or routes. It's amazing how some runners have no clue how to behave, but let's just hope things will change. Anyway, that's for the next time.

Comment [L29]: Announcing the next email.

Until then,

Mark.

EMAIL #7

Email subject line: *Running etiquette – more important than you imagine.*

Hello there,

I forgot to tell you last time that you can unsubscribe to stop receiving these emails anytime your heart desires. It will hurt me, of course, but break-ups are part of life, you know. Anyway, at the end of every email you receive from me, there's a button you can click to unsubscribe. I won't sell your email address or stuff like that, and you'll stop receiving future emails from me.

Comment [L30]: Reminding them that they can always unsubscribe.

Anyway, last time we looked at a few things people don't really know about running until they start participating and I hope my solutions will help you. Today, I figured we should sit down over a cup of coffee and just talk running etiquette. I don't think many runners even think about this, but to me it's just as important as everyday life etiquette.

Comment [L31]: Reminding them what we covered last time.

Let's look at a few common-sense things you should do so you won't get kicked off the track or running path.

Don't take up the whole road.

Okay, I understand that after months of negotiations, you've finally convinced your entire department to join you on your runs, but that doesn't mean you should be all lined abreast while running. It doesn't just look intimidating to the people coming from the other way (so many people in this formation look like a clan of ninjas trying to conquer the world), but it leaves little or no room for the other people who want to run or cycle.

The recommendation is to try to run either alone or two abreast, to avoid crowding the path. Pedestrians and cyclists will be very thankful, trust me.

Be sure you can hear what happens around you.

The thing about wearing headphones while running is that they don't let you hear anything that's happening around you. If someone shouts "look out – dog," well, you'll eventually figure that out, but it will be too late. So the recommendation is to not wear headphones at all, or reduce the volume to low, so the music is not too loud to hear when other people try to attract your attention. However, there are times when headphones are very welcomed, but we'll discuss this in a few emails from now. We'll also cover other running gadgets, so it will be a very interesting email.

Comment [L32]: Passing comment hinting at email #10.

I've done some reviews on the most popular running headphones you can find on the market right now, so if you're interested in getting a new pair of headphones, you might want to take a look. Some are just fashion statement headphones that cost much, and sound like hell.

Here's where you can find the reviews:

www.RunningForBeginners.com/headphone-reviews

Jiggling can be annoying to others.

The jiggling of your keychain might not bother you much, but others are not of the same opinion. It can be quite annoying running next to someone who has three keys for the apartment door, two for the car, a bottle opener (because you never know when Gatorade starts making beer-capped bottles), and a bunch of other keys you only use twice a year.

The simple solution is to stuff all your keys into a tight pocket so they won't jiggle. If that's uncomfortable, then you can visit your local running shop and browse through their accessory department – they usually carry all kinds of key holders.

Never stop suddenly in the middle of a run.

These people are just stepping on my nerves. It's like those annoying car drivers that don't indicate when they turn or stop to park. This is so annoying that I can't even begin to describe, so when you want to stop, just move over to the side of the track and let other runners pass by without having to stop or avoid you. It's the nice thing to do, and I know you appreciate it when others do it, don't you?

Stay on the right side of the path.

I know this sounds obvious but, in the beginning, I used to be all over the place. I would go on the left side, then on the right side, then I would unexpectedly change direction, etc. I think I annoyed quite a few people, so be sure to stay on the right side of the path when running.

Look in what direction people are running and stick to it. The last thing you want is to run in the opposite direction to the other runners. (I know being different is good, but not when running.) If you're running on a track, there usually are rules you have to follow. Read them beforehand to get familiar with them. Usually the outer lanes are for slower running and walking, with each inner lane dedicated to people running increasingly faster.

Don't litter.

Again, this is obvious, but I've seen many people doing it, so that's why I'm addressing it. It's amazing that some people still leave water bottles, energy bar wrappers, etc. on

the ground. Are they so heavy to carry to the closest trash bin, or what? I think not, so I advise you to even take a whip with you and whip **the bastards** that litter.

