**52 Email Scripts For Wellness Businesses**

Writing emails to send to your subscribers is easier said than done. That's why we created our Email Scripts. Our email scripts include prompts (like MadLibs) and links to relevant articles so you can create simple, clear, engaging email messages ***fast***.

These email scripts lead potential customers to boost well-being, see your value, and make purchases. Many of the scripts focus on:

* Sharing personal things about you to build trust
* Showing interest in your readers to strengthen your relationship with them
* Offering something of value so that they want more
* Boosting your credibility by linking to high-quality articles published on your webpage.

Use these email scripts in any order with any modifications you choose:

**1. Email Subject Line:** 3 actionable tips for boosting your well-being

**Email Content:**

Hi [first name],

There are so many things we can do to improve our well-being. So where should we start?

Well, first check out this article on how to start your happiness journey [[publish this article on your website and link to it: https://docs.google.com/document/d/1GP-mkOHmjgYt20Ab6rDsStYsYUZFIHNTu6pCk7Ejv2g/edit?usp=sharing]](https://docs.google.com/document/d/1GP-mkOHmjgYt20Ab6rDsStYsYUZFIHNTu6pCk7Ejv2g/edit?usp=sharing).

Then try these 3 actionable quick tips for boosting your well-being:

1. [Tip 1]
2. [Tip 2]
3. [Tip 3]

I hope these help!

Best,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**2. Email Subject Line:** Why wellness is so hard

**Email Content:**

Hi [first name],

If it’s been tough for you to cultivate wellness, I understand. It was tough for me too at first.

I tried [something you tried that didn’t really work], [something you tried that didn’t really work], and [something you tried that didn’t really work]. But I still didn’t feel great.

But back then I was relying on some bad advice and it wasn’t helping me. It wasn’t my fault. And if you’re having trouble boosting your well-being, it’s not your fault either.

Luckily I discovered [your expertise]. It changed my life. Now I’ve helped [#] people [what did you help them achieve?].

I can help you [what can you help them achieve?] too.

Click here to learn more. [link to the sales page of your products or services]

Talk again soon,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**3. Email Subject Line:** Get a quick wellness boost with something easy and fun

**Email Content:**

Hey there [first name],

Sometimes growing our well-being feels like a lot of work, am I right?

So what simple and easy thing can you do to get a quick win?

When I just need a break from it all, my favorite thing to do is [something easy that improves your well-being fast (e.g., like a nap or walk or massage, etc…)]. But these aren’t the only ways. There are lots of other things you can do when you just need a quick refresh.

You could:

1. Go for a walk
2. Ask a friend for a hug or
3. Take a few deep breaths [or swap out these examples with strategies you believe in].

I’m curious, what’s your favorite “quick win” wellness strategy? Reply to this email to let me know.

Best,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**4. Email Subject Line:** I think you’re going to love this wellness tip

**Email Content:**

You’ve probably heard by now that social media can harm your well-being. But what you may not have heard is that it really depends on how you use it.

Social media can be bad for mental health when we passively scroll—we just end up comparing ourselves to others.

But social media can also be good for us if we use it to develop positive relationships with others. I’ve experienced this first hand. Recently, I [something you did on social media that made you feel good] and it felt great.

Do you want some more tips on how to use social media to boost well-being? Check out this article: [[publish this article on your website and link to it: https://docs.google.com/document/d/1\_362jV9MbHls3umujJ21pKXX1DFbf8LmYqVpw-zFxq4/edit?usp=sharing]](https://docs.google.com/document/d/1_362jV9MbHls3umujJ21pKXX1DFbf8LmYqVpw-zFxq4/edit?usp=sharing).

Yours truly,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**5. Email Subject Line:** This one thing made a huge difference in my well-being

**Email Content:**

Hiya [first name],

Sometimes it seems like we’re all just stumbling along wishing we were happier and healthier and then, BAM something changes everything. We discover something that really makes a difference in our lives.

For me one of those things was [one thing that improves your well-being]. When I discovered [the same one that improves your well-being] my life changed [say *how* your life changed].

My wish for you is that you have that same experience.

Just let me know if I can help.

Talk soon,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**6. Email Subject Line:** Seriously, you gotta try this wellness trick

**Email Content:**

I know that positive thinking can feel a bit too upbeat for some folks. And I get it. Being happy-go-lucky when you’re feeling crappy just doesn’t feel authentic.

But “thinking positive” doesn’t have to be like that. It’s just a tool that can take the sting out of things that feel… well... stingy.

Let me show you what I mean.

