



The Niche - Holistic Health and Wellness.

This niche focuses on promoting a well-rounded approach to health and well-being, encompassing physical, mental, emotional, and spiritual aspects.

It includes e-learning content related to natural remedies, holistic nutrition, mindfulness practices, yoga, meditation, stress management, alternative therapies, herbal medicine, aromatherapy, and other holistic healing modalities.

The niche aims to empower individuals to take a proactive role in their health and achieve balance and harmony in all areas of their lives.

Who is your avatar? - Michelle, 30-55, busy professional. She finds herself very stressed and anxious 24/7 and wants to find a way to get her happiness back to find her peace.

Day To Day Life - Wakes up late, goes to work, comes home feeling exhausted, scrolls through instagram, seeing lots of people having the time of their lives, travelling and feeling fulfilled while she sits on her own knowing she has to repeat the exact same day tomorrow. She tends to think these thoughts many times throughout each day.

What is their dream outcome? - She wants peace and happiness. She wants to feel good. She wants to start a new life and a new way of living where she can work towards improving herself mentally without overthinking and with pure bliss.

Her dream outcome is to be free from the heavy stress and anxiety she is dealing with and to find fulfilment and appreciation in her life. She wishes to make more of her life, and to live her life feeling completely free from the chains of anxiety and stress. She would feel far more comfortable and proud of herself and would wake up everyday feeling amazing, ready to take on each day.

What pains do they experience in their current state and how do they feel about it? - Dealing with burnout from the corporate world, anxiety, people pleasing, confidence issues, overcoming bad habits - alcohol, drugs.

She is desperate to escape from what feels like a constant repeating cycle. She wishes there was a way she could finally take the reins of her life and pull her life back on track in terms of emotional state and overall well being. She hates her constant feelings of anxiety and stress and wishes there was a way she could tackle this, so that she can get her life back on track. She overthinks about a lot of situations in her life, no matter how small, which sends her in a spiral of fear. She struggles with her confidence when under stress and

wishes there was a way she could always feel confident. She overthinks every situation she comes across

Are they aware of this problem and if so, what have they tried beforehand? - Yes, she is constantly aware of this problem throughout each day. The only thing she has tried is searching up tips and hacks on how to improve her life, but finds nothing that lasts or that actually works. She's tried therapy to improve her stress and anxiety but that only made her feel good for the short-term and she now realises there needs to be more serious action.

What roadblocks do they face? - She lacks the guidance on how she can take control of her life. She believes it is impossible for her to live the life of her dreams without her constant anxiety and stress, but she sees all the people/influencers on instagram and feels as if there's got to be a way. However she has no clue where she could even start.

What is the solution? - Should be 1 thing - A way she can confidently and happily start taking control of her life, and her mental state including her anxiety and stress.

The Product/Service - Mental Health Coaching.

Where is my reader (mentally)? - She is currently trying to soothe the pain of her current situation with social media, scrolling, looking for ways to reduce her stress. She is aware of her problem and does not properly realise that there is a way out and needs to be shown a way out of her problem and how she can do it.

Where do I want them to go? - To enquire about mental health coaching to start improving their mental wellbeing and clarity for what they want out of life.

What do they need to see, feel and experience to get them there? - They need to see something that really talks about her current pains. Such as about an unfulfilling life and constant stress and how there is a guaranteed and realistic way to escape what feels like a record on repeat.

Copy Checklist

Heading Must have at least 2 of these

- ☐ Urgent
- ☐ Unique
- ☐ Ultra specific
- ☐ Useful
- ☐ Opportunity

The Rest of the copy

- ☐ WIIFM?
- ☐ Threat

- ☐ Intrigue
- ☐ Bold, Italics, Underlining
- ☐ Use of colours for importance (e.g Red)
- ☐ Spaced out and easy to absorb copy
- ☐ Does each line flow onto the next?
- ☐ Show, don't tell
- ☐ No Poor Man's Intrigue
- ☐ Selling an identity
- ☐ Comparison to make your offer seem easy
- ☐ Micro Agreements/commitments
- ☐ Hope
- ☐ Addressing Scepticism/barriers

CONTEXT: This is for a client as a discovery project. This is the fourth email in a welcome sequence that is giving the 4th out of 5 wellbeing habits that worsen stress. A pure value email to give massive value with a soft sell at the end. Would appreciate feedback!

SL: STOP consuming this fat building drink

A recent study shows this delight of a drink is causing an increase in belly fat and contributes to major stress levels.

And most hard workers never realise that this is a huge problem to their stress levels!

With the culprit being...

Diet coke and the **artificial sweeteners** within it.

And I can hear your frustration already, but here's why artificial sweeteners are making you gain weight:

→ Increased hunger which leads to overeating and snacking

→ Cravings for higher calorie foods

→ Artificial sweeteners are very addictive, making your body crave more

So how can you remove diet coke and other artificial sweeteners from your body?

→ Always check your food and drink labels to never be tricked again

→ Stick to drinks that are FREE from artificial sweeteners

→ OR if you're struggling to get off diet coke, then decrease your volume of diet coke overtime until the cravings are gone

Apply these changes and reach out if you have any further questions!

Look out for the 5th stress-building habit titled:

"Why "Alone time" is dangerous for busy professionals"

P.S. Need help getting your mental health back on the road again?

Book a FREE 1 hour Holistic Coaching Session [HERE](#) to take your mental health back!