Well, there you have it. It's a shorter email, but as equally important as all the others. Trust me, you'll begin appreciating the value of the running etiquette rules when someone stops right in front of you to take a break or when a large group of hippies who think running is "not that mainstream, therefore cool," align abreast like the Red Army.

But, I know you're tired of hearing me sounding like your mother, telling you how to behave, and just want to be a better runner, so in the next email we'll cover a few bad running forms that can not only slow down your performance, but also get you injured so hard that you'll curse the day you stepped into a running shop and got your first running shoes. (Some might even consider taking out the store clerk that helped them buy their first pair of running shoes.)

This will be in about 5 days from now, so "stay tuned."

See you next time,

Mark.

Comment [L33]: Since we're quite late in the email series, the people got to know me a bit better, so I can get away with words like "bastards" much easier. The reason I use this type of word is, again, to let my personality shine through the words and get them to like me more and more for the way I "talk" to them. It makes selling much easier.

Comment [L34]: Announcing the next email.

EMAIL #8

Email subject line: *Bad running form – a disaster waiting to happen.*

Hello again,

Last time we've looked at a few basic running etiquette rules. Have you whipped anyone for disobeying them yet? If you haven't, you should try - it's loads of fun. If you have any other etiquette rules you think I should've covered, just hit reply to this email and let me know.

Comment [L35]: Reminding them what we've discussed last time.

Comment [L36]: Letting them know they can contact me whenever they want.

Anyway, today we're continuing with some actionable advice, that is, something that will actually increase your running performance. With this in mind, I want to cover a few form mistakes many runners make. I think most of them are not even obvious at first, so I recommend you pay attention.

Let's begin.

Over-striding.

I don't know why, but some runners seem to believe that a longer stride will somehow (magically, perhaps?) improve their speed or running efficiency, but of course, that's not the case. Over-striding leads to energy waste since it means you're breaking with each foot strike. And let's not forget that it can lead to injuries such as shin splits.

So, what can you do about it? It's simple, actually. Just make sure you don't lunge forward with your feet, and you'll be fine. This is especially important when running downhill. In this case, you should focus on landing mid-sole, with your foot directly underneath your body with every single step. A good way to ensure this is to have a short and low arm swing. This will make sure your stride is short and close to the ground.

Losing control on hills.

I keep seeing this again and again, like a bad movie on replay; people leaning way too far forward when heading down the hill. Just like a train descending without breaks, these runners lose control and sooner or later, they "derail" and fall. And those falls are not fun to look at.

The way to prevent this is to lean forward just slightly and take short, quick strides. Also, try to keep your shoulders just slightly in front of you and your hips under you. And please, I know it's tempting to over-stride, but avoid taking huge leaping steps to reduce the pounding on your legs.

Bad upper body form.

This is hilarious. Some runners swing their arms side-to-side like they are about to come to you and kick you in the rear end, but this makes them slouch and not breathe efficiently.

Others keep their hands up by their chest, like they want to keep something close to their heart, (maybe a picture of their loved ones?) but this makes them get tired easier, and they'll also start feeling tightness and tension in their shoulders and neck.

To avoid these bad upper body forms, just keep your hands at waist level, right about where they might lightly brush your hip. Your arms should be at a 90 degree angle, with your elbows at your sides. You should also rotate your arms at the shoulder (not at the elbow), so they're swinging back and forth.

But let's go a bit further on this one. Try to imagine a vertical line splitting your body in half. (For added effect, imagine it's the body of your mother-in-law.) Now, keep your posture straight and erect. Your head should be up, your back straight, and your shoulders level. This is the posture you should be looking for.

Going out too fast.

The thing about rookies is that they watch too much TV. And the TV only shows them the good parts when it comes to running, and that is the end of a run, when the runners run as fast as possible to be the first to finish the race.

However, they don't really show you the middle of a race, when the runners conserve their energy by running at a moderate and steady pace. (It's a conspiracy, I'm telling you.) As a result, many runners bolt right from the get go, which leads to the "crash and burn" effect. So, I advise you to just start out slowly and keep it that way. It's more important to get a longer, but slower run than a "quickie."

