

DEV SAVADIA

FREELANCE COPYWRITER

**Hey! Scroll through some of my pretty recent work which I am simply proud of. Enjoy!**

**Email 1: Value Email written for a health coach and plugged into her 1:1 call offer**

**Subject Line:** fighting sugar cravings is easy if you do THIS

**Copy:**

“Let me have it this time, and starting tomorrow, I will be healthy and won’t eat it again.”

Said every person who wanted to quit sugar.

And maybe that’s you as well, \*first name\*.

Just when you think you’re going to take charge and quit sugar for good or rather control it,

The cravings come barging at your door and soon enough....

You’re found gulping all those conventional desserts down hastily as you just lose that control because....

The wave of the cravings was just impossible to be calmed down.

It makes you feel like doing this....



And what happens next?

You feel guilty all day about this decision and believe that tomorrow is the day you're going to change.

But alas, before you realise it, you are already fallen into this vicious trap.

Until today though....

As you can finally know how to beat sugar cravings black and blue.

Enough with that daydreaming of your favorite pie, croissants, and whatnot.

If you don't know....

Artificial sugar or refined sugar is the enemy of your gut and brain, and can wreak havoc on your immunity.

Also, it's one of the many reasons why your weight loss might not be happening and your skin isn't glowing.

This is a tough reality to accept, but...

Controlling your sugar cravings is more difficult than you think and that's why today...

I want to share some of my favorite personal tips with you that can help you do so:

- **Break the association**

If you always crave a sugary snack mid-afternoon while you're in your office, try taking a walk at that time.

You need to decondition yourself so that your brain no longer links that moment in your day with sugar. Do something opposite, like star jumps, breathing exercises or a ginger tea.

- **Consider the healthy UPGRADE**

I talk about this in all my books and my latest course the Natural Healing Transformation provides a Foods Swaps Bible. I've never seen anyone just give up all processed foods going cold Turkey or the deprivation process. If you have something else to satisfy you, you will be excited about that and avoid even thinking about the bad version. Chocolate for example, make it yourself at home or buy one of the many amazing brands I recommend that's sweetened with coconut sugar or dates and is made with wholesome cacao and no dairy. Also sometimes you can satisfy your sweet tooth by choosing a food that's naturally sweet, such as bananas, raspberries, grapes or blueberries.

To make fruit taste even sweeter, try freezing it.

- **Pinpoint your sugar pitfalls**

Try to get the bottom of what typically triggers your desire for something sweet. Often, it has got nothing to do with hunger.

Do you reach for a treat when you are anxious? Lonely? Bored? Give yourself a moment to really think about what is driving your cravings.

Once you have figured out, seek alternative ways to handle those cravings. Maybe it's listening to music, reading a book, or watching a favorite TV show.

- **Choose whole foods**

The closer a food is to its original form, the less processed sugar it will contain. Food in its natural form, including fruits and vegetables, usually presents no metabolic problems for a normal body, especially when consumed in variety.

- **Drink a green juice daily**

This concept is called crowding out. You will provide your body and brain with so much nutrition that you can't help but feel better and are less likely to have an impulse to grab something sugary. The more nutrients in your body the less likely you are to need a quick sugar hit.

Green juices also really help curb those sugar cravings as it provides just the right balance of water and minerals to increase your body's overall hydration!

Do you want to get another email where I tell you my favorite foods that can help fight sugar cravings? Reply to this email with a big fat "YESSS" and let me know.

Cya, I am off to catch my flight as I am returning back to the US today. It's been such an amazing trip in Spain the past month.

Rooting for you always,  
Dawn.

## **Email 2: workshop launch email**

**Subject Line:** your health is in your hands, \*first name\*

**Copy:**

“This is impossible. It's never going to happen for me.”

Is this what you say in your mind when you try every single thing but still don't see success in overcoming your:

- Digestive issues
- Hormonal imbalances
- Weight gain
- Unexplained fatigue
- Low energy levels

Then, it's time to change your story and make your transformation happen, \*first name\*, as....

The doors to my all-new [LIVE 3-MONTH DETOX STRATEGY WORKSHOP](#) have just opened.....

For the first time ever, I will be sharing the exact 3-month detox strategy that has helped me lose 15 stubborn pounds, heal my tumour naturally, and fix my digestive issues permanently over the last 14 years.

Detox indeed changed my life, and it can change yours too, \*first name\*.

The thing which most of us are doing wrong is....

**We always focus on doing extreme kinds of diets or workouts thinking that it will heal everything.**

But, that's just scratching on the surface level as...

The real problem lies inside our bodies.

And, we tend to neglect that.

The toxins that we're exposed to are responsible for the majority of health issues we have.

Our liver and gut have a natural cleansing system to eliminate these toxins but....

They may get sluggish with time due to which toxins may not be fully eliminated.

And, that's where DETOX comes in.

