

Welcoming sequence

Welcoming letter with FV -> HSO -> DIC or PAS -> DIC directly about the product

1. Welcoming letter: SL: Your 5 simple steps to fall asleep in minutes

Hey, Sally. (Name from my Research)

Thank You for signing up to our Newsletter

We are happy to have You here.

Without squandering any more of Your precious time

[Download the 5 steps guide on how to relax and fall asleep in under 10 minutes.](#)

P.S. Make sure to keep an eye out for emails, as in the next one, we will uncover a shocking truth.

2. HSO: The hidden truth behind why you are unable to cool off.

Here is the shocking truth about relaxation.

I had to find that out myself, the hard way...

I am living a very high-paced life that involves intense situations and stress.

I am a firefighter, and you can imagine my days' intense.

A lot of times I see the destruction of fire and devastated people that I or my colleagues are helping.

I get back home having given all my mental and emotional energy away.

And often I have no energy left to comfort myself.

I have tried many various tricks and tips to relax better- from breathing techniques to not eating dinner before I go to bed.

Sometimes it worked, other times it didn't and I needed a solution urgently.

As this lifestyle was driving me nuts!

Tried some pills to fall asleep and calm down, but I know that over time there is a possibility to develop an addiction to it.

So I had to find an alternative.

For the whole week, I did everything in my power and searched for a possible solution.

I realized that the cause of my anxiety can be something within my body and not only the impact from outside.

Anxiety can be caused by various factors but one of them **was a lack of minerals.**

I never thought that some minerals can directly impact my ability to relax!

But enough for today, we have to take it step by step.

Keep an eye out for my next email in which I will point out the exact matters that can lead to better and easier recreation.

3. DIC: 3 minerals that will fix your ability to recreate.

At first, hearing the word recreation can immediately link to CBD or weed-something that is psychoactive.

However, that is **not true** at all.

The secret to relaxation lies in the substance within our bodies.

Yes, CBD can help but it is expensive and not as good as a few basic ferments.

It turns out that the responsible ferments to relax are melatonin and serotonin.

This duo is directly responsible for recreation and happiness.

And the 3 minerals stimulating the creation of *melatonin and serotonin* are...

Magnesium, adaptogens & electrolytes.

The only question left to answer is:

How to consume these minerals without having to buy expensive pills?

And then my research has led me to a key answer.

A solution, that I will share with you in my next email.

4. DIC: The easiest way to relax!

The so-called relaxing ferments *melatonin and serotonin* are already secreted in our brains.

And we don't have to buy expensive pills to consume the ferment.

The 3 key elements in stimulating these ferments- *Magnesium, adaptogens & electrolytes...*

Can actually be found in one place and at a very reasonable price.

[Recess Mood drink](#) is a fizzy drink that linked all the puzzle pieces together.

Containing the 3 key materials for the best recreation.

And that is not the best part.

Recess drinks are made like your favorite alcohol cocktails, just without any alcohol.

This way you will strengthen the relaxing feeling as if you were on a holiday in your daily life.

But just as tickets to an exotic holiday...

These drinks have a very high demand.

Therefore if I were you I would hurry and...

[Click here to discover the relaxing drink for the easiest recreation](#)

Research:

https://docs.google.com/document/d/1OMbd5URL4afKf_Zkyq2owCUgvecNxlurIzMZTyX9QUw/edit#heading=h.ci0nw5yae5sk