

Week 18 & 19 Emails_Naturally Slim

Week 18 Emails:

Monday: Week 18 videos are ready

Subject line: [NAME], your Naturally Slim videos are ready

Preheader: Log in and start watching week 18 now

Body:

[NAME],

Welcome to week 18! Your videos are now available to watch.

This week, Dr. Labat shares some great questions that will help you discover your values so you can stay focused on your goals (including the important connection between the two!). You'll also receive your second elective, and in the Activity Spotlight, Bryan McCullough tells us how his weight loss and improved fitness has led to more energy and renewed connection with his family.

BUTTON: Watch now [LINK]

Here's to a wonderful week!

—Your Naturally Slim Team

Thursday: Reminder to watch this week's videos

Subject line: [NAME] Let's clarify your values

Preheader: Values + goals = success

Body:

Hey [NAME],

Hope you're having a great week!

This week's videos can help you do just that. Dr. Labat explains the difference between goals and values, and demonstrates how combining the two is a powerful way to achieve your weight loss goals. It's a discussion you don't want to miss! You'll also discover your second elective segment, and in the Activity Spotlight, Bryan McCullough shares all the ways his success on Naturally Slim has vastly improved his family life.

Haven't watched this week's videos yet? It's easy to catch up. Simply log in and watch them here [LINK] when you have some downtime.

Cheering you on,

—Your Naturally Slim Team

Saturday: Advice/teaser

Subject line: You're doing great, [NAME]!

Preheader: There's no stopping you now

Body:

Hi [NAME],

High fives to you for another week of goals accomplished. Way to go!

Coming up next week, you can look forward to your third tailored elective segment. [Video description here] And in our Activity Spotlight, we'll visit with Jocelyn Williams, who clearly understands how investing in fitness today will have a huge influence on her future.

"See" you back here in Week 19!

—Your Naturally Slim Team

Week 19 Emails:

Monday: Week 19 videos are ready

Subject line: [NAME], your Naturally Slim videos are ready

Preheader: Log in and start watching week 19 now

Body:

[NAME],

Welcome to week 19! Your videos are now available to watch.

This week, we revisit stress management with Dr. Labat, who shares six very effective tools for calming the body and slowing down the stress reaction (especially useful during these uncertain times!). You'll also receive another one of your elective segments. And in the Activity Spotlight, Jocelyn Williams explains how investing in her fitness today is so important to ensuring a healthy and active future.

BUTTON: Watch now [LINK]

Have an amazing week!

—Your Naturally Slim Team

Thursday: Reminder to watch this week's videos

Subject line: [NAME] New tools, new you

Preheader: Keep calm & keep winning

Body:

Hey [NAME],

Hope you're enjoying your week!

If you haven't had a chance to watch this week's videos yet, no problem, you can log in and watch them here [LINK] when you have a chance.

This week, Dr. Labat is back to help you build upon your stress management skills with some powerful new tools. It's time for your third tailored elective segment, and in our Activity Spotlight, Jocelyn Williams demonstrates how incremental fitness gains + a positive attitude = a future that looks very bright. It's a great message!

Deep breaths and big smiles,

—Your Naturally Slim Team

Saturday: Advice/teaser

Subject line: You've come so far, [NAME]!

Preheader: Keep up the great work

Body:

Hi [NAME],

You're really making progress now! High fives to you on your well-earned wins.

Coming up next week, Dr. Labat will share even more ways to help you cope with stress. Now is an especially good time to transform these practices into habits, so you can ensure your success over the long-term. Dr. Church shares some exciting data about the success of Naturally Slim participants, and the whole team comes together to congratulate you on how far you've come and talk about next steps.

Looking forward to seeing you in Week 20!

—Your Naturally Slim Team
