

The monthly newsletter covers aspects that are included in every newsletter.

It is important that there is as little text as possible in this newsletter,

each topic has a button that goes to the site.

You can read the whole story on the site, which is good for you the SEO and also makes the newsletter compact and therefore attractive.

GOAL:

The purpose of the monthly newsletter is primarily to continue to appear in the customer's face. This provides a "touchpoint" in the overall customer journey. The more of these touchpoints we have and the better they are, the sooner we can count on conversions.

In this newsletter we want to actually help the customer through advice.

In between they will be treated to promotions, but they do not realize this due to their enthusiasm for the topics.

Answer these questions detailed as possible

1. Who am I writing to?
 - 18-25 young adults that strive for health improvement or maintenance
2. Where they are right now?
 - They have been 1 month within Miverna and they check the newsletters on what's up with Miverna
3. Where do I want them to go?
 - Redirect them to the website from each topic
4. What steps do they need to take to get there?
 - I need to make it intriguing as possible without making it sales cliché so that they will have trust in between

To Do Step-By-Step checklist

- ☒ 1. ~~Come up with ideas to write~~
- ☒ 2. ~~Look at Monthly Newsletters Examples~~
- ☒ 3. ~~Begin with Writing and do it through out with OODA looping~~
- ☒ 4. ~~Review your own work and go through the 1-5 steps in the notes~~
- ☒ ~~Send to G's to review it~~
- ☐ Send to Client

Ideas:

1. Summary of this month with blog post, keep it short and use pull marketing make the CTA interesting and intriguing for the reader to go to the website and see the full blog/event that happened

2. Advices on a holistic way for healthier life and health journey.
3. Per each topic give the advice
4. At the end of the email just make them intrigued and interested about the upcoming emails

Remember: Email has main 3 Aspects inside, Product, Company and Recipes

The Email 

Headline: "3 Holistic Tips for Your Health Journey This Month"

Hello [Name]!

Welcome To This Newsletter

What Have You Missed Out?

This month, we've explored the benefits of organic supplements for your health. Let's take a look back to summarize how it could help you?

[image for reference] **Why are Organic Supplements Beneficial for a Holistic Health Approach?**

Organic supplements are a type of medicine that don't contain harmful toxins, unlike conventional medicine. Therefore, they give much better approach to your overall health, for example: Ashwagandha as a perfect example for an organic supplement.

A practical tip for your easier approach with organic supplement to your body is to begin with lower dose of Ashwagandha (250mg, half of the capsule) and increase it gradually to tolerate it.

[READ MORE]

[Image for reference] **Why is Ashwagandha a Perfect Example?**

Ashwagandha is a perfect example because it's a natural herb which manages your body stress. It's an organic supplement that allows you to improve your health holistically.

A practical tip for maximizing the benefits of Ashwagandha is to take 500mg in the morning because your body can absorb the benefits substances more effectively.

[READ MORE]

[Image for Reference] **How Can These Benefits Improve Your Health?**

Ashwagandha offers a wide range of benefits, but the most crucial ones include *stress reduction* and *improved physical performance*, to its ability to regulate cortisol levels).

A practical tip is to combine Ashwagandha with shakes for enhanced physical performance, due to improved absorption and delivery to your digestive system. You can find delicious recipes with Ashwagandha on our website. Find delicious Ashwagandha recipes on our Website.

[READ MORE]

Why Would You Choose Ashwagandha At All?

The ultimate benefit of Ashwagandha is its ability to enhance your progress on your entire health journey. No matter how fit you are, Ashwagandha will give you a boost in everything. For more of healthier lifestyle, Ashwagandha is your friend. By understanding a holistic approach on health and using organic supplements is a part of a healthy lifestyle. So therefore. you can achieve a balanced and fulfilling life.

[subscription and newsletter information, etc]