Last week [something challenging that happened to you recently] and I felt [negative emotion you felt] about it. But then I started to think about the good in this situation. I remembered that [something about the situation that you were grateful for, helped you grow as a person, or presented some kind of opportunity]. And it really made me feel better.

Consider trying this trick sometime. And check out this article if you want to learn more positive thinking tricks: [[publish this article on your website and link to it: https://docs.google.com/document/d/1YjAlUdr181vyXDa1\_rJeaAFKJognzl\_zoBRfl9fkIks/edit?usp=sharing]](https://docs.google.com/document/d/1YjAlUdr181vyXDa1_rJeaAFKJognzl_zoBRfl9fkIks/edit?usp=sharing).

With positivity,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**7. Email Subject Line:** Does this sound like you?

**Email Content:**

Hi [first name],

Do you get down on yourself? Do you have a hard time accepting your flaws? Or do you sometimes struggle with being confident?

You’re not alone. None of us want to feel rejected or like we don’t fit in. In fact, social rejection lights up the same parts of the brain as pain. So yeah, it hurts.

But when we let other people determine what we feel about ourselves, we give our power away. The truth is that there is good in each and every one of us. We just need to know where to look.

If you want to learn more here’s 4 ways to accept yourself: [[publish this article on your website and link to it: https://docs.google.com/document/d/12VJchq82En6bMTnwsUsZeqsS5Tx5LiB3DuoRJGgPyVA/edit?usp=sharing]](https://docs.google.com/document/d/12VJchq82En6bMTnwsUsZeqsS5Tx5LiB3DuoRJGgPyVA/edit?usp=sharing).

With care,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**8. Email Subject Line:** 3 wellness myths that you need to know

**Email Content:**

Hi [first name],

There is so much wellness information out there these days it’s hard to know what to believe. So it’s time to bust a few of those myths.

**Myth #1: Different wellness strategies are equally effective**

It’s true that doing anything for your wellness is often better than doing nothing. But it turns out that some wellness strategies are far more effective than others.

For example, there is little evidence that “believing in something will make it come true”. But there *is* evidence that “believing you can grow and improve *your skills* makes it more likely that you will”. These differences may seem subtle but they can make a big difference in your life.

**Myth #2: There is a silver bullet**

Growing well-being is like growing a plant. It takes time, protection from outside stress, and nutrients. That means there is no one thing that boosts well-being. Rather, it comes from a combination of things. You can learn more here: [[publish this article on your website and link to it: https://docs.google.com/document/d/1CT3wwPzT2k2brMRXQBgDxJkYkfVG3A8OaJfePs65aGc/edit?usp=sharing]](https://docs.google.com/document/d/1CT3wwPzT2k2brMRXQBgDxJkYkfVG3A8OaJfePs65aGc/edit?usp=sharing).

**Myth #3: You can boost your well-being without help**

The truth is we are social creatures. We learn and grow from each other. That’s why I aim to [discuss the product or service you offer that can help them improve their well-being].

**Why these myths are bad for well-being**

If you try to boost your well-being in the wrong ways, you might lose confidence, give up, and maybe even stop believing well-being is possible for you.

As someone who does [say what you do] for a living, this makes me feel [say how it affects you]. Because I ***know*** you can grow your well-being if you have the right tools and the right support.

Don’t hesitate to [tell them what they can do, perhaps “reach out to you” or “check out your workshop”] if I can be of help to you.

Your wellness coach,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**9. Email Subject Line:** Two ways that resilience can improve your life

**Email Content:**

Hey [first name],

Did you know that building resilience improves more than just your mood? That’s right. Resilience can also improve your health.

It’s because resilience helps us better cope with stress, and stress is a major cause of illness.

So how do we boost our resilience?

One of my favorite strategies is [one thing that helps you be more resilient]. And when I do [the same one thing that helps you be more resilient] I feel [the emotional benefit you personally get from using this strategy].

But everyone is different. So here are some more ways to boost resilience: [[publish this article on your website and link to it](https://docs.google.com/document/d/1x9cNY3mBWLpLO3fQe2uIb72Cu2FoTFARdpA47ATNJLk/edit?usp=sharing): https://docs.google.com/document/d/1x9cNY3mBWLpLO3fQe2uIb72Cu2FoTFARdpA47ATNJLk/edit?usp=sharing].

All the best,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**10. Email Subject Line:** Everything you need to know about gut health

**Email Content:**

Hi [first name],

Did you know that an unhealthy gut can cause everything from weight gain to depression to back pain?

That’s why I try to take care of my gut when I can. For example, I [something you do that is good for your gut].

