

The research is below.

Email #1

Welcome email. No lead Magnet

SL: I Am Thrilled You're Here

Hey, beauty!

I am so glad you joined my <Name of company> community, a healing space for all.

You will be receiving all kinds of valuable emails from me for being part of my group.

- Free yoga classes to help you embark on your wellness journey and live a healthier life.
- Natural recipes to heal and care for all of your women's health concerns.
- Tips, sharing everything I've learned during my healing journey to help you live the happier life you want.

Your goal and my goal is to transform you into the healthy and confident woman you want to be.

And to get started with the first step, I encourage you to keep an eye out for the next email that I will send you later.

From now on you are not alone.

Cheers,
<Owner's name>

Email #2

Value Email - This email is promoting a Youtube video.

SL: The Key To Success is...

Hey, pretty.

Did you know...

There is only one key difference between you now... and the successful woman you aspire to be?

And guess what?

Successfully practicing this skill let me escape innumerable weeks in the hospital and live a happy life with 2 kids.

This well-known but not that well-practiced skill is called...

...

..Consistency.

Surprising, isn't it? It sounds so simple.

But here's the thing you should know...

Consistency decides whether you'll exercise regularly or not.

Consistency decides whether you'll stick to your diet or not.

Consistency decides whether you will find success in your career or not.

And it's consistency that shapes your overall happiness and well-being.

In today's email, I want to share 4 simple tips that will help you achieve consistency in everything you do.

You'll be shocked at how good you will get at ACTUALLY doing the things.

It all starts with a change of mindset.

If you are the woman who is ready for growth in life...

and if you're done letting the days slip by without taking action.

Then I suppose giving 6 minutes of "Me Time" won't hurt.

[Click Here To Experience The Satisfaction Of Taking Real Action](#)

Dream State

Pain State

Youtube comments:

I was diagnosed infertile at 19, I was told never gonna have kids never had a regular period, and pretty much checked off all the symptoms of PCOS BUT last 2 months we celebrated my daughter's first birthday conceived naturally with herbs remedies

I was diagnosed with ovarian cyst for to years and just like you, they wanted to put me on contraceptives due to my abdominal pains but it was not an option too. After coming across your video I did as you prescribed and today due to severe abdominal pain I went to the gynecologist and the scan indicated that the cyst **has ruptured**. Thank you so much and I pray this video lands in the hands of all those desperately in need of help.

It's only been 4 days and I see and feel a big difference a lot less bloating & discomfort. My ovaries felt a little aggravated for the first 2 days but I guess that's just the mix working on them. I feel great I'll be back with my positive pregnancy update pray for me

I started doing more dairy a few months ago because I have osteoporosis & I hate calcium supplements. Well then I developed acne. I've never had it & didn't make the connection. I stopped most dairy, certainly milk & I haven't had a prob AT ALL in almost a week. I had been having flare ups every 3-4 days. Maybe it's the hormones in milk, not sure, but wow what a diff!! Thank you for your beautifully encouraging words!

I needed this... i struggle with depression & to be honest, i feel like there's two versions of me... the one i am & the one i want to be... i wanna be put together & looking nice but i get so lazy & unmotivated. This video helped provide some tips that i feel like i can actually do

This is such an important topic. As someone who has been battling depression ever since around the age of 13, lockdown fucked me up even further. I would go to sleep at 6am and wake up at 6pm and still feel awful, I wouldn't eat and I lost so much body mass and couldn't even go on a walk around the block because I didn't have the energy. Couldn't even get myself into the shower or to make breakfast, I'm getting a lot better now and it all starts with mindset. I'm 19 now (20 soon) and went into lockdown at 18, **I realised that I don't want to look back at my life in 5 yrs and see myself depressed in my messy room down on life.** It's so hard everyday getting up and working out and drinking 2Litres + of water & trying to eat 3 meals a day but it makes you feel so much better. I don't know who is dealing with this too but I urge you to make the most of your time now because although it feels like life has suddenly stopped because of rona it hasn't and it's your decision what you want to do. If you want to waste this time or use it to become a better you or work towards your goal maybe. God loves you enough to create you & give you food and water and a beautiful home to reside in so take care of yourself because you deserve it and remember your never alone

I get excited thinking about self-care, giving myself attention and ME time, but I usually talk myself out of it with negative thoughts about myself. I feel foolish thinking someone like me can do things like taking a relaxing bath and putting on make-up. I tell myself that is for the pretty women who value themselves and know their worth. The women who deserve it. I can't see myself that way. Failed relationships and failed goals have made me feel like a failure. Currently, I've made so many mistakes in my job because of my depression that I'm ashamed

to ask for help or question whether I should just quit. Even though I won't make as much money somewhere else and I am in too much debt to afford that. I don't know if it's dumb to pick my mental health over a career. Once I tell my boss of all my lingering mistakes, I'm afraid to get fired or look bad because my mistakes have been forgiven many times before. I feel constant stress and anxiety over what to do. I wish it would all just go away. I keep letting the days go by without taking action. Only to frustrate myself even more. Thank you to anyone who read this. It turned into a whole venting session.

