

NOVEMBER 2025 CORE EMAILS



Welcome to your core email newsletters for **November 2025!**

NOVEMBER THEME: *Holiday-Proof Habits*. Through cravings, comparison, and holiday curveballs, your clients will learn how to stay consistent by aligning habits with what their body actually needs.

Sending out quality emails **CONSISTENTLY** is one area where most business owners drop the ball.

These emails are designed to educate, entertain, build the know-love-trust, and keep front-of-mind awareness with your followers. They will demonstrate that **YOU** are the go-to expert and that you truly care about building relationships with your community.

They're **ALSO** designed to **turn your prospects into fans and eventually into paying clients**. I've had people on my email list for YEARS before they finally pulled the trigger and joined as a member. Nurturing your community will go a LONG way... and consistency is the KEY!

You'll find your **topic breakdown, sample calls to action, and email newsletters** below. Make sure to go through everything and tweak it based on your brand and messaging. You want it to feel authentic and genuine.

Go through and add your personal and business information in the **YELLOW HIGHLIGHTED AREAS** before you send them. The reference links are there for your use, but you can include them in your emails if you'd like.

If you're already in [Coach Engine](#), these have been uploaded in your email templates!

😊 Hope you love these emails and that they save you a TON of time!!

EMAIL TOPICS

Email Newsletter #1: *(Possible send date of Monday, Nov. 3)*

THEME: Decode your cravings

Email Newsletter #2: *(Possible send date of Thursday, Nov. 6)*

THEME: The power of purpose

Email Newsletter #3: *(Possible send date of Monday, Nov. 10)*

THEME: How to stop stress eating

Email Newsletter #4: *(Possible send date of Thursday, Nov. 13)*

THEME: Comparison game

Email Newsletter #5: *(Possible send date of Monday, Nov. 17)*

THEME: Baked Protein Pumpkin Pie Bites

Email Newsletter #6: *(Possible send date of Thursday, Nov. 20)*

THEME: Exercise cuts cravings two ways

Email Newsletter #7: *(Possible send date of Monday, Nov. 24)*

THEME: “Feast Mode” workout

Email Newsletter #8: *(Possible send date of Thursday, Nov. 27)*

THEME: Brain + health benefits of gratitude

EMAIL NEWSLETTERS

Email Newsletter #1: (Possible send date of Monday, Nov. 3)

SUBJECT: How to decode your cravings

SUBJECT: This is why you get cravings

Can you believe it's November already?

It's the time of year that kicks off the holiday season... and it's also when a lot of the holiday and comfort food cravings kick in.

You're fine one minute... and the next, you're standing in the kitchen, [client struggle in coach's voice – ex. "staring down the snacks like it's a showdown."]

Cravings aren't always random.

Think of them as [benefit – ex. "little messages from your body, brain, or nervous system trying to tell you something."]

Once you learn to “decode” them, you can respond in a way that actually works (instead of relying on sheer willpower).

Here are four common cravings and what they often mean:

[craving type – ex. "Sweet Cravings"]

- [cause – ex. "Low energy or blood sugar dips (especially mid-afternoon)"]
- [cause – ex. "Not enough protein earlier in the day"]
- [cause – ex. "Needing emotional comfort"]

Quick fix: [specific strategy – ex. "Pair a naturally sweet option with protein or fiber to stabilize blood sugar and mood."] Try [specific strategy – ex. "Greek yogurt with berries and cinnamon, or an apple with almond butter"].

Bonus: [specific strategy – ex. "A brisk 5-minute walk can help boost your energy and burn off stress."]

[craving type – ex. "Salty or Crunchy Cravings"]

- [struggle – ex. "Feeling stressed or 'on edge' (crunching can be soothing)"]
- [struggle – ex. "Low minerals (like magnesium or sodium)"]
- [struggle – ex. "Not drinking enough water"]

Quick fix: [specific strategy – ex. "Sip a glass of water with electrolytes or a pinch of sea salt."] Try [specific strategy – ex. "snacking on roasted edamame for crunch and minerals."]

[craving type – ex. "Carb-Heavy Cravings (bread, chips, pasta)"]

- [struggle – ex. "Low serotonin (hello, comfort foods)"]
- [struggle – ex. "Hormonal shifts (especially around your cycle)"]
- [struggle – ex. "Not eating enough earlier, or having too few complex carbs earlier"]
- [struggle – ex. "Dehydration (your brain sometimes mistakes thirst for hunger)"]

Quick fix: [specific strategy – ex. "Start with a tall glass of water, then eat a balanced snack with slow-digesting carbs + protein."] Try [specific strategy – ex. "whole grain toast with avocado and turkey, or rice with shredded chicken."]

