

Assignment: write a welcome email sequence (3-5 emails) driving readers to purchase the associated product SWIPE file product “We canned a feeling”

Email 2 in Welcome sequence

Hello again!

So how did you enjoy your Recess Mood?

Which flavor did you try?

I personally enjoy the Strawberry Rose.

In my last email I shared with you the benefits of L-theanine.

In this email, I will share with you the 2nd key ingredient

Lemon balm.

But first, I want to share with you a little of my story.

My name is Renee.

And I am nearly 100% stress free.

This was not always the case.

I grew up in a family where both parents lived with extreme anxiety.

They taught it to me.

Yes.

Anxiety is a learned character trait.

I believed as I was taught.

Anxiety is an emotion which cannot be cured.

This blatant lie cost me hundreds of dollars in counseling.

Which did not work, by the way.

In fact at one point my “counselor” cut me off due to me dating someone she did not approve of!

Talk about causing a panic attack!

I had bad panic and anxiety attacks.

I would wake up trembling uncontrollably.

And I could not fall asleep.

You know, all those non-existent shadows.

Oh, you don’t? Lucky you!

Once I understood it was a learned trait I went to work.

I refused to turn to medications.

The few I had tried made me feel worse.

I turned instead to natural health.

Teas

Herbs

Non alcoholic drinks

And within 5 years I went from having daily panic attacks

to having one every blue moon!

And mild ones at that.

There is hope for you!

Now back to my promise of sharing about the 2nd key ingredient in Recess Mood!

Some of the health benefits in Lemon balm are as follows:

“Ingesting lemon balm may help individuals who experience insomnia or have difficulty falling asleep and staying asleep.” -Medical News Today

“To relieve stress, lemon balm can help lower anxiety and nervousness. Some research has shown that lemon balm extract can improve one's mood and attention.” - Web MD

You are doing great!

You made the brave choice to try something new.

In turn, you will find it will help ease the tension you have.

And may even reduce your anxiety and sleeplessness.

This is super exciting!

How would a life free of anxiety and stress look for you?

We will discuss this in my next email.

I will also share the health benefits of the 3rd key ingredient in Recess Mood.

Until next time,

“Fear of change is a human instinct. Embracing change is a superhuman ability.” Justin Kan