

How to eat the “_____ Elephant”

(Benefit) one bite at a time

How Dumbo can **(benefit)**

Elephants are no strangers to being used as a metaphor.

The pink elephant in the room.

He has the memory of elephant.

There is also the story of the blind men and the elephant.

However, perhaps the best known elephant metaphor is:

“How do you eat an elephant?”

The answer?

“One bite at a time.”

It sounds silly. Maybe you’ve heard it before. Maybe you haven’t.

But as silly as it may seem, the lesson is powerful.

It doesn’t matter how big the task ahead of you is...if you take it one small step at a time, anything is possible.

As the famous Chinese proverb states:

“A thousand mile journey begins with one small step.”

You may be thinking...okay, what’s with all the metaphors?

Well, right now it may feel as if you have a “**(problem/market)** elephant” standing before you. Maybe you need to **(get desired result)**. Maybe just need to **(get slightly easier result)**. Either way, the task can seem too big and intimidating to accomplish.

Just like standing in front of a real life elephant.

But I'm here to tell you it's not.

(Getting desired benefit) is not an impossible task. It doesn't have to be intimidating. And it doesn't have to be as painful as eating an elephant.

I've taken this "one bite at a time" psychology and applied to **(achieving desired benefit)**.

[This is where you transition to the pitch/offer. This is fill-in-the-blank for an info product but you can modify for a physical product or service with a little mental power.]

You see, my course teaches you how to **(achieve desired benefit)** in "bite-sized" chunks. I use **(daily short emails/step-by-step formulas)** to take you along the path of least resistance.

OPTIONAL: Add 1 or 2 testimonials about people talking about how easy your product is to consume and act on.

So what are you waiting for?

Take your first bite out of the **(market/problem)** elephant today and get on the path to **(achieving your goals)**.

To take your first bite right now, click the link below.

>>> Go here start **(getting desired result)** today

The first bite may be the hardest bite to take. But it's also the most important one.

Talk soon,
YOUR NAME