What about you? Do you know how to take care of your gut? Here’s an article that might help [[publish this article on your website and link to it](https://docs.google.com/document/d/1MeT96CmJdVI1BwWOxL62SDOMYSeYc5AS_a04VW8NaBA/edit?usp=sharing): <https://docs.google.com/document/d/1MeT96CmJdVI1BwWOxL62SDOMYSeYc5AS_a04VW8NaBA/edit?usp=sharing>

Until next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**11. Email Subject Line:** Can I ask you a quick question?

**Email Content:**

Hi [first name],

Can I ask you a quick question?

How do you define happiness?

To me happiness is [something that makes you happy] and [something else that makes you happy]. For example, when I’m doing [story of something you do that makes you happy] I experience true joy.

What is happiness to you? Click reply to let me know.

Need some help thinking through what generates happiness for you? Read this article: [[publish this article on your website and link to it: https://docs.google.com/document/d/1xh4eYLQ1e3N-UTZhF46iNk7ZP-A9kfh\_VITdugzHUDc/edit?usp=sharing]](https://docs.google.com/document/d/1xh4eYLQ1e3N-UTZhF46iNk7ZP-A9kfh_VITdugzHUDc/edit).

Talk again soon,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**12. Email Subject Line:** This gets me down

**Email Content:**

Hi [first name],

I just wanted to share a quick announcement.

[Time. Like a few years ago or recently] I discovered [Cause/charity/organization you care about]. They do [describe what they do]. As a [your work title], it is so important to me to help solve this problem.

That’s why today I’m collecting donations for [cause/charity].

[#]% of all sales made from [specific product or service] will go to [cause/charity].

To contribute, check out [specific product or service]. Find out more by clicking here: [publish link URL here].

With hope,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**13. Email Subject Line:** This is how you get positive emotions to stick

**Email Content:**

Hi [first name],

Too often we let the good moments pass by without getting the most out of them. But we ruminate on the not-so-good moments, getting stuck in our negative emotions. So how do we get those “good” emotions to stick around?

The answer: Savoring.

When we savor we hold onto the good feelings, replaying the thoughts and events that created them.

And the great thing about savoring is that we can do it anytime.

If you want to learn 4 ways to savor, check out this article: [publish this article and link to it: <https://docs.google.com/document/d/1H6sNSo_rbu_AVK_Oly8B2jl8OM__Ph7pZLvLJVy1PyM/edit?usp=sharing%5D.>]

Your wellness coach,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**14. Email Subject Line:** This 1-minute tip can slash your stress fast

**Email Content:**

Ugh. Stress.

We all feel it. And way too often. We really need a vacation, but who has time for that?

If you only have 1 minute to reduce your stress, try deep breathing.

Breathe in for a count of 8. Breath out for a count of 8. Do it 3 times and you’re done.

Feels a bit better, right? And this was just a quickie. If you want to learn more about deep breathing, check out this article: [publish this article and link to it: <https://docs.google.com/document/d/1F36gApMW_-sZYr011uJKFKsi_FE1k_e6N0JVV8Vp2T0/edit?usp=sharing>].

In wellness,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**15. Email Subject Line:** The most surprising way to boost your mood

**Email Content:**

Hey [first name],

Did you know that some parts of your brain can’t tell the difference between things that happen in real life and things that you just imagine?

It’s true.

That’s why we feel so crappy when we worry about all the bad things that could happen in the future.

But it also means we can boost our mood using one thing we all have: our imagination.

Here’s exactly how to use your imagination to boost your mood during the workweek: [publish this article and link to it: <https://docs.google.com/document/d/1f_Rw1TPVyR8hKzoshaESM88QyHcMSqMO8hUNgOjk_Uc/edit?usp=sharing>].

Have a magical day,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**16. Email Subject Line:** What is the meaning of life?

**Email Content:**

What is the meaning of life? The answer is: it’s different for each of us.

One thing that gives my life meaning is [what is meaningful to you?].

What gives your life meaning?

One quick way to find meaning in your life is to think of the things that if removed from our lives would leave us feeling meaningless. Usually, these “things” are people, freedoms, and passions.

Want to dig deeper into what gives your life meaning? Here’s an article that can help: [publish this article and link to it: <https://docs.google.com/document/d/1tr-7Vkx8znNh3h3KTl3FZJBn8R4LDUci1KaJwskYRXM/edit?usp=sharing>].

