

# Nurture Campaign Email Samples

Client: Power In The Group



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## EMAIL SAMPLE #1

**FROM:**

Jackie M. [Power In The Group]

**SUBJECT LINES TO TEST:**

[Video inside] Could you use a little motivation? Watch this...

[Video] Will watching this melt your heart too?

**BODY #1 TO TEST:**

{{FirstName}}, I'll never forget the first time I saw this video. It chokes me up even now to think of it.

To put it bluntly, I was in the dumps at the time. Head hung low. Feet shuffling. Sick and tired of being sick and tired.

But that's when a bit of a miracle entered my life. My own sort of personal cheerleader. Her name was Wendy. And she was the one who first showed me this video.

Wendy was everything I wished to be back then. Vibrant. Radiant. And most of all, drinking in life.

It's not like she was some sort of extreme sports fanatic, or a yoga fanatic, or an herbal detox fanatic. Nothing like that. In fact, one of the things that most attracted me to Wendy was that she wasn't extreme about anything.

She was balanced. No intense regimen or practice or workout or dogma. None of that. Instead, Wendy seemed to simply have enough time for everything she found important in life...and enough energy to do each and every one of those things.

I couldn't have been more of an opposite at the time. Maybe that's why Wendy noticed me. Maybe that's why she shared this video with me.

Whatever the reason, I'm sure glad she did. And boy have I appreciated being able to share it since then with hundreds of people just like you, {{FirstName}}.

So, first of all, know that you're not alone in being able to use a

little motivation. Hey, that's what Power In The Group is all about. And that's why you can count on hearing from me again soon (that's right, now YOU have your own personal cheerleader!).

And second of all, know that things can change. Know that YOU can change.

Look, if I could change, so can you. (And even Wendy even admits she wasn't always the superstar she was when I first met her.)

With all that said, now it's time for this video I've been teasing you with. Just click the image below to see what I mean about getting a little bit of motivation...

**{{embed video code here}}**

Now, if you didn't find that motivating, don't worry. I have many more tidings of comfort and joy to share with you over the coming months.

So strap yourself in. Lay your hand on your heart. And promise me you'll see this process through. Because, as our theme song says:

I know I want my life to change  
And so I know I need to change  
The way I think and choose and do  
For long enough to make things new  
So when I feel I'd like to quit  
Instead I choose to stick with it

Here's to us sticking with it together, **{{FirstName}}**.

Your Personal Cheerleader,  
Jackie

## EMAIL SAMPLE #2

**FROM:**

Jackie M. [Power In The Group]

**SUBJECT LINES TO TEST:**

Is your imagination friendly? Try this out to see...

Why is your imagination your best friend?

**BODY #1 TO TEST:**

**{{FirstName}}**, I have a special treat for you today. And to get in

the right frame of mind, you're going to have to use your imagination for a bit. Okay, here we go...

Picture yourself sitting at the base of a towering mountain. You see its tree-covered slopes rise up in front of you like a wall of living green. You smell the damp, woody scent of its undergrowth on the wind that darts over your face. You feel the spongy ground beneath your feet as you shift your weight from side to side. You hear the distant thunder of what must be a waterfall somewhere in the distance. Other than that, all is silent. All is calm. All is well.

Now, quickly, notice if you feel any different after that very brief flight of imagination than you did before it began.

For most people, the answer is yes. For some, the answer is no...until they practice it for a while (and it also helps a lot if the flight of imagination is longer than the 30-second version above).

Either way, you'll find your imagination can be your best friend, **{{FirstName}}**.

Why?

Because you can use your imagination at any time of any day to dip into your life's treasure chest of experiences and knowledge and sensations. You're free to pull out those items that make you smile, make you laugh, make you sigh a glorious sigh of relief.

You're free to treat those jewels from your past like brilliantly coloured paints, each embodying its own hue of energy on your imagination's palette. Free to splash and dash those colours however you desire on the canvas of your imagination.

Paint a scene of open-ocean passion. Or a silent twiggy nest high atop a hundred-year-old oak. Or a cuddly muddle of kittens nursing at their mother's belly.

You're free to create all that...and more. Whatever you want. Whenever you want. And all for free (except for the tiny bit of mental energy required).

But why do it?

Well, remember how most people feel differently after even a very brief flight of imagination like the one at the beginning of this email? And remember how your emotions affect your energy level, and optimism, and sense of well being?

So when it put it all together, you begin to see your imagination can be your best friend because you can use it as a tool. A tool to create the feelings that help you have the life experience you desire.

Look, you know how fickle feelings can be. And you know you're going to feel something anyway. So why not take charge of what it is you feel? Why not put your imagination to good use? Why not paint the scenes that make you smile and laugh and sigh a glorious sigh of relief?

There's no reason why not. So I'll leave you to it.

Happy imaginings, {{FirstName}}.

Your Personal Cheerleader,  
Jackie