

EMAIL #1 – stress less toolkit

RE: Stress Less with these tools. Your ebook arrived.

Hi [name],

liberating your life from excess stress is such a great choice! I'm thrilled to equip you with tools for softer shoulders and fuller breaths.

Speaking of breath... Have you noticed?

How does breathing change in response to how we feel? And how shoulders raise when we're holding tension? Tool #2 is your quick aid.

Get familiar with your Stress Less Toolkit and – this is important, [name] – choose ONE tool to start with. You can choose more than one. But, if you only had 5 minutes a day, it's better to adopt 1 tool you commit to go to. Every single day.

Put a reminder into your phone, stick a note to your mirror or fridge – whatever works for you.

Decided to go for more? Great! **Make sure to schedule the tools so they work for you.** That's much better than you stressing over additions to your to-do list. Maybe you want to do 1 activity daily and some every other day, once a week.

[Name], take a minute to find what feels good.

Next, open your calendar and schedule tools, times, and how often you'll do them.
Start using your tools. Adjust as you go.

And what's next? I will be showing up for you - in your mailbox, so we can get to know each other and I can deliver more health tips.

I'm here for you, [name]. Let me know about your stress less schedule. Or send me a picture of your inventive ways of implementing Stress Less Toolkit into your daily life.

See you soon / Love / ...

XXXX

EMAIL #2 – stress less toolkit
RE: The s*** word

[name],

would you agree that stress had almost become a profane word, the thing we often swear at?

As you've read in the Stress Less Toolkit, stress is an unavoidable part of our daily lives. We can grow through it – when we take it as a signal and change our actions. **Stress doesn't have to be the mean troublemaker but a friendly reminder from your body, trying to tell you something...** the message could be "Hey, we need to change something here, please."

*Maybe what we need is to say no to extra tasks.
No to working while eating lunch.
No to taking another zoom meeting past dinner time.
No to typing that extra email instead of yoga or walk.
No to ____ (fill in the blank).*

What else can you do, [name]?
Which tools have you chosen to use and how is it going?
Is there anything you struggle with and I can help?

If you like food as much as I do – have you looked at #7 tool on smart breakfasts, have you changed your breakfast, [name]?

Not there yet? Don't let anything stop you – lack of inspiration and time isn't a problem with these [10 Healthy and Easy Breakfast Ideas](#). [link to Blog post]

I used to NOT eat smart. At all. You know, some years ago (which feels like a different life), I used to eat whatever was recommended in any fad diet I was on at that time. I wanted to be slim and look just as fierce as Rachel in Friends (the TV show)... It didn't serve me well, these diets are nothing one can keep up with. So, what changed? [Click here](#) [link to About page] to get to know me better.

As always, [name], feel free to [email me](#). [mailto link] All your ideas and questions are welcomed.

Yours in health
XXX

EMAIL #3 – stress less toolkit

RE: You really want to open this [name] – 2 bonuses inside!

[name],

now that I've got your attention... I want to give you an extra treat!

To begin the gifting, let's talk about yoga – point 8 in your Stress Less Toolkit. Are you and yoga on friendly terms, or 'umm-no-but-I-want-to-one day'?

For a beginner, it can be intimidating to take that leap and join a class. Which class to choose, is the teacher good and how can I tell, will I not look too funny, isn't my body just too stiff, large, or old? As a yoga instructor, I say with all confidence, nobody is ever too old, too young or too anything to take on yoga.

If you're a newbie and hesitant - I've got you!

Already a practitioner, or even a seasoned one? Well, I'm excited for you to try this!

To support your unwinding and balance, I'm giving you a free 30-min yoga sequence. Yay! Download it [here](#). It's a hatha sequence, safe for all levels.

Roll out the mat and reserve half an hour of you-time.

Free yourself from burdening thoughts, release tensions in less time you'd (probably?) spend on social media after coming home from work.

Are you thinking now about the second bonus? I can read your thoughts!

Well, as laughter is another amazing tool to kick stress to the curb, I'm doing this only for you, [name]. So this was way before I became a yoga instructor. I was taking a class in Hawaii, keen student as I am, I was closely following teacher's cues. Ready myself for handstand.