Another common mistake that many beginners make is overtraining. But do you think they stop here? Yeah, right. They keep on making mistake after mistake. It's a miracle they're still alive, I'm telling you. However, I can't possibly cover all of them in this email, so (here comes my sales pitch), I discuss them at length and in detail in my premium running guide, "From Newbie to Pro Runner."

I know, I know, you've heard the story again, but to be honest, I just don't know why you haven't bought the guide yet. I mean, in this guide I talk about running techniques, common mistakes to avoid, what to eat and when to eat for maximum performance, places to get great deals on running shoes and gear, etc. I even have an extensive chapter on injury treatment and prevention. This guide is the collection of all the experience I've accumulated throughout the years.

And because I'm such a great guy, I tossed in an interview with three pro athletes that share the biggest problems they had in the beginning and how they managed to successfully overcome them.

Seriously, this guide will be the last guide you'll ever need. Of course, it won't be a substitute for hard work and dedication, but hey, nothing's perfect.

Anyway, you can find more about the guide here:

www.RunningForBeginners.com/guide

So that was it for today, folks. Next time we'll look at how to warm-up before a run, how to breathe efficiently and even how to cool down after a run. I know, you think you don't need to warm-up or cool-down, but trust me, you do. We'll see why (and how to do it) in about 5 days from now.

Until then,

Mark.

Comment [L37]: Announcing the next email.

EMAIL #9

Email subject line: *Warming-up, breathing and cooling-down - crucial, yet overlooked.*

Hi there, running amigos,

Last time we've looked at a few running mistakes like over-striding, bad upper body form, losing control when descending from a hill and running too fast. Did you find that email useful? Shoot me a reply and tell me if you ever made those mistakes and how what I said helped you. And don't feel ashamed if you're "guilty" of any of them; I was, too, in the beginning.

Comment [L38]: Reminding them what we've talked about last time.

Comment [L39]: Getting closer to them by "confessing" that I made the same mistakes they did.

Continuing, today we're going to talk about three things: how to (and why) warm-up before a run, how to breathe during a run and lastly, how to cool down after a run. Sounds good?

Okay, let's begin, because we haven't got all day.

How to (and why) warm-up before a run.

I know that after listening to Europe's best-hit single "It's the Final Countdown," you just can't wait to shoot out the door at top speed, but relax, take it easy, for there is nothing that we can do... Oops, I got carried away. Actually, there is something we can do, and that is warming-up.

You see, my dear friend, (we're friends by now, right?) If you start out too fast, you risk pulling a muscle or tweaking a tendon, bone or joint - you know, the ugly stuff. And you don't want that to happen, do you?

Comment [L40]: I couldn't possibly say this if it wasn't for the other 8 emails I sent them before. But, since this is the 9th email, this is easy, and trust me, they like it. And you know what this leads to, right? Yes, more sales.

So, you have to control your urge to run up and down the hills, and warm-up prior to your run, so your muscles, bones and joints get a chance to loosen up. It's a gradual process that gently brings up your heart rate and makes it easier to get into the rhythm you're looking for. This will not only help you avoid injury, but also finish the run feeling exhilarated and energized enough to run to the Moon and back, and excited about your next run. Now, tell me, besides cocaine, what can beat that? Nothing. (Not that I would know how makes you feel like, of course...)

So, here's my advice for you:

-> Start out walking for a few minutes. Yes, I know, it doesn't look like much, but walking is the very first step to a great warm-up. It's the best transitioning activity from the sitting mode to the running mode.

-> Next, add strides. Do a few 100-meter strides. They help flood the muscles with blood, recruit your fast-twitch muscle fibers and they're the natural step forward from walking.

> Do dynamic stretches. I'm not referring to static stretching, which are now frowned upon. I mean the dynamic type, the ones where you use controlled leg movements to improve range of motion, loosen up muscles and increase your heart rate, body temperature and blood flow. These will help you warm up perfectly for a good run.