Detox enhances cleansing your liver and gut inside out so that your body can get rid of the toxins faster and you can...

Finally feel relieved of all the health issues forever, \*first name\*.

And, it's 100% possible and natural!

That's why I want to take a step forward and help you uncover the power of detoxification and how it could do wonders for your health in my upcoming workshop.

In the workshop, you will be learning:

- What is detox exactly and how you can get started
- A tailored gut and liver detox program you can follow for the next 3 months to achieve your best health-self
- The EXACT detox foods and recipes that worked for me to holistically heal my health
- A maintenance diet plan that you could stick to once detox is done

After the training, you will be on your way, \*first name\*, to witness:

- Enhanced weight loss
- Better moods
- Elevated energy levels
- Free from all the gut health issues
- No more hormonal imbalances

The workshop is happening on this 31st of August, Monday at exactly 6:30pm EST.

And, if getting your health back in track naturally is one of your GOALS before this year ends, then...

[Save your spot for my 3-month detox strategy workshop](#)

It would be the most gratifying thing you would do for your health, \*first name\*.

Your health is indeed in your hands.

3 months from now,

You can either choose between....

Worrying about how you can fix your health and feel overwhelmed about it...

Or

End this year on a grand note and celebrate the most cherishing health you will have achieved....

What would you prefer, \*first name\*?

Love,

Liana.

P.S. - Have any questions related to the workshop? Hit me a reply and let me know.

**Email 3: For promoting a gluten-free pasta brand while highlighting the problem of what commercial pasta can do to your body**

**Subject Line:** the pasta your gut loves, \*first name\*

**Copy:**

Hey \*first name\*,

**We all have a love affair with pasta, don't we?**

Have a big bash at home tonight; let's make some pasta.

The inlaws are visiting today; let's make some pasta.

There's nothing to make today; let's make some pasta.

Every situation is a reason in itself to cook some delicious pasta.

Well, who doesn't love pasta, right?

**But now, have you ever took a second and looked at the labels section of the pasta?**

If you see, commercial pasta contains artificial additives, preservatives, genetically modified ingredients, gluten, and zero to negligible nutritional value (something you need to avoid).

I know it's tempting to stand in front of the aisle and buy that super-saver \$5 pasta deal from those commercial brands but...

NO!

Don't do that. Just think: Would you compromise on the health of yours and your family?

And it's not only that...

**These commercial pastas can cause a lot of bloating and weight gain.**

Bloating? Because it's stuffed with gluten.

Weight gain? Because it has way too many calories, inflammation and no nutritional value.

But now, I understand that you just can't cut out pasta from your diet (cause we all love it a little too extra, don't we?).....

**And that's the sole reason why you need to try Explore Cuisine's delectable range of pasta (my personal favorite for a reason).**

Made with high-protein, high-fibre, and gluten-free ingredients, Explore Cuisine makes sure your love for pasta elevates even further without compromising on taste or health.

It's free from all those artificial additives and health-damaging ingredients you might not even be aware of. And, the best part?

They taste as good as normal pasta or rather they taste way better (that's my word).

Let this photo be the proof.... This is my Buffalo Penne recipe.



How good is that \*first name\*?

So, say goodbye to bloating and guilty days as Explore Pasta is here to save your day.

They have so many incredible flavours that you're honestly just going to fall for it. It's made with all certified organic and non-gmo ingredients as well. A lot of lentil and chickpea pastas out these days aren't even organic, which is a big problem because chickpeas are contaminated with glyphosate if they aren't grown organically.

[Click here to order and bring home the pasta your health will love!](#)

It's just for you if want to ensure only natural and no processed foods are going in your body just like me.

Now, that's me going off to devour in a good Pasta Feasta with Explore Cuisine. When are you, \*first name\*?

## **Email 4: For promoting an organic sunscreen product (this was also repurposed into a blog)**

Subject Line: How to know which sunscreen is safe?

Copy:

Hey \*first name\*,

These days, it's easier to forget about taking that charger or purse than it is to step out without putting that sunblock on.

Today is National Sunscreen Day, May 27th! I thought what a perfect time to talk about sunscreen with you.

Oh, this scorching heat! It's not going down any time sooner.

And if you aren't applying already, let me tell you an eye-opening fact...

Exposure to natural and artificial ultraviolet (UV) light increases the risk of melanoma - the most dangerous form of skin cancer and....

That's why it's best recommended to make sunscreen a regular part of your daily skin-care regimen.

So, extra brownie points to you, \*first name\*, if you're already getting that sunblock on whenever you're stepping out, especially to devour a good tan at the beach while you hit some waves or just to protect your skin from the harsh UV light rays.

But, now tell me...

**Did you know that some of the most popular sunscreens you might know of do more harm than good as they contain many toxic chemicals that are really bad for your skin?**

They can wreak havoc on your health, especially your skin and gut.

Not to mention....