Alignment in place. Intention set. I can do this. I will do this!

I swing my body up and... suddenly found all the eyes looking at my red face, as I'm lying awkwardly in front of the teacher. How on earth did I do that? No clue. But surely not by any yogic superpowers. I must have somehow gotten completely misaligned and ended up out of my mat. I wasn't hurt, not even slightly... Well, except of my bruised ego.

Laughter is liberating. It lightens the moment. So I laughed and it made others giggle too.

Now, would you like to share some funny stories of yours, [name]? Pleaaaase, do.

And till next time, do yoga and laugh whenever you can!

XXX

PS: Remember to get your gift – a [free yoga sequence](#). And tell me how it went.

EMAIL #4– stress less toolkit

RE: If you think your life needs to change... it likely does! (What to do about it inside)

Hi [name],

have you had the chance to look at – or better yet – do yoga with the sequence I've shared with you last week?

YES - How was it? NO - What stopped you from trying it? I truly want to know your answer, [name]. So I can support you in the best way possible.

The ways you could be supported by me and my programs are numerous and yummy – such as the healthy recipes I've shared last time. Today, let me bring some tips on How to identify a good coach. It's something you might be considering now, or want to save for later.

A good coach is a person that recognizes your potential and uses their skills to help you shape your vision and acquire tools to get desired results. Coach is with you along the way, holding the torch for you and keeping you accountable.

What a good coach does while helping you achieve your goals:

- Listens attentively, you feel understood and comfortable opening up
- Is observant and curious about your life and preferences
- Identifies your strengths and weaknesses
- Gives enough time to discuss relevant concerns and issues
- Challenges you gives you a clear outline of your cooperation

On the other hand, things like diagnosing or treating don't belong to coaching, nor does judgment and lack of punctuality.

Working with me, you'd never get a one-size universal formula. I know that you are unique and so are the ways your body and mind work. Instead of template-solution, lists of good and bad foods, I craft the recommendations and plan carefully for you. I've designed comprehensive programs as a foundation for our personalized 1on1 work.

I outline a path unique to you, so you can feel free, liberated – the path of Moksha. Imagine yourself free from habits and thoughts that drain you.

I've seen it many times how coaching and yoga programs change lives, in a meaningful and lasting way. [name], are you feeling like a change is needed?

Have a look at a potential gateway to your transformation

Balanced mindful living, eating and yoga, infused with self-care

Yoga and Mindful Eating
Moksha Coaching Program

[link to Product Sales Page]

[could be written in clickable image linked to Product Sales Page]

What do you think, [name]? Called to a life-changing program? Let me know.

Stay amazing

XXX

EMAIL #5– stress less toolkit
RE: “You’ve been upgraded.”

Hi [name],

do you love receiving emails about a free upgrade on your flight? I do! There’s hardly anything as fun as getting an unexpected extra comfort and care.

We’re about to do the same - this is the last email from the ‘welcome on board’ series. I’m happy to have you, [name]. So now, you’re being upgraded. You’re becoming the person I care extra about. I will be delivering delicacies – recipes and tips for your health.

You’ll get extra leg space with yogic stretches and more mind space with the tools of meditations. You’ll feel refreshed and energized after breathing exercises but minus the fuzzy tongue after (one-two too many) glasses of champagne. Do you sense the new level of your personal freedom? That’s be what yogis call Moksha, liberation. Moksha is a silver lining of my work.

Why do I boldly claim such results? Because I’ve been there and I’m invested in seeing you healthy and enjoying your life.

Education at the Institute for Integrative Nutrition plus Yoga Teacher Trainings are my foundation for preparing recipes for great food and extraordinary life. I draw from XX years of experience in coaching and teaching, having more than XX hours with over XXX clients. You can read more about me [here](#) [link to About page].

After these past couple weeks, I feel like you grew to know me better. Have you had the chance to talk to me? I understand if you’re shy, but yet – I’d love to hear from you. Let me know what worked (or didn’t) for you in the Stress Less Toolkit and yoga sequence. And/or anything else that’s on your mind.

Speak soon, dear [name] – from now on, you’re in the First Class!

Looking forward to this journey

Love
XXX