[craving type – ex. "Late-Night Wine or Sugar Cravings"]

- [struggle – ex. "Nervous system overload ('I need to turn my brain off')"]
- [struggle – ex. "Fatigue disguised as hunger"]
- [struggle – ex. "A habit that signals 'the day is finally over' to you"]

Quick fix: [specific strategy – ex. "Swap the reward loop: herbal tea with honey, a square of dark chocolate with almonds, or a 5-minute pre-bed routine (dim lights, stretch, slow exhale)."]

Cravings are often cues...

And when you respond to what's behind them, they are so much easier to take care of.

Want to learn more about [what you coach – ex. "decoding your cravings and what to do about them"]?

Check out **NAME OF PROGRAM**.

It gives you the tools and support to [client goal – ex. "be consistent with your workouts and meals"] without [struggle – ex. "burning out or obsessing over every calorie"].

It's already helped [number – ex. "over 150"] people [transformation – ex. "go from feeling stuck and overwhelmed to confident and in control of their health"], and it's available to you, too.

 **Check it all out here.**

Make it an amazing day,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

P.S. What craving trips you up the most? Hit reply and tell me — I'll send back my favorite quick fix for it.

Email Newsletter #2: (Possible send date of Thursday, Nov. 6)

SUBJECT: When it matters, it moves.

SUBJECT: It's just meaningless.

I heard about this study a few weeks ago about the power of having a purpose...

And honestly, it has been on my mind ever since.

If you're a [avatar – ex. "woman in menopause or perimenopause struggling with cravings"], pay extra close attention...

The finding: when you have a strong purpose, everything seems easier.

Two groups of people were asked to carry a 25-lb (11.35 kg) backpack up a steep ramp:

- ① One group was told the backpack contained **important** equipment
- ② The other group was told it was just dead weight

Here's what happened: The "important equipment" group performed better and said the load felt easier than the "dead weight" group.

Why?

Because their effort had a PURPOSE.

When you have a "WHY" for doing something... a "why" that feels compelling and meaningful... your actions don't feel like work.

They feel important.

So if you've been [struggle – ex. "struggling to say "no" to those cookies every afternoon"], it's time to reconnect with your WHY.

Could it be because you want to:

 [common motivation – ex. "Lose those last few lbs and improve your blood work?"]

 [common motivation – ex. "Have more energy so you don't feel wiped out after

work?"

♥ [common motivation – ex. "Support your long-term health so you can keep doing the things you love for years to come?"]

Here's how to put this into practice:

1. Write it down.

Really think about your purpose. Maybe you already know what it is. It should be something that [benefit – ex. "lights a fire inside you of excitement or motivation"].

I'm [transformation you coach – ex. "cleaning up my cravings"] so I can _____.

Why do you want to [shift they want to make – ex. "replace foods that aren't serving my goals"]? Think about it, and find a big reason that gets you fired up!

(Want a little inspo for your "why"? Watch this video from a few years ago by a Dutch company, but consider yourself warned, you might get dust in your eyes!

<https://vimeo.com/486616446>)

2. Remind yourself.

When you feel your motivation start to flag, [specific strategy – ex. "visualize your purpose and repeat it to yourself before you begin."]

3. Anchor it to your bigger picture

Each [action related to purpose – ex. "workout"] isn't just about today. It's about [specific benefit – ex. "what you're building toward"].

When you do this, it doesn't feel so much like work. Just like the backpack in that study, you're no longer carrying "dead weight." You're carrying something important.

Because when your [action you coach – ex. "workouts"] feel important, [benefit – ex. "staying consistent gets a whole lot easier"].

Make it an amazing day,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

P.S. We specialize in helping [avatar – ex. "busy women over 40] feel [specific result – ex. "focused, fit, and stronger than ever] through [mechanism – ex. "simple lifestyle tweaks" that actually work with your schedule"]. Sound good? Let's talk!

Reply with the word "READY" and I'll send you the details.