So, that's for warming up.

Next, let's talk about how to breathe during a run.

Breathing during a run.

Now, most people ask me how to breathe (and for autographs), and my answer always is:

You should use both your nose and mouth to inhale as much oxygen as possible. I don't mean a forced inhalation, like the one that makes people wonder if it's your last breath, but a rather natural one.

The reason to use both your nose and mouth is because when running, the nose can't deliver enough oxygen to keep you moving. Here comes the help of the mouth, which opens like the jaws of a shark to suck in as much oxygen as possible.

To breathe correctly, you have to use your diaphragm or your belly, and not your chest. Chest-breathing is shallow breathing that doesn't deliver enough oxygen.

Here's how to tell if you're breathing correctly:

Lie down on the floor or bed, and place a book on your chest, and one on your belly. Now breathe normally. If your chest rises, it means you're a chest breather; if your belly rises, it means you're a diaphragm breather.

If you're a diaphragm breather, then you're in luck, but if you found out you're a chest breather, I'm sorry, there's nothing you can do.

I'm kidding! Of course there's something you can do. Here's how you can correct your breathing:

Lie down again, and place a book on your belly only. Now breathe in, and let your belly expand as your diaphragm asserts itself. If your chest and shoulders rise a little, that's normal, as long as your belly moves first. Next, slowly exhale the air while contracting your abs.

If you're having problems with this exercise, then here's a video explaining it better. (See? Mark offers things about everything).

www.RunningForBeginners.com/Breathing-Video

No, that's not me in the video. I'm uglier. (Yes, it's possible.)

Anyway, that's it. Practice this every day for a month or so, and you'll start breathing through your diaphragm naturally. This will help you run better and for longer periods of time. Yippee!

How to cool down.

Okay, so you've warmed up, been for a run (and breathed correctly) and now you need to cool down. I know, your lungs are searing, your legs are burning, but it's not over. Your body needs to recover from the state you've been in, and a cool down routine is what you should be looking for.

Here's what you can do:

Walk or run slowly for another 5-10 minutes to let your heart rate drop gently. After this, stretch fully. At this point, you must be very warmed up, so stretching should be a breeze. As a general rule of thumb, you should stretch your lower back, neck, calves, hamstrings, quadriceps and groin area for 15-30 seconds each.

Is that all? Pretty much, yes. I think that if you do what I advise in this email, you're going to have a great run and prevent a lot of injury or burn downs.

So remember to warm up properly before a run, breath correctly (meaning through your diaphragm) and cool down after each run to allow your body to recover.

But there are other ways to get you to have a more enjoyable run. I'm talking about gear you can get that will make your life much easier. No, it's not something that will run for you, but "tools" that will definitely make you enjoy your runs more. We'll see what these are and how they help you in the next email, which, if the Gods of Internet don't mess about, will land in your inbox in about 5 days from now.

Comment [L41]: Announcing the next email.

Until then,

Mark.

EMAIL #10

Email subject line: *Running “toys” that you’ll love and will help you run better.*

Hi there again,

How have you been? I hope you’re well.

If you remember, last time we’ve looked at how to warm up, breathe during a run and cool down afterwards.

Comment [L42]: Reminding them about the last email.

Today we continue with a discussion on what gear a runner should have on them, besides shoes, obviously.

Personally, I think every runner, even beginners, should have the following: a hydration belt, a tube of Body Glide, a good heart-rate monitor, running socks, reflective gear and music in their ears.

Let’s look at them.

Hydration belt.

Yes, I know, you think they’re useless for shorter runs. Personally, I don’t like holding anything in my hands, so that’s why I use one. They’re inexpensive, easy to carry and very, very useful, so I don’t care what other people say, and you shouldn’t, too. If you think they’re too expensive, then look for used ones on eBay.

Body Glide.

Look, you’re going to get chaffs sooner or later if you don’t use anything to prevent them. And they’re nasty. Body glide, which looks like a deodorant, is a balm that prevents chaffs so you won’t feel uncomfortable during a run. Seriously, they should give them out for free.