It also harms the delicate ecosystem we often enjoy while wearing sunscreen: the ocean.

Common synthetic sunscreen ingredients include oxybenzone, octinoxate, octisalate and avobenzone which:

- Disrupts hormones and irritates skin
- Damages skin cells and worsens acne
- May cause even skin cancer
- Causes inflammation

And, that's honestly pretty scary as these products which contain these harmful ingredients are the ones that'd be found at your nearest medical store.

But, don't you worry, I have got your back, \*first name\*.

As today is Sunscreen Day, I wanted to come out here and personally recommend to you to try my favorite cruelty-free sunscreen.

It's the sunscreen which I literally can't step out without : OLITA.

Here's the difference between the conventional ones and Olita:



It's the saviour that's got your skin protected all the time as it's:

- Certified organic product
- Made with pure zinc oxide
- Made with coconut, shea butter and olive oil
- Has SPF from 30 - 50 including for baby's

To be honest, it's so organic that you could actually even eat it. Remember if you can't eat it, do not put it on your skin!

So, if you're looking for a sunscreen that nurtures and actually cares for your skin and the planet, go for Olita.

And to sweeten this even further, you can get a flat 10% on their website here by using the code: Liana

You can also shop on Amazon [here](#) and get 10% off, use the code: 10earthdiet



Cya, off to hit the beach now.

Best,  
Liana.

## **Email 5: for promoting a sugar alternative product with storytelling**

**Subject Line: nature has a sweet gift for you**

**Copy:**

Nature has its own mysteries and wonders.

Right from the incredible Himalayas to the Northern Lights, every single wonder of nature leaves us in sheer awe, doesn't it, \*first name\*?

And, there's another tale that will leave you awestruck, yet again. The tale of nature's sweetest gift.

Over a thousand years ago, a group of Buddhist monks discovered a rare marvel of Nature in the dense mountain highlands of Asia.

It was a rare superfood which was prized for its sweetness and it's ability to raise "chi".

"Chi" is a life force energy that brings balance to the mental, physical, and spiritual.

Legends say that this rare superfood even earned the nickname - "The Immortal's fruit".

And, this fruit was named the "Monk fruit."

The fruit has been now used for centuries in Asia and is said to be 300x sweeter than sugar.

And, the most surprising fact is - It has zero calories and zero carbs, \*first name\*.

Well, it has also been used for centuries in Eastern medicine as both a cold and digestive aid.

But, this rare superfood was only found in the remote highlands of Asia for ages.

Until now though.

Lakanto was born only to introduce this superfood to the whole world.

So that you and everyone can harness the power of this superfood.

And, finally replace the artificial sugar with one of Nature's favorite sugar - Monkfruit.

Well, I am thinking that you already know why you shouldn't consume artificial sugar or sweeteners. (It leads to increased inflammation, weight gain, hormonal imbalance, increased risk of chronic health diseases and more)

Monkfruit has honestly been my life-saver as they have a whole range of sugar-free snacks, sweeteners, baking mixes, syrups, and chocolates. And oohhhh, I love them all and so would you!



Just imagine how “healthy” it would feel when you finally cut down on your refined sugar intake and still fulfil your sweet tooth without the risk of it taking a toll on your health.

And, the best part about Lakanto is....

Unlike stevia, it doesn't have a bad aftertaste.

So, you can enjoy your coffee like you always have.

Or, indulge in that pastry like you always have.

And, you can do it all without ever having to worry about weight gain as it has zero calories.

Well, Lakanto's stock is moving fast and that's why....

[Check out their unique range of products and bring home the ultimate sugar alternative.](#)

Use code EARTHDIET15 on their website for an additional 15% off.

Or, use code: 15EARTHDIET to order on Amazon [here](#).

It's indeed nature's sweetest gift.

Love,  
Liana.

## Abandoned cart sequence for a healthy flour product:

The image displays two sequential email messages for 'The Better Flour'. The first message features a dark background with three bags of flour (green, yellow, and pink) and a white callout box stating, 'That's one wholesome-looking cart you've left behind!'. Below this, a light green box says, 'We noticed you have left some items in your cart, and we didn't want you to miss out. Complete your order today as our inventory often sells out fast.' The message then lists benefits: 'Here's why you should switch to The Better Flour' with icons for 'Gluten-free', 'High fibre', 'High protein', and 'All natural'. A dark blue button at the bottom says 'Take me to my cart!'. The second message has a light background with a kitchen scene and three bags of flour. A white banner at the top reads 'Last call before your cart expires!'. Below, it says 'You've picked the top-selling blends, grab it before someone else does. Get 20% OFF. Valid only for the next 24 hours.' A dark blue box contains the coupon code 'CART20' and the instruction 'Use coupon code: CART20 at checkout.' The message repeats the benefits: 'Here's why you should switch to The Better Flour' with the same icons. A light green button at the bottom says 'Return to your cart!'.

Hope you liked them!