Thank you for this video, anxiety and depression can be so overwhelming especially when you don't know the cause and everynight you cannot sleep and experience constant fear. Doctors give you anti depressants but I believe the natural remedies you mentioning are more helpful.

Target Market Research

What kind of people are we talking to?

Women

Age: –

Women who are struggling with health or mental problems and want to change their life for good.

Wellnessniche.

Painful Current State

Ana, 25 years old.

Ana in her early twenties is a girl and since lockdown, she has been battling depression.

Ana would oversleep sometimes and still feel tired and awful. Her diet is bad and she is not eating regularly.

Because of these reasons, she lost so much body mass that she doesn't even have the energy to walk around her block.

The simplest task like preparing a meal, walking, and taking a shower takes a toll on her body.

Ana's fear is not to look up after 5 years and see her depressed in her messy room down on life.

She wouldn't want to still be in her room, laying on the bed, hugging the sheets, and gazing with the same dimly lit eyes. She wouldn't want to not be in the present and don't have the luster like every young woman, hungry to see and feel the world. However, her mind was constantly searching for a piece of calm amidst a storm.

She wouldn't want to feel how time and day are slipping through her fingers like grains of sand, each grain being a lost day, a missed chance to follow her ambitions, and a betrayal of the precious hopes and dreams she clutched dearly in her heart since she was a child.

Ana is afraid of not changing and losing her life like that.

Ana is angry at herself because she is repeatedly talking herself out of negative thoughts about herself. She feels frustrated that she is not taking action and engaging in self-care activities like working out and even putting on makeup.

She is even feeling foolish just by the thought of her doing these types of

activities.

She would tell herself that these kinds of activities are for the pretty women that value themselves. The women who know their worth and deserve it.

She can't see herself that way.

She has been failing in terms of work and relationships and these defeats make her feel like a failure.

She is feeling ashamed and not even worthy of asking for help or questioning whether she should just quit her job.

She cannot quit because she won't have money income, Ana is too in debt to do that.

Ana is lost, not knowing if it's dumb to pick her mental health over a career.

Frequently making mistakes in her job because of her depression, Ana is afraid to share her mistakes cause she can get fired or look bad because she has been forgiven too many times before.

Ana feels constant stress and anxiety over what to do. She just wants everything to go away.

Ana is ashamed and frustrated because she keeps letting the days go by without taking any positive action to improve her mindset and herself.

She is feeling overwhelmed by her anxiety and depression, especially because she doesn't know the cause and every night Ana can't sleep and experiences fear.

She doesn't believe in doctors because in her eyes, everything they can give you is anti-depressants.

She believes in natural remedies.

Desirable Dream State

If Ana could wave a magic wand, then her life would look like this:

Ana's day would start happy and energized, ready and excited to finish whatever she has to do that day.

She is feeling good because she slept well, without having any worries or fears, just peacefully sleeping.

Ana is always excited when she thinks of self-care and giving attention to herself. She knows that exercising and keeping a good diet is hard, but it just makes her feel so much better.

Ana would feel good in her body and she will have the self-esteem and confidence like the "pretty" girls she sees on Social Media all the time.

She would go out with her friends and family to have a good time, Ana would actively talk and bring positive energy to the group.

Ana is not doing any mistakes at work and she even got a promotion because of the perfect work she has been doing lately.

She would see that her boss and colleagues are shocked by the sudden change and improvement of herself.

Ana would imagine how she is walking into the office with a confident smirk on her face, while gracefully carrying her well-kept body. She would also have the radiant eyes of every ambitious woman in her 20s.

Ana would imagine her clean room and how free she is feeling because there is no depression holding her back to continue her life and goals.

She is always keeping the promises and tasks she had intended to do on her daily list and Ana is feeling like she is doing something good with herself and her life. Ana is finally feeling fulfilled by the end of the day.

Ana would also love to have a clean face and a good body that will attract every

male eye when she walks around the block. She would feel that she is worthy of attracting males

She would feel pretty and not down on life, but rather high on life.

Values and Beliefs

Ana believes that she has depression but doesn't know the cause of it.

When she is not doing what she wants and fails at certain things, she usually talks herself out of negative thoughts but deeply she knows that it's her fault.

Ana tried to work out but in the end, she gets demotivated quickly and when she thinks of all the self-care queen things, Ana feels foolish because she thinks that she doesn't deserve it.

Ana thinks that self-care and natural remedies are the best because all doctors can give you is pills and not a long-term solution.

They respect the ambitious and pretty women who take care of themselves, respect themselves, and help others be like them. High value and ready to pay attention to themselves.

She respects these types of women cause she feels they're doing something positive in life and also because she wants to be like them.

Ana despises that she is not taking any action and always blames herself.

Ana hates when she is lost and doesn't know exactly what to do in her life and career.

She values natural solutions and not doctors, or one-size fits all things.