With gratitude,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**17. Email Subject Line:** This is how you conquer your fear of failure

**Email Content:**

No success was ever had without some failure first. That means failure is actually a good thing. It helps us learn, and improve, and pivot. We ought to seek it out.

But most of us fear failure.

I certainly do. I remember before I did [something you did despite being afraid you might fail] I was terrified. But then I did it. Sure, there were some small failures along the way, but ultimately I [what did you achieve?].

Here are some strategies you can use to overcome a fear of failure: [publish this article and link to it: <https://docs.google.com/document/d/1vLXqqP9XpDOztKIoRr4fMA5H520aR7ZrPbNJ1rN564k/edit?usp=sharing>.]

Looking forward,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**18. Email Subject Line:** What do you think?

**Email Content:**

Hi [First name],

As you know, I strive to [what you’re business does, e.g., boost well-being].

Well, over the last few months I’ve been thinking about [some business change or addition you want feedback on, e.g., adding a new products, service, or tool].

Of course, my goal is to be helpful to you. So I’d love to know if you personally would find [same business change as above] valuable.

Hit reply and let me know what you think.

I look forward to hearing from you.

Yours truly,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**19. Email Subject Line:** Don’t learn this the hard way

**Email Content:**

Hi [first name],

The simple truth is that we all face challenges. A major challenge I faced recently was [a challenge related to wellness that you faced]. It was hard for me to overcome this because [why was this so hard for you?].

Had I known then what I know now, I would have [what you would have done differently that would be useful to your readers].

Hopefully this story can help you from learning this the hard way, like I did.

Do you have challenges that you need help facing? Don’t hesitate to reach out.

Your coach,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**20. Email Subject Line:** I hope this doesn’t shock you

**Email Content:**

I just found out that dirt can reduce depression. Did you know that? I didn’t.

But it’s true. Research has shown that exposure to friendly bacteria in soil can improve mood and boost immunity.

The scientists aren’t sure why, but they suspect that dirt bacteria can lead to release of the neurochemical serotonin in the brain. And serotonin is known to improve mood.

So I know what I’ll be doing this weekend. Playing in the garden.

How about you? How will you use this insight to improve your mood?

Until next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**21. Email Subject Line:** Good news and bad news

**Email Content:**

Hi [first name],

I have good news and bad news.

I’ll start with the good news first. I will be [talk about some new product, tool, event, bonus, or other value add you are giving them].

I’m really excited about this because [describe how awesome the thing is and why it will benefit them].

But here’s the bad news:

I’m only offering this [create some limit. You could set a time limit or require they do something to get this good thing].

Click here to [describe what you want them to do for the good thing you’ve told them about].

Hope to see you on the other side,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**22. Email Subject Line:** This wellness tip is tough but totally worth it

**Email Content:**

Hi there [first name],

I have to admit, I just can’t stay away from good food. Desserts and junk food, sure, but also perfectly ripe [your favorite ripe fruits or veggies].

Of course, I know that healthy eating is crucial to wellness, but it’s not always easy to eat healthy or even know what is “healthy”, am I right?

That’s why I decided to learn more about mindful eating. Because health is about more than just what we eat, it’s about how we eat.

Mindful eating can be tough. But it’s totally worth it.

If you’re like me and need a bit of mindful eating guidance, here’s a great article that teaches you exactly how to eat mindfully: [publish this article and link to it: <https://docs.google.com/document/d/1PccnIH9OWaIcNqAlKSkG8z8yMtXirrsDcW5jXJsB8R0/edit?usp=sharing>.]

In health,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**23. Email Subject Line:** This is the easiest wellness strategy out there

**Email Content:**

Hi there [first name],

Question for you: What’s the easiest wellness strategy?

Well, many people say it’s practicing gratitude.

That’s right. Gratitude is quick, fast-acting, and easy to learn.

It’s as simple as listing 3 things you’re grateful for.

Here, I’ll go first. I’m grateful for:

1. [One thing you’re grateful for].

2. [Another thing you’re grateful for].

3. [Another thing you’re grateful for].

Now it’s your turn. What you grateful for?

If you need some more gratitude help, here’s an article with 5 ways to practice gratitude: [publish this article and link to it: <https://docs.google.com/document/d/1_nEIysF6m9L6hzWUwEwznHk_0qqvjxjnbX_BuLr2q-M/edit?usp=sharing>.]

With gratitude,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**24. Email Subject Line:** The first thing you need to do for greater well-being

**Email Content:**

Hi [first name],

There are so many different things you can do to boost well-being. How are you supposed to choose?

Well, it’s important to keep in mind that some “wellness skills” make it easier to learn other wellness skills. So it’s better to start with those skills.