A heart-rate monitor.

I know, this also falls in the “only for pro runners” category, but I disagree. You might argue that hydration belts are bit over-the-top for amateur runners, but a good heart-rate monitor is not. That’s because you need to know what your heart-rate is at all times and try to adjust your run so that your heart-rate is between the advised limits for your age and weight.

A heart-rate monitor will usually set you back about \$80 or so, depending on the manufacturer and features. However, anything significantly more is just a waste of money, in my opinion, because you’ll be getting features you’ll most likely never use.

Instead, opt for a good basic heart-rate monitor from renowned companies like Polar, for example.

Running socks.

There are three types of runners in this world: runners who wear all-purpose socks, runners who wear sports socks and runners who wear running socks. The last group, research says, are the happiest people on the planet.

Okay, so I'm joking a bit here, but I'm not far off. Running socks provide the most comfort socks can offer.

If you're still running in your all-purpose socks, then listen up, and listen well. Skip sports socks completely and opt for specialized running socks instead.

Seriously, they provide better cushioning, even for beginners. I know, they're not that cheap, but we've already established in a previous email that running isn't a cheap sport. Not expensive, but not cheap, either.

Reflective gear.

You might like running at night, but here's the thing. You don't want to get hit by a car – repairing the car is too expensive. Oh, yes, there's also the chance of serious injury.

So, you can avoid this by putting some reflective gear on. You don't have to look like a clown from your local circus, but you do have to be seen when a car approaches you.

The most convenient solution is the reflective vest. They're cheap and offer a lot of "attention" to drivers. Sure, you do have to wear a mask so nobody recognizes you, but at least you won't end up in hospital.

There are also reflective belts, stickers and so on, but personally, I think they're not that effective, because they're much smaller so they're harder to notice at night. Just go for the ugly vest and be safe.

Music in your ears.

We've talked about this before, but we haven't gone into details. If you remember, I said that you should avoid listening to music when running, because you won't be able to hear much, and that can lead to all kinds of problems.

Well, if you're running in an empty park or somewhere isolated where not much can happen, then just go ahead and take an iPod with you. I think music can really help you relax, if you play the right type of music and avoid the nerve-inducing ones. (I'm looking at you, metal rock bands!)

Personally, I just listen to relaxing music or chill mixes, but that's just me.

So, all in all, I think there are quite a few items of running gear you should have in your arsenal. Again, some people might think a few of them are overkill. Personally, I think they're just cheap and don't want to spend money. But that's just me.

Oh, I almost forgot: the absolute essential, the one thing you should never miss that will transform you into the Bruce Willis of running is... - drums please! – my running guide, of course.

So, let me try to sell you my premium running course once again. I know, you think I'm just a marketer who only wants your money, but am I? I mean, look back at all the emails I've sent you. Haven't they helped you? Haven't they offered you good advice? Imagine how great the advice is in the premium course then.

Seriously, I discuss everything I discussed here, but in more detail and at greater length. Sure, what you've got so far is good, but the guide is the real deal. And if I think about it, I haven't even discussed injury treatment and prevention, which is of paramount importance to every runner, be it an amateur, intermediate or pro.

So, while I do make money if you buy the guide, I'm also helping you become a better runner. I think it's a fair deal, and just in case you're not happy with it, I'll refund all your money, so you can't say good boy Mark tried to head south with your hard-earned bucks.

Anyway, here's where you can find it:

www.RunningForBeginners.com/guide

That was it for today, folks. Next time we'll cover something very, very interesting. I won't spoil the beans on this email, but I can assure you that you won't regret waiting and reading it.

Until then,

Mark.

Comment [L43]: Could I have done that without a longer email series and a lot of information that actually helps the subscribers? I think not.

But it's things like these that can set your email series apart from your competitors. This is what makes people forget about your competition and only buy from you.

Comment [L44]: Nobody is honest with them, so when they see you being open about it, they buy because they appreciate honesty.

Comment [L45]: Announcing the next email.