**The Email Class**

**“Hey. I made something for you.”**

*You created something that you’d love to share. Maybe it’s a free resource, like a free class, free checklist, or a free guided meditation. You want people to check this out, enjoy it (like a “free sample”), and then hire you/purchase from you…if they want more.*

*Use this email to let people know, “Hey, I made something for you. Check this out.”*

*This email is meant to go to numerous people (like a mailing list) rather than just one person. However, you could certainly send a similar message to just one person, too.*

*Here’s the sample email. On the next page, you’ll see a template (fill-in-the-blank version) that you can customize.*

2020 has been a tumultuous year, to put it mildly.

People are facing new levels of stress and pressure like never before.

I feel it, too.

If you’ve been…

- Struggling to focus because your attention is pulled in 1,000 different directions.

- Sleeping poorly because your brain is always “on” and it’s hard to unwind.

- Feeling overwhelmed, anxious, stressed, just not your best self.

- Promising yourself you’re going to walk more, exercise more, and take really good care of yourself…but somehow the day slips away and you don’t get around to it!

…I made something for you.

It’s a 35-minute class. And it’s free.

Class includes a 25-minute gentle workout to get you moving and feeling more powerful, followed by a 10-minute guided visualization to calm and center your mind.

Watch the class here. Do it alone. Or do it with your family or housemates. Carve out 35 minutes just for you. Your body will say “thank you.”

Enjoy! And if you do this free class, email back and tell me your favorite part!

<Mention something going on in the world right now.>

<How is this world event impacting people? What do people need or crave right now? Describe what you’ve noticed, or felt personally.>

If you’ve been…

- <Something your reader, listener, or client might be feeling, struggling with, wondering about, or dealing with.>

- <Another thing.>

- <Another thing.>

…I made something for you.

It’s <describe what it is>.

<Describe how to get it: watch here, click, download, whatever they need to do.>

Enjoy!

<Optional: encourage them to share their favorite part, share this with a friend, post a review, hire you if they’d like more, or anything else you’d like to mention.>