One of those skills is Growth Mindset. That’s because when we have a growth mindset we believe that we can grow and improve.

That one tiny thing makes it more likely that we ***will*** grow and improve.

Want to learn how to “grow” a growth mindset? Check out this article: [publish this article and link to it: <https://docs.google.com/document/d/1l1uLB0k-p2ijJ0OlVEqxjkjskeke93vlghJQqfBU9CU/edit?usp=sharing>.]

Onward we go,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**25. Email Subject Line:** Well that’s embarrassing

**Email Content:**

Doh! I just made an embarrassing mistake. I [something embarrassing you did that is relatable].

I just wanted to run and hide.

But then a little time passed and I started to see this experience in a new light. I actually learned [something you learned from this experience].

And it made me think. Could I start to see my present challenges in a different way so that they aren’t quite so challenging?

After this I started using a strategy is called reappraisal to find silver linings. Reappraisal can help those embarrassing, challenging, or just plain bad moments not feel so bad.

Here’s how to use reappraisal in your life: [publish this article and link to it: <https://docs.google.com/document/d/12O2Se2n8_9983rL_Ps47A6fH1twyaddZQZIkCV6kdlc/edit?usp=sharing>.]

With positivity,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**26. Email Subject Line:** New well-being trick

**Email Content:**

[Wellness topic that you have a new blog post or resource for] is so important for wellness that I just created a new, great resource: [name of resource].

It’s really helpful for people who [what kind of person is it helpful for?].

You can check it out here: [link to something you wrote or any of the wellness articles you published on your website from our toolkit: <https://drive.google.com/drive/folders/1ZOwhc7LYBASN3n2qxdIrZ2t8zKX_Skdt?usp=sharing>.]

Until next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**27. Email Subject Line:** Get unstuck

**Email Content:**

Hi [first name],

Do you ever feel like you’re just stuck, unable to get happier or healthier no matter what you try?

Boy do I relate. I [talk about a time you felt stuck in your wellness journey].

Luckily, I finally got out of it. Here’s what I did: [talk about how you got unstuck, preferably mentioning the focus of your business].

I can help you do it too. Just take a peek at [product or service that can help them get unstuck].

Your wellness cheerleader,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**28. Email Subject Line:** Can you help me with something?

**Email Content:**

Hiya [first name],

I have a quick favor to ask of you.

Can you help me [something you need their help with, e.g., their feedback, an honest review of something, help making a decision].

It’s okay if you’re not up for it. I just need some help with [favor] because [why you need the favor].

Thank you for your time!

All the best,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**29. Email Subject Line:** Everything you missed this [month or week].

**Email Content:**

Wow! What a crazy [month or week]. And I’ve got some great new stuff to share with you.

1. [New article, tool, product, event, service, etc…].

2. [Second new article, tool, product, event, service, etc…].

3. [Third new article, tool, product, event, service, etc…].

[Be sure to link these to something on your website, e.g., articles from our toolkit: <https://drive.google.com/drive/folders/1ZOwhc7LYBASN3n2qxdIrZ2t8zKX_Skdt?usp=sharing>.]

That’s all for now.

More next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**30. Email Subject Line:** Free [wellness thing that is free] for the next 24 hours

**Email Content:**

I hope you’ve been well.

I just wanted to reach out to give you this [wellness thing that is free].

It’s [describe the thing that is free]. And it’ll help you [benefits of free thing].

Because you’re a subscriber, I’m giving it to you free, but only for the next 24 hours. I plan to sell it in the future after I see how well you like it.

Download [thing that is free] during the next 24 hours by clicking the link below. [link to thing that is free.]

And if you like it, will you hit reply and let me know?

Thank you,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**31. Email Subject Line:** This could be hurting your well-being without you even knowing it

**Email Content:**

Hi [first name],

Did you know that watching romantic comedies can be bad for your well-being?

It’s true.

There’s actually quite a bit of research showing that frequent viewers of romantic comedy have more relationship challenges. This may be because these movies create unrealistic expectations for romantic relationships.

I know that I use to believe [One thing you believed was part of a healthy relationship after watching romantic comedies, e.g., big bold gestures, love at first sight, sex should be perfect]. Now I know that healthy relationships have more to do with listening, empathy, and mutual acceptance.

Want to read more about how combat the effect that romantic comedies can have on relationships? Here’s an article: [publish this article and link to it: <https://docs.google.com/document/d/1z3Ei-HIuAjrvt3IYtHwIEbduzmo1ANLYwadCKgTCD7k/edit?usp=sharing>.]