REFERENCE:

<https://hiddenbrain.org/podcast/you-2-0-what-is-your-life-for/> (study begins at 42:50)

Email Newsletter #3: (Possible send date of Monday, Nov. 10)

SUBJECT: How to stop stress eating

SUBJECT: Sometimes you're going to eat the flippin' cookie

Ready for some good news/bad news/good news about stress eating?

- **The good news:** stress eating is not a sign of weakness... and you're NOT alone if a bad day sometimes sends you running for junk or comfort foods.
- **The bad news:** Stress eating is hard-wired into your system (thanks (?) to your hormones!)
- **The good news:** There are things you can do (starting today!) to short-circuit that wiring and take back control... because you've got goals to reach!

A quick rundown of why stress cravings happen:

When you're stressed, your body releases **cortisol** (your main stress hormone). In the short term, it's useful, but over time, it can create real havoc!

- Spikes **ghrelin** ("I'm hungry" hormone) → you feel hungrier even if you just ate.
- Lowers **leptin** ("I'm full" hormone) → it's harder to feel satisfied.
- Pushes your brain to seek quick **dopamine** hits (a.k.a. comfort food).

No wonder relying on willpower can be such a challenge!

How to spot a stress craving:

1. You're craving specific comfort foods (chips, wings, ice cream), not just "any food."
2. It's hard to stop thinking about the craving.
3. You feel mentally drained, tense, or 'wired/tired' more than physically hungry.

How to disrupt the cycle:

1 [specific strategy – ex. "Do a 10-second assessment."]

Ask yourself: "Am I actually hungry... or am I stressed/tired/overloaded?" Even this quick check-in helps you shift from autopilot to awareness.

2 [specific strategy – ex. "Do something different."]

- ✓ [specific strategy – ex. "Go for a quick walk or take a stretch break"]
- ✓ [specific strategy – ex. "Take a shower"]
- ✓ [specific strategy – ex. "Do an activity you enjoy or tackle a quick home task you've been meaning to get to"]

3 [specific strategy – ex. "Enjoy the food."]

If you still want the food... eat a small amount of it with some protein and/or fiber to offset the blood sugar spike that may come afterward.

Here's the big takeaway: When you learn to recognize stress cravings, it's a lot easier to control them!

Committed To Your Success,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

***P.S.** If you're ready to make some real changes, I have a few openings this month in [name of program – ex. "1:1 coaching program"], which has helped [number of your ideal clients – ex. "dozens of women over 35"] [what you coach – ex. "build sustainable habits that balance hormones, boost energy, and work with your real life"]!*

Reply with "READY" and I'll send over the details.

Email Newsletter #4: (Possible send date of Thursday, Nov. 13)

SUBJECT: Stop comparing. Start [client goal – ex. "making real gains"]

SUBJECT: It worked for your friend. Why isn't it working for you?

Let's be real.

Scrolling through [struggle – ex. "20-something influencers' 'what I eat in a day' videos"] isn't helping you.

Neither is copying [struggle – ex. "your friend's latest diet or workout plan"].

Or wondering why [struggle – ex. "her body responds faster while you're struggling with energy, sleep, and bloating"].

That way of thinking is a trap.

It's comparing your chapter 2 to someone else's chapter 20.

You can't copy-paste someone else's results...

Because their life isn't yours.

Their body isn't yours.

And every time you try to follow someone else's path, you get more frustrated and feel further behind.

One of my clients told me something I'll never forget:

"I finally stopped putting pressure on myself for where I thought I 'should be'... and just made the decision to put one foot in front of the other."

That was the shift.

It was HUGE.

That's when she stopped comparing herself to [struggle – ex. "perfect bodies on social media"]...

Stopped obsessing over what everyone else was doing...

And started focusing on [what you coach – ex. "what actually worked for her hormones, her energy, and her lifestyle"].

REALISTICALLY. And for the long haul.

And when she came to me, that's exactly what we helped her do:

- [program strategy – ex. "Strength training that built muscle and boosted metabolism without draining her energy"]
- [program strategy – ex. "Balanced meals that supported her hormones without cutting carbs or wine"]
- [program strategy – ex. "Simple recovery and stress-reducing habits that actually improved her sleep"]

This is actually what we help ALL of our clients do.

So if you're tired of [niche struggle – ex. "feeling exhausted, bloated, and out of sync with your body no matter how healthy you try to be"]...

We help you [benefit – ex. "rebalance your energy, hormones, and habits so you can finally feel steady and in control again"].

