



Elizabeth Smith <lizjohnston27@gmail.com>

Re: Regarding your free training with the Preseason Project

1 message

Jeff B @ TriDot <psp@tridot.com>

Mon, Nov 12, 2018 at 7:52 AM

Reply-To: jeffb@tridot.com

To: lizjohnston27@gmail.com

Thanks for the response.

We've done the Preseason Project for several years very successfully. The training data is very valuable to us because our system is built on the analysis of thousands of training hours. The more data we gather, the 'smarter' our training becomes. We know it works, because of the results our athletes get, which is why we're happy to offer the free training in exchange for the training data.

We've had hundreds of athletes participate in our PSP each of the past 4 years and take advantage of the training system for two months at no cost and no obligation to continue. But, we certainly understand that not everyone will want to participate and I will update your record to reflect that.

Wish you the best!

On Sun, Nov 11, 2018 at 9:48 AM Elizabeth Smith <lizjohnston27@gmail.com> wrote:

Jeff, or other person who may receive this email -

I clicked on your add because I was actually interested in participating in a study. A part of me was intrigued by that. Had you been honest and talked about your training program and why it is so great and then explained that you were offering two months free, then I might have also been interested. Though I have yet to pay for any training plan, so personally I am going to be a hard sell and really not your ideal target market.

But because I feel duped, I am most definitely not interested in your product. It doesn't appear to be a study, instead, it appears to me that you are marketing dishonestly.

Liz

On Sun, Nov 11, 2018 at 4:02 AM Jeff @ TriDot <jeffb@tridot.com> wrote:

Hi Elizabeth,

I get it. Busy time of the year. No worries. Just don't want you to miss your PSP flight. ***Only 2 days left to claim your spot.***

Claiming your spot reserves your opportunity to participate in the program. It doesn't obligate you to anything. You'll decide that in Step 3 (see below).

I'm just ensuring you received the below note about you qualifying to participate in our PSP! You still have to start your Test Drive to claim your spot. All the information about this process is in the below email.

Here's where you are in the process to participate:

Step 1: Qualify (You've already done this one.)

Step 2: Claim your spot

YOU NEED TO DO THIS STEP NOW >> [Start Free Test Drive](#).

(Use this same email address or let me know if you need to change it.)

Step 3: Activate your free training with launch code.

Looking forward to making your preseason payoff BIG in 2019!

Jeff

* * * * * **FORWARDED EMAIL** * * * * *

Elizabeth,

Congratulations! You've qualified and are eligible to participate in TriDot's Preseason Project (PSP) and receive 2 months' optimized triathlon training completely free.

To claim your spot in the PSP, you must use the special link below to create an account *within the next 72 hours*. (It takes only a few minutes.)

Claim your spot right now >>> [Start FREE Test Drive](#)

Claiming your spot doesn't obligate you to participate. It simply reserves your spot in the program and entitles you to receive the codes to activate your free training (see below).

1,045 athletes have already claimed their spots! Participation is on a first-come basis.

My staff and I are still working through the large volume of applications flooding in and are finalizing athlete groups based on our research objectives. But I wanted to at least provide this qualification notice so you can officially claim your spot and then receive program details and activation codes.

HOW WILL THIS WORK?

We'll be starting athletes in groups. Each group is referred to as a "flight" and will have an associated number (i.e. Flight 1, Flight 2, etc.).

Your group's specific "Flight Information" will be finalized and emailed to you after you've claimed your spot in the program (using the link below).

Because you have *already qualified* for the program, I can *guarantee* that you will receive AT LEAST the following:

1. Activation fee waiver (\$100 value),
2. Two (2) free months' of TriDot Complete subscription (\$198 value),
3. No payment required of any kind, and
4. No obligation to continue after the two free months.

The total value of your PSP package will be AT LEAST \$298!

Why am I offering the free training? Simple. Your training and race data are VERY valuable to me and our ongoing training research. But what I'm

honestly most excited about are the performance results you're going to experience going into your 2019 season!

HOW DO YOU CLAIM YOUR SPOT?

To claim your spot, simply use the special link below to start a "Free Test Drive" within the next 72 hours.

Starting your Test Drive is free, quick & easy! It collects your basic athletic information and gets your account set up so you're ready to roll when it's time. So please do this right away.

About a week after you start your Test Drive, I'll email your official Flight Information (with your "launch code" for the free training). This will give you some time to get familiar with TriDot and learn more about how it delivers such incredible results!

Claim your spot right now > > > [Start FREE Test Drive](#)

** Be sure to use the same email address, lizjohnston27@gmail.com, so we can make sure the account you create is linked to this free training offer.*

If you need any help or have questions, please don't hesitate to ask.

That's it for now. Please don't delay in starting your Test Drive. I don't want you to miss out on the huge performance gains you're going to experience over the next two months as a part of the Preseason Project!

Let's get you ready for an incredible 2019 season!

Jeff

Jeff Booher
Founder & CEO
Predictive Fitness
TriDot.com

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11/12/2018

Gmail - Re: Regarding your free training with the Preseason Project