Looking forward,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**32. Email Subject Line:** Did you know that technology can make you happier?

**Email Content:**

Hi [first name],

There is so much talk these days about how our smartphones and other tech toys are hurting well-being. I have definitely experienced [example of time technology hurt your well-being, e.g., that pang of annoyance and rejection when someone pulls out their phone in the middle of a conversation].

But it really depends on how we use our technology.

We can actually use our phones in ways that are good for our mental health if we want to. Here’s how: [publish this article and link to it: <https://docs.google.com/document/d/13C0YN5Vp5O2-a9W8Cj6j-TdJcK4LKsmVdKMMmSiR0v8/edit?usp=sharing>.]

Until next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**33. Email Subject Line:** The best wellness advice I ever got

**Email Content:**

Hi [first name],

The best wellness advice I ever got was from [name, describe who this person is, e.g., your mentor, teacher, etc…].

This one piece of advice [what did the advice do for you?].

I wouldn’t feel nearly as [healthy or happy] if I hadn’t gotten this advice.

[How did you come to get this advice?].

[What was this advice?].

[What happened after you got this advice?].

What about you? What’s the best wellness advice you’ve ever gotten?

Hit reply and let me know.

Cheers,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**34. Email Subject Line:** This year in [# of words you use to describe this year in your email] words

**Email Content:**

This year was [describe your year in a few words, e.g., “bananas” or “like a rocket ship”].

So what happened with [your business name] this year?

**Here are the [20##, this year] highlights:**

**Highlight #1: [Describe this highlight in one sentence]**

[Describe this highlight. Try to include a link to something that offers value].

**Highlight #2: [Describe this highlight in one sentence]**

[Describe this highlight. Try to include a link to something that offers value].

**Highlight #3: [Describe this highlight in one sentence]**

[Describe this highlight. Try to include a link to something that offers value].

Thanks for going on this journey with me this year. I look forward to continue this journey with you in the years to come.

Onward we go,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**35. Email Subject Line:** Setting [20##, this year] goals.

**Email Content:**

Hi [first name],

The beginning of the year is a great time to set goals. We are often more motivated to start fresh and push to improve our lives.

This year, one of my main goals is [describe your goal, preferably something that benefits them].

One reason I’m telling you my goal is because we are more likely to stick to our goals when we tell them to someone. And I really want to reach this goal!

What about you? What is one big goal you have for this year?

Reply to this email and let me know. If you tell someone, the research suggests you’ll be more likely to achieve your goal. ;)

To a great year,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**36. Email Subject Line:** What does success mean to you?

**Email Content:**

Hi again [first name],

I have been thinking about what success in [your wellness niche] means to me.

Everyone defines success differently, and I hadn’t paused in a while to really think about what success means to me.

After reflecting on it, I realized [what does success mean to you? Be personal! Try to include something to do with wellness to be a good role model to your readers].

This version of success just feels right *to me*.

What about you? What does success mean to you?

If you’re willing to share, I’d love to know your definition of success.

Hope to hear from you,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**37. Email Subject Line:** This not-so-good wellness tip keeps me up at night

**Email Content:**

Hey [first name],

I usually try to be positive, but well-being is so important to me that I sometimes worry about [what wellness tip is problematic and stops people from increasing their wellness].

When people do this instead of [doing the wellness thing you think they should do], they can loose so much time and not end up getting where they want to go.

That’s why I always try to provide as much information and support as possible, to help people learn how to [do the wellness thing you think they should do].

That goes for you too. Just let me know if you need help [doing the wellness thing you think they should do].

Your rock,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**38. Email Subject Line:** Here’s what to do when you don’t know what to do

**Email Content:**

Feeling uncertain? Not sure what to do next?

Humans are hardwired to want stability. So uncertainty is actually a stressor. That means that when something is uncertain, we not only feel crummy, we have a harder time thinking straight and making good decisions.

I know that when I [example of time when something was uncertain and stressful in your life], it totally threw me for a loop.

Luckily, there are strategies that can help us better tolerate uncertainty. So if you’re struggling with the unease of “not knowing”, check out this article: [publish this article and link to it: <https://docs.google.com/document/d/1gA1Y3ODtINqsVQix99xmpPwCLeBv2bKNK-mZra-z4wo/edit?usp=sharing>.]

Until next time,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**39. Email Subject Line:** This just might be the most important part of growing your well-being

**Email Content:**

Hey [first name],

There are so many things we can do to boost our well-being. And almost all of them rely on self-awareness. (Check out this article to learn more: [publish this article and link to it: <https://docs.google.com/document/d/1goTcXpMCUGXwdDfYfWfJib292eyyvdimyOc5zvOgCKQ/edit?usp=sharing>.]