If that's what you need right now, hit reply and reply with the keyword "**READY.**" I'll reach out **personally**, and we'll chat about what your plan could look like.

Make it an amazing day,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

Email Newsletter #5: *(Possible send date of Monday, Nov. 17)*

SUBJECT: Baked Protein Pumpkin Pie Bites

SUBJECT: Easy Protein Pumpkin Pie Bites Recipe

If you love the flavors of this time of year, these **Baked Protein Pumpkin Pie Bites** are going to be your new go-to.

They taste like pumpkin pie straight from the oven... but with enough protein and fiber to keep your blood sugar steady... and your cravings satisfied!

They're quick to make, freezer-friendly, and perfect for snacks or dessert.

Baked Protein Pumpkin Pie Bites (makes 12)

- 1 cup (240 g) canned pumpkin purée
- 1 cup (100 g) oat flour or blended oats
- ½ cup (50 g) vanilla protein powder
- ¼ cup (60 g) almond butter or peanut butter
- 2 Tbsp maple syrup
- 1 tsp pumpkin pie spice
- ½ tsp cinnamon
- 1 tsp baking powder
- Pinch of salt

Preheat oven to 350°F (175°C) and line a muffin tin with parchment liners or spray lightly.

Mix all ingredients in a bowl until smooth and evenly combined. Divide the batter into 12 mini muffin cups.

Bake for 15–18 minutes, or until a toothpick comes out clean. Let cool for 10 minutes before removing from the pan.

These bites are soft, slightly sweet, and packed with fall flavors. Store them in the fridge for up to 5 days or freeze for up to 3 months.

Nutrition per bite (approximate): Calories, 95; Fat, 3.5 g; Carbs, 11 g; Fiber, 3 g; Protein 6 g;

Pro tip: you might want to double this recipe because they go fast.

Hope you love them!

Make it an amazing day,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

***P.S.** Healthy meals like this are just one part of the bigger picture. We're all about helping our clients create simple (but life-changing!) habits to achieve REAL results.*

If you're ready for that kind of change, [CTA – ex. "click here to check out my program" or "reply with 'READY' and I'll send the details"].

Email Newsletter #6: (Possible send date of Thursday, Nov. 20)

SUBJECT: 20-minute craving killer

SUBJECT: How to stop cravings

So many [avatar – ex. "busy women over 40"] tell me they struggle with cravings.

Well, I've got GREAT science-backed news for you:

Working out can cut junk-food cravings in two ways, both right away AND over time.

It only takes 20 minutes of moderate exercise to make a difference, according to the research from Western University.

Here's how it works:

✓ Right away, exercise quiets your brain's "reward" response to high-sugar, high-fat foods... making them feel less tempting.

✓ Over time, exercise strengthens the brain circuits linked to self-control, so willpower feels more like second nature.

This means that over time, as your brain's reward system adapts, you can actually start to *prefer* nutrient-dense foods like fruit, lean protein, and nuts. 🧠

Things to try this week:

- [specific strategy – ex. "Take a 20- to 30-minute walk whenever it fits your schedule."]
- [specific strategy – ex. "Strength or cardio 3–4x/week: Bodyweight, light weights, or cycling all count."]

Let me know how it goes!

Make it an amazing rest of your week,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

PS: If you want to surround yourself with other [avatar – ex. "busy professionals"] and your goal is to [client goal – ex. "balance your hormones"] without adding more stress to your plate...

[PROGRAM NAME] might be exactly what you've been looking for.

👉 Just reply with **READY** and I'll send you the details.

REFERENCE:

<https://news.westernu.ca/2022/01/expert-insights-how-exercise-can-curb-your-junk-food-craving>

Email Newsletter #7: (Possible send date of Monday, Nov. 24)

SUBJECT: Here's your "Feast Mode" (workout inside)

SUBJECT: 3-for-1 workout (inside)

Welcome to [program theme or name – ex. "FEAST MODE"]!

If your [avatar struggle – ex. "schedule feels as full as your plate will be later this week"], this workout will help you [client goal – ex. "fit in a full-body sweat session in just 20 minutes"].

It's called Feast Mode because it's a smorgasbord of effective moves that hit [benefit – ex. "strength, cardio, and core all at once"].

All you have to do is warm up for 4–5 minutes with some [specific strategy for the workout – ex. "light cardio, bodyweight squats, arm circles"], and then repeat this circuit 2–4 times, depending on how much time (and energy) you have.

