

EMAIL #2 ON THE SECOND PAGE - BRIEF TARGET MARKET DESCRIPTION ON THE THIRD PAGE

Email #1:

Subject Line: Hey, Let's Get Started!

Hey, I'm Tara!

I wanted to say hello and give you a very warm welcome to my email list.

I'm here to...

Help you break free from your toxic relationship...

Put an end to the poor communication, lack of feeling heard, the struggle to move on from betrayal, and the ugly, disrespectful fights...

And provide you with the healthy, happy relationship with the clarity and validation that you have longly desired.

Every so often I'll provide you with how-to's and tips to finally break free from toxic cycles and failing relationships.

Until then, stay on your toes!

Love, Tara.

Email #2:

Subject Line: Toxic relationship => healthy, happy relationship

Hey, Tara here!

My own love story wasn't always so easy. I used to be stuck in a failing relationship.

Humble brag... I now have a wonderful husband.

Here's my story:

My marriage was spiralling down the drain, and I couldn't seem to stop it.

I tried working harder on the relationship...

Find a book, meet a counsellor/coach, practice new tools, attend a retreat, attend a couples group...

As you would expect, nothing I tried seemed to work.

And in the end, I made the painful decision to leave that marriage.

Fast forward to today, I now have a wonderful man by my side who shares my views on relationships and meets me half-way (our marriage is one of my greatest joys).

And, it's my mission to show you what brought me from the failing relationship I was in to the healthy, happy relationship I'm in today.

(Hint - it involves developing the necessary perspective on relationships that will allow you to heal).

[It's exciting, it's something new, and it really sets you on a new path](#)

Women who are stuck in toxic relationships

In a never ending cycle of 'toxic patterns'

Women wanting to get out of a current toxic relationship or escape the loop of previous, multiple toxic relationships.

Desire a healthy and happy relationship with clarity and validation (they dream of)