We just need to know about ourselves, our needs, our weaknesses, our passions, etc… to make wise decisions about how to improve our wellness.

In fact, I remember when I became aware of my [something that you became aware of and it helped you improve your well-being, e.g., maybe you realized you were self-sabotaging, that you were allergic to a food, or had a bad habit of criticizing the people you love], it totally changed my approach. And I started doing [what did this realization lead you to do more effectively?].

That’s just one example of why self-awareness is so important.

What about you? Was there a time when you learned something about yourself that changed everything?

With reflection,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**40. Email Subject Line:** Do you have a microbiota problem?

**Email Content:**

Hi [first name],

There has been so much interesting research lately on our gut microbiota (the bacteria that live in our gut). And it turns out that our gut microbiota affect more than our digestion—they affect our mental health too.

Bad gut microbiota can affect our mood, leaving us feeling depressed or anxious. And healthy gut microbiota can help boost serotonin, helping us to feel happier.

That’s why it’s so important to take a closer look at our guts. Here’s an article to help you started: [publish this article and link to it: <https://docs.google.com/document/d/1b0fpMXxz-dNT49P-_q3vr7rclhMDQI_VN3wccLaAIu8/edit?usp=sharing>.]

Cheers,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**41. Email Subject Line:** The 10 best wellness articles this year

**Email Content:**

Hi [first name],

Over the last year, we’ve put out some great content. But I know you’re strapped for time, so here are our 10 best articles of the year.

#10 [Article Title] [link to content you wrote or any of the wellness articles you published on your website from our toolkit: <https://drive.google.com/drive/folders/1ZOwhc7LYBASN3n2qxdIrZ2t8zKX_Skdt?usp=sharing>.]

[Optional: Include a one-sentence description or say why they might like it].

#9 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#8 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#7 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#6 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#5 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#4 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#3 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#2 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

#1 [Article Title] [link to content]

[Optional: Include a one-sentence description or say why they might like it].

Enjoy,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**42. Email Subject Line:** Something big has changed

**Email Content:**

Hello [first name],

Something big has changed in my life. I was previously working hard on [your previous business focus or project] but now I’m going to be focusing more on [your new project].

It’s a big decision, but after much thought I feel this is right for me because:

* [One reason why you’re shifting your focus].
* [Another reason why you’re shifting your focus].
* [Another reason why you’re shifting your focus].

I look forward to sharing more about this, and I’m working double time to get this to you soon.

It feels great to be working on this because it is in alignment with my purpose and [your new focus] can help so many of you. So I just had to give you a heads up.

More soon,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**43. Email Subject Line:** Free [Resource name. A tool, download, PDF, etc…]

**Email Content:**

Hey there [first name],

What have you been up to?

I’ve been working on this [resource name]. I just wanted to drop it in your inbox in because I think it can help you achieve [what positive outcome can it help them achieve?].

And if you like it, will you please share it so I can reach and help even more people?

Cheers,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**44. Email Subject Line:** Can I get your help with something?

**Email Content:**

Hey [first name],

It’s [your name].

I really do aim to be helpful to you. So if I’ve helped you at all, could you send me a quick testimonial about how I’ve helped you improve your well-being?

You could share skills you’ve built, strategies you learned, or insights you had that helped you on your wellness journey.

I super appreciate your time.

Thank you so much,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**45. Email Subject Line:** Here’s how to cope with challenges like a champ

**Email Content:**

Hey [first name],

We’ve had our fair share of challenges lately, am I right?

I recently [some challenge you recently encountered]. Yuk.

It would have been helpful to just have some quick strategies to get through these challenges a bit quicker and easier. That’s why I’ve been focusing on ways to better handle stress and be more resilient.

If you’d like to learn more too, check out this article to learn 5 ways to better cope with challenges: [publish this article and link to it: <https://docs.google.com/document/d/176V3HGjrPxcSrzRiPvGaNVaTclAJ42hR_Z-_h2JLjlw/edit?usp=sharing>.]

Hope this helps,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**46. Email Subject Line:** Why loneliness is an epidemic

**Email Content:**

Hi [first name],

We’ve been asked to socially distance, to stay away from the people we love, and spend more time alone. But the truth is loneliness was an epidemic even before the pandemic.

It’s true. We have increasingly been spending more time on our phones and less time with each other. And we’re lonelier as a result.