Feast Mode: Full-Body 3-for-1 Workout

Do each move for 30 seconds, rest 30 seconds, then move on to the next exercise:

1 [exercise name – ex. "Goblet Squat to Press"]

[exercise instruction – ex. "Hold a dumbbell (or anything heavy) at your chest. Squat down, stand up, and press overhead. Works legs, glutes, shoulders, and core."]

2 [exercise name – ex. "Squat Thrusts (No Jump)"]

[exercise instruction – ex. "From standing, place hands on the floor or a low bench, step back to a plank, step forward, and stand. Quick, low-impact cardio that gets your heart rate up."]

3 [exercise name – ex. "Single-Arm Row (Right Side)"]

[exercise instruction – ex. "Hinge at your hips, hold a dumbbell in your right hand, and row to your ribcage. Your core stabilizes while your back and arms work."]

4 [exercise name – ex. "Single-Arm Row (Left Side)"]

[exercise instruction – ex. "Repeat the same row movement with the left hand."]

5 [exercise name – ex. "Plank with Shoulder Taps"]

[exercise instruction – ex. "Hold a plank from your hands, tap opposite hand to shoulder without letting your hips twist. Builds anti-rotation core strength."]

6 [exercise name – ex. "Reverse Lunge to Knee Drive"]

[exercise instruction – ex. "Step back into a lunge, then drive your front knee up as you rise. Switch legs halfway through. This spikes your heart rate and challenges stability."]

7 [exercise name – ex. "Optional Finisher: Push-ups + Crunches"]

[exercise instruction – ex. "10 push-ups and 10 crunches after each round, if you've got a little left in the tank."]

This hits [benefit – ex. "every major muscle group, elevates your heart rate, and builds core control"], without needing [problem you solve – ex. "a lot of time or equipment."].

All you need is 20 minutes and a small space!

The best part is, workouts like this aren't about [mindset shift – ex. "'burning off' a meal"]. They're about [client goal – ex. "feeling strong, energized, and aligned with your goals"].

Do it this week and you'll thank yourself later 😊

Committed to Your Success,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}

PS: If you want to join a group of other [avatar – ex. "busy moms over 40"] who have [common struggle – ex. "decided to make their health and fitness a priority"] then let's talk!

Our [name of program – ex. "group coaching program"] will give you a complete roadmap to [goal – ex. "sculpting a lean, fit body without feeling deprived"]... while giving you the support and accountability you need to keep you on track. Want to learn more?

*Reply with the word **READY** and I'll get info over to you ASAP.*

Email Newsletter #8: (Possible send date of Thursday, Nov. 27)

SUBJECT: Grateful for YOU

SUBJECT: Gratitude rewires more than your mindset...

Happy Thanksgiving!

It's the season of gratitude. And I love that about this season.

Gratitude isn't just a "feel-good" idea, though.

It's actually good for your brain. And just like any muscle, the more you train it, the stronger it gets.

Think of it like resistance training.

Every time you express gratitude, it's like a rep that wires your brain for more motivation, focus, and resilience.

Research shows gratitude lights up brain areas tied to reward, emotional regulation, and decision-making...

And over time, it literally strengthens those pathways, making it easier to notice the good even when you're facing challenges.

One study even found that people **who practiced gratitude daily had 23% lower cortisol levels.** 🙌

Try this today:

Pause. Take three slow breaths. Then name three things you're grateful for, out loud or in your head.

Need ideas? Focus on [avatar-specific guidance – ex. "gratitude for your body"]:

→ Your legs for [what you coach – ex. "carrying you through workouts or walking the dog"]

→ Your arms for [what you coach – ex. "giving hugs, lifting groceries, or prepping nourishing meals"]

→ Your lungs for [what you coach – ex. "breath, energy, and movement"]

It's a mini brain workout that lowers stress, lifts your mood, and even supports better sleep and digestion.

And here's the best part: when your brain gets used to looking for the good, it becomes easier to choose the actions that support your [niche client goal – ex. "energy, health, and consistency"].

Gratitude isn't about wearing rose-colored glasses or ignoring your challenges...

It's about reminding your brain: *hey, we've got more going right than we think.*

A few reps of thankfulness might be the kindest gift you give yourself today.

And it's true: YOU are on my gratitude list today. 💛

Committed to Your Success,

{{ custom_values.newsletter_signature_first_name }}

{{ custom_values.friendly_business_name }}