So how do we combat loneliness, especially when we’re being asked not to spend time with people face-to face?

Here are 8 surprising was to combat loneliness, and none of them require seeing people in person: [publish this article and link to it: <https://docs.google.com/document/d/1-fOfc1U962TRZEYDn-Kg0thBqgvQf5F1GaC0N87NiAo/edit?usp=sharing>]

With you in spirit,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**47. Email Subject Line:** Why is it so hard to be yourself?

**Email Content:**

Hi [first name],

Do you struggle to be truly authentic? You’re not alone. Showing our 100% true self is tough. We worry that we’ll be rejected, disliked, or abandoned.

Of course these things *can* happen, but they are not as likely as we suspect. And when we are our true selves, we get the added benefit of self-acceptance, which feels pretty good.

I’ve experienced this first hand. [Share a personal story of when you showed your true self and made you feel good].

What do you say? Do you want to overcome some of the barriers that keep you from being yourself? Check out this article to learn more: [publish this article and link to it: <https://docs.google.com/document/d/1njHfRrROnwzDX9MwVPnosZanYMbDPgyRE_YRWCZfA20/edit?usp=sharing>]

With authenticity,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**48. Email Subject Line:** Are you living your values?

**Email Content:**

Hi [first name],

If I asked you right now, could you tell me what your top 3 values are?

Most people can’t.

That’s because we don’t spend much time thinking carefully about what our values are. And if we don’t know what our values are, then how are we supposed to live by them?

I recently realized I wasn’t living my value of [a value that you have that you weren’t living]. It felt [describe how you felt when you weren’t living this value].

From that point on I started working harder to live my value of [the value that you have that you weren’t living]. And as a result I felt [how did you feel when you started living this value?].

My experience is not uncommon. We feel much better when we live our values. If you’re not sure what your values are or how to live them, this article can help: [publish this article and link to it: <https://docs.google.com/document/d/1Bg-o49cNwslWPaggmi6Pg1zjAJU_8BXkkLNwCpjWXFc/edit?usp=sharing>]

Living my truth,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**49. Email Subject Line:** Are you an energy vampire?

**Email Content:**

Hi [first name],

Have you heard this term, “energy vampire”? It’s someone who drains others’ energy, often by being overly negative or creating drama where it doesn’t need to be.

I know that I can [admit to something negative or dramatic that you have done. For example, I used to through temper tantrums].

If we have energy vampire tendencies, we’ll lose friends easily and have a difficult time feeling good about the good things in our lives. So it behooves us to get our act together and develop a more positive attitude. Here’s how: [publish this article and link to it: <https://docs.google.com/document/d/1XTxXHeeEZXt1qi6PW6jUc1MsQXcTbCXRBQchd3Kxgxs/edit?usp=sharing>]

Optimistically,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**50. Email Subject Line:** 6 ways to beat stress

**Email Content:**

Hi [first name],

Last week, I got super stressed about [what is something you recently got stressed about].

But then I just used these stress-busting strategies and felt much better. [publish this article and link to it: <https://docs.google.com/document/d/1IXuYfNUxtIp7l91lrETXuIEyRHYl_eQGaBdGc6RDfCc/edit?usp=sharing>]

You can try them too. :)

Signing off,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**51. Email Subject Line:** I just have to tell you thing one thing about wellness

**Email Content:**

Hey [first name],

I really need to share this short rant with you. It’s important for your wellness to know this.

Here’s the thing. I keep seeing people do [something people do to boost wellness that doesn’t work or is problematic in some way].

This is problematic because:

* [Why you don’t like this thing #1].
* [Why you don’t like this thing #2].
* [Why you don’t like this thing #3].

People just keep doing it. So I really wanted to reach out and gently encourage you not to do [the thing you don’t like] and do these things instead:

* [Good wellness tip #1].
* [Good wellness tip #2].
* [Good wellness tip #3].

Thanks for listening. I hope this helps you boost your wellness a bit faster/easier.

Lookin’ out for you,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]

**52. Email Subject Line:** Why wellness matters to me

**Email Content:**

Wellness really matters to me. That’s why I’ve made a living of doing [say more about what you do related to wellness].

I first knew that wellness was my calling when [tell your story of how you got started doing this work].

My dedication to wellness drives me. It gives me direction. [say more about what why this mission is so important to you].

I just wanted you to know why I’m here and thank you for being part of this. It matters a lot to me.

Your wellness champion,

[Name]

[Optional: Link to your website]

[Optional: Link to your social media pages]

[Optional: Link to the sales